

## Here Come The 'Feelies'

### 'Sensorama Simulator' Chalks Up \$25/Day Average On Test

NEW YORK—Mort Heilig, inventor of the 'Sensorama Simulator' audio-visual machine, announced last week that he has just completed a one-month location test of the new and improved prototype of the device and found that it has averaged \$25.00 per day during this late February-early March period. Heilig further predicted a \$40.00 per day average for the machine when the warm weather arcade season arrives.

The inventor stated that the 'Sensorama Simulator', which features not only 3-D movies and stereo sound, but accompanying smells and even tactile (physical) sensations to correspond with the film's action, has been tested on this same location (Simon's Arcade at 52nd St. and B'way in Manhattan) previously where he learned that several structural changes were required in the original machine if it was to stand up under the rigors of arcade traffic. These modifications have been effected in the particular model just completing its test and Heilig claims that his device has come through with "hardly a scratch."

Heilig advised that he is currently



Customers flock to 'Sensorama' "audio-visual-everything" machine at Manhattan arcade.

engaged in stimulating the interest of investors into collaborating toward the ultimate mass manufacture of the 'Simulator.' A manufacturing company has already been selected, the inventor revealed, and when sufficient funds have been amassed, they will begin turning out 'Simulators'

almost immediately. He stated that since the introduction of the device last year, literally hundreds of prospective operators and locations have been brought to his attention, all of which are just waiting for the day when the machine will be made commercially available.