DERBY OWNERS CLUB
WORLD EDITION

Derby Owners Club

Racehorse Breeding and Training Simulation Game

It's the sport of Kings; one of humankind's
most ancient forms of competition
dating back to 4,500 B.C.

It's enjoyed by hundreds of millions of spectators the
world over, and now it's available for your location.

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NTRA
NATIONAL THOROUGHBRED
RACING ASSOCIATION

Go Baby Go™

THE ROAD TO
THE WORLD THOROUGHBRED
CHAMPIONSHIPS
Breeders' Cup

Would you buy a video game that:

- Increases the earnings of the *entire location* rather then just moving the pile of money from *one cabinet to another*?
- Increases your food and beverage sales by *double-digit* percentage levels?
- Increases the number of per-week visits by your guests?
- Increases the amount of money your guests spend per-visit?
- Increases your guest's per-visit length of stay?

INTRODUCING

DERBY OWNERS CLUB
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Nothing compares!

How many video games do you own that encourage players to take a piece home with them every time they play?

That's exactly what Derby Owners Club – World Edition does.

Utilizing Sega's exclusive MCRD* technology, players take their horse with them on a convenient, credit card-sized storage device. They can use their Derby Owners Club Card to race their horse in any Derby Owners Club – World Edition game in the country.   *Memory Card Reader and Dispenser*

HOW TO PLAY.

Derby Owners Club – World Edition is an RPG *(Roll Playing Game)*, in which players are,
• Thoroughbred racehorse breeders,
• Thoroughbred racehorse trainers,
• Thoroughbred racehorse jockeys and,
• Thoroughbred racehorse owners.

Breeding

Choose the parents
Play starts by visiting the breeding farm to select your sire and dam.

Name your horse
Once your horse is foaled, you can name it with up to 18 characters.

Choose your silks
Over 1,500 combinations of colors and patterns ensure you'll have your own unique design.

Each horse is born with unique capabilities, likes, and dislikes.
Your horse's capabilities are indicated in the box at the top left portion of your screen *(see top left of "Resting your Horse" screen shot on following page).*

These include:

Starting – *how fast can your horse get out of the gate?*
Cornering – *How well will your horse perform in the corners?*
Out of the Box – *When in traffic, will your horse remain timidly behind the field or will it look for a seam and charge "Out of the Box"?*
Competing – *Is your horse able to stand up to bigger, stronger horses or will he/she back down when challenged?*
Tenacity – *As the race nears the end, will your horse finish tough or fade?*
Spurt – *How much will your horse jump ahead when you go to the whip?*

Each of these characteristics has a blue bar indicating how strong your horse is in that specific area. The further the bar is to the right, the better your horse is at that particular trait.

Stallion Select screen

Name Your Horse screen

Silk Pattern Select screen

PRE-RACE ROUTINE

Every time you play, you begin with the pre-race routines of training and feeding your racehorse.

Training consists of a variety of workout regimens including, solo training, cooperative training, solo pool training, and rest. Each regimen addresses a different characteristic of your horse's performance. Pick the routine that corrects your horse's weaknesses and you'll have a G-1 eligible Champion in no time.

Cooperative Training

Pool Training

Resting Your Horse

Feeding Your Horse

TRAINING

The only way to improve your horse's abilities is to properly train and feed your thoroughbred.

Solo Training

Train against the clock. You must finish your training run in exactly the time indicated, no slower and no faster.

Cooperative training

Train against another horse. You must finish your training run in a dead heat, not after or before the other horse.

Solo Pool Training – In the pool you have to keep your horse's head above water.

Rest – Even racehorses get tired. Resting your horse at the right time will invigorate him/her for the next series of races.

FEEDING

After training, your thoroughbred is going to be hungry. There's a wide variety of menu items to choose from including, Carrots, Fodder *(Hay)*, Apples, Strawberries, Cheese, and Mushrooms to name just a few. Pick a food that improves your horse's abilities.

NOTE – All horses are different. Each horse has its own set of likes and dislikes so don't be surprised if your horse doesn't like a particular training regimen or food. How will you know? Trust us, your horse will make it known in no uncertain terms what he/she does not like. Just make sure you stay away from that training regimen/food in the future.

RETIREMENT

Your horse has a limited number of races during which he/she will be competitive. How many races depends upon the quality of its bloodlines and the effectiveness of your training and feeding regimens.

After your twentieth race, you'll be asked if you want to retire your horse. Most players will say no as their horse is just now starting to win with greater regularity. The question continues to be asked after every subsequent race. Eventually your horse will no longer be competitive *(this usually occurs between 30-45 races, depending on just how good your horse is)*.

When you retire your horse, it enters a new phase in its lifecycle.

You can use your retired thoroughbred as the sire or dam of future champions.

Now you know why guys like Tommy at D&B Chicago have over 50 horses.

RACING

A typical racing sequence can last anywhere from 6-10 minutes depending upon,
- The proficiency of the player.
- Whether he/she is creating a new horse or using a previously created one.
- The race distance *(races vary from sprints of 1,200 meters to endurance events of 3,200 meters)*.

Each race is made up of a field of 12 horses. Up to 8 live racers *(actual players)*, can compete with a minimum of 4 virtua *(computer controlled)*, thoroughbreds. Players control their horses using two primary buttons, Hold, to slow the horse down and Whip, to speed the horse up.

Players are assigned a random gate ranging from the #1 *(inside rail)*, to the #12 position *(outside)*. Horses are introduced onto the track in this order. As the horses appear on the main display, their ability chart, lifetime earnings, and a listing of the G-1 races its won is shown. This lets everyone know the quality of the competition they're up against.

Once all horses are in the gate, a handicap grid appears. Ten, "virtua handicappers" create the grid. Each handicapper picks his top 4 horses. First place picks are indicated with a double circle, second place with a single circle, third place with a filled-in triangle, and fourth place with an empty triangle. The horse with the most double circles is the favorite to win the race.

During the race, the player-satellite displays provide a wide array of telemetry including –

Horse health – at the bottom of the screen is a "bar" that shows your horse's condition. If you don't use proper whip technique, the bar will move to the right indicating your horse is extremely tired and won't have any energy left to finish the race. Proper whip technique can mean the difference between winning and losing the race.

Distance left – A meter counts down the distance to the finish line. It's important to know how far your horse has left to race so you'll know when to go to the whip.

Main display of racing action with just under 700 meters (indicated at top of screen shot) left in the race.

MAIN DISPLAY

During the race, the main display covers the action like a live television event. Multiple camera angles and cinematic effects make the race almost as much fun for the spectators as it is for the participants. Once a race gets down to the final 1,000 meters, a distance indicator appears across the top of the screen. It ticks off the distance to the finish line in 100-meter increments.

A simulated day at the track consists of 6 races. Races 1-5 are open to all comers from debut racers to seasoned, multi-stakes winning champions. Race 6 is reserved for G-1 eligible horses. To qualify for a G-1 race, your horse must have lifetime earnings of $1 million dollars or more.

There are over 90 tracks in the game including 16 G-1 events.

"It's not uncommon to see a player sit down at DOC at 1:00 pm and stay on the game until after 12:00 midnight. They eat, drink and party all day at DOC."

Technical Services Manager Mons Hellyer, Jillian's Baltimore, MD.

DOC Earnings

DOC earnings have set records in every location it's been installed at. Our three test games are averaging over $850 per day and $6,100 per week.

Location # 1 per week average for 12 weeks = $4,950. Average weekly ranking #1
Location # 2 per week average for 8 weeks = $6,900. Average weekly ranking #1
Location # 3 per week average for 4 weeks = $8,000. Average weekly ranking #1

- Average number of plays per day = 575
- Average number of new game starts (games started in which a DOC Club card is vended) = 42.5 or 7% of games played vend a card. This means 93% of DOC players are starting their game with an existing card, which had to have been created during a previous game.
- Average PPP (price per play) = $1.75, (low $1.25 per, high $2.50 per game)
- Average cost of operator consumables (cost of DOC cards to the operator) = 5 cents per play

93% of DOC players are starting their game with an existing DOC card. This is the percentage of repeat players; a figure that is quite simply, off the charts.

Sega and the NTRA

Sega has entered into an agreement with the National Thoroughbred Racing Association designating Derby Owners Club – World Edition as the official branded interactive video game of NTRA. NTRA plans on using DOC to host player tournaments and product demonstrations at racetrack and off-site venues in connection with summer and fall stakes races that are part of NTRA's Road to the World Thoroughbred Championships. NTRA will host a special chat room for DOC players on its Web site, NTRA.com.

NTRA Television programming will carry over 180 hours of national network and cable racing coverage on NBC, ESPN, ESPN2, ESPN Classic, CNBC, CBS Sports, and TVG.

Last year, interest in thoroughbred horseracing grew 5.4%, second only to NASCAR in the rate of increase.

In 2001, the thoroughbred racing industry set records for pari-mutuel handle and purses for the eighth year in a row.

Thoroughbred horse racing attracts $100 billion in annual wagers.

"The game is so successful here in Chicago that we usually have a 1-2 hour waiting list during the week to play after 5:00 pm."

Tommy Sanders, DOC Player at Dave & Busters, Chicago, IL

Very few games have ever been developed that create the kind of long term earnings, player loyalty, and ancillary location benefits Derby Owners Club-World Edition delivers. It's a phenomenon that's poised to sweep across the county. Get caught up in it before it passes you by.

Catch the fever!

Derby Owners Club Dimensions
183"W x 234"D x 95"H (as shown)
Weight 3,680 lbs (approx.)

Power requirements
8 satellite units
each requiring 110 volts @ 3 Amps

1 main display unit
requiring 110 volts @ 8 Amps