



THE BULL SHEET

THE WILD BULL NEWSLETTER: FEATURING NEWS YOU NEED AND SOME SHEET YOU DON'T!



1,800 Fans, Wild Bull Machines, Bristow, Lloyd & Phil Taylor...

WILD BULLS ARRIVE IN GERMANY

October 28, 2007, Munster, Germany- The Wild Bull Electronic Scoring Steel Darts Machine is formally introduced to the German market...time to *Play-Like-A-PRO*™

The [German Darts Corporation \(GDC\)](#) and Merlin Technologies called in a little help from their friends, Roland Scholten, Colin Lloyd and Raymond Van Barneveld to announce the 2007 GDC German Darts Championship and the arrival of the Wild Bull® electronic scoring steel dart machine on the Germany market.

Held at Pool Hall Munster, players who had qualified to compete at this event by playing on Wild Bulls in their local pubs, or at GDC events, were partnered by blind draw for a chance to have one of several [PDC pros](#) as their partner for a full day of competition on Wild Bull machines.

Janine Peuntner qualified in her local pub and was not quite sure what to expect on the 28th. "I drew Colin Lloyd as my partner! A full

day of darts with Colin was awesome. He was so funny and made me laugh all day," says Janine. Colin replied, "How I was so lucky as to be partnered with the only female player, I don't know? But we had good fun and it was the third time I've played on Wild Bull machines."

Colin's first Wild Bull experience was at an exhibition at the [PDC's '06 Desert Classic](#). He enjoyed them again at this year's GDC 'Meet The Power' event and again this weekend. This was the second time Roland and Raymond had played on the machines.

The Muenster event was an opportunity for Merlin and its German Distributor, [IDO Sports](#), to formally announce the availability of the machines on German soil as well as their 2008 promotional plan to support future customers.



Germany's #1, Andy Kroeckel and the Netherland's, Roland Scholten.

BULL SIGHTS



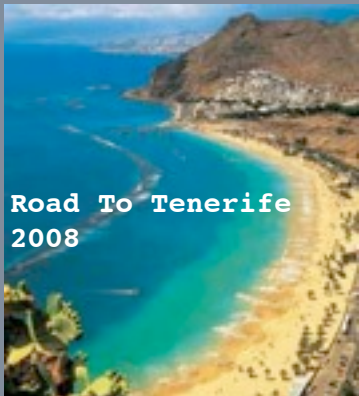
Lemkuhl & Barneveld '08



Andy Kroeckel & Thorsten Brock-Germany



Wild Bull Japan



Road To Tenerife 2008

The Wild Bull Darts Festival-Tenerife

The Wild Bull Worlds Committee™ has selected Tenerife, Spain as the site for its first darts festival. Scheduled for September 2008, Merlin and its participating Distributors will send players to Tenerife for a weekend of partying, electronic steel darting, and great competition.

“Imagine players from select countries descending on such a beautiful place as Tenerife, for a weekend of electronic steel dart play. A unique machine and a special destination will make this event different from any I have ever participated in,” says Roger Mahan of the Spanish Darts Federation (FEDE), and NDA Member. Roger, one of the WB World’s Committee members, is introducing an electronic **steel dart league** structure in Spain, to qualify players to attend this event. Coordinated by Merlin’s Authorized Distributors, players will not only be invited, but many will have **their travel and airfare paid in full!**

One of the most popular destinations among the Canary Islands, Tenerife is a special place. Having moved from Belgium 4 years ago and started a business operating amusements machines, Raf Vandenberghe will help host this

event. “We are really excited about the idea of not only having a fun event at a hotel, but also inviting players to visit all my Wild Bull bars around the island. Players can go from location to location and participate in fun darts competitions,” states Raf.

The main purpose of the Festival is to support Wild Bull Machine Operators by giving them a powerful marketing tool they can use to fuel dart play in their locations. The ability of an operator to potentially send a player or team to a place like the Canary Islands, travel and hotel free, is a huge marketing tool for them.

“In Germany, we envision a point system where locations can organize ‘in house’ events like high-score nights, weekend competitions and more, so players can accumulate points. In areas where we have many Wild Bulls, a more structured league can be formed,” says Werner Schiewek, of IDO Sports, Merlin’s German Distributor. The system will be flexible from location to location. The purpose is to drive traffic to Wild Bull games and reward players with a great event.”

[Distributors, operators, dart leagues, contact us for more information.](#)



Scholten, Lloyd, Barney, Mensur and other Wild Bull event participants

RUNNING WITH THE BULLS

New markets, features, software, operator news and more...

Continued, page 3, 'Germany'.

Dutch Play 'Tactics'

Shipping now, Merlin has incorporated a popular new version of the standard game of cricket, called 'tactics' in its upcoming machines! Special for the Dutch market, Wild Bulls have a special display incorporating the new tactics display using cricket numbers 10-20 and bull numbers.

Paul Wijnants, Merlin's [Netherlands](#) Distributor, states, "While the game just seems like a longer version of cricket, with numbers 10-14 added, it actually changes the strategy of how you play cricket. Everyone here loves this version of the classic cricket dart game."

We 'RED' Your Mind

Wild Bull® Struts New Look & Adds Features for 2008...

Merlin Technologies, announces a number of game design, hardware and software developments that enhance Wild Bull operation and advance player appeal.

Additionally, the new Wild Bull's have a new, bolder red and black look. Steve Pope, Merlin VP states, "During our first years, we wanted to respect the atmosphere of many steel darting pubs by having a 'quiet' game. A game that played



quietly, without all the sounds and lights that could upset traditional steel darters. Years later we hear from our operators and players that we should 'turn it up a notch' with a brighter more visibly exciting game that commands attention from across the pub." The new machine for 2008 is a step in that direction, with its traditional scoring display, quiet traditional bristle board, but with a bold new 'red' look that compliments the Wild

Endorsed by the



Bull and PDC logos.

All the new features are listed online.



Germany:

continued from page 1

Werner Schiewek, Director of [IDO Sports](#) explains, "With the support of Merlin, we are offering Wild Bull customers the ability to send players to a Tenerife, Spain in 2008 and hopefully Las Vegas in 2009. This support will dramatically increase coin drop on our customers' Wild Bull machines and create a buzz in the market. This is also a way to provide 'value' to steel darters in exchange for them 'paying-to-play' steel darts." For more information, photos, or to request information visit [WB Germany](#).



Merlin's
Operator
Training-Brussels
January 30-31,
2007

Invite a **Bull** into
your home?

**THE
REVOLUTION®**

Electronic Steel-tip Dart Game

The Revolution® home dart game is the best option for enjoying the feel of an electronic scoring, genuine bristle board for steel darting in your home. The product is currently only available for sale in the United States and Canada and **available online** at www.revolutiondarts.com.

Bull's Eye News Cover Story: [View](#)

**"Play Me -
I'll 'Steel' Your Heart!"**
Wild Bull® from Merlin Technologies

We Want You!

Merlin's currently seeking

- Qualified Distributors, Worldwide
 - Qualified Operators, Worldwide
 - Dart Leagues and Player Feedback
- contact sales@merlindarts.com today!

More BULL SHEET online:

- Photos from around the World
- Links to popular darting sites
- Technical Features For the Machine
- More... Visit www.merlindarts.com

Wild Bull-ATEI, London Jan. 22-24, 2008

We would love to visit with you this January on our UK Distributor, Electrocoin's booth #G-614. Register for the show or contact Merlin today.

Soft-Tip Markets Adopt New Slogan.

No matter what your skill level, if your going to play darts, why not...



USA REPORT

Scott Schroeder, VP & GM, Merlin North America states that many U.S. Operators are currently considering and testing Wild Bulls. "This is an extension of their existing business and an opportunity to tap into new revenue," states Schroeder. According to the early WB operators, the coin drop generated from Wild Bulls is not at the expense of their soft-tip earnings, even in locations where they have placed a Wild Bull right next to a plastic machine.

There are also some **steel leagues** that are starting new 'electronic steel' divisions. One such example is Wichita's Dan Zimmerman. Dan states, "We purchased 2 WB's to test, and found a **new player base** was interested in playing traditional steel darts and some of our existing steel players also love the machines, so we have purchased more WBs." The introduction was so successful that the **Wichita Darters Association**, a division of the [ADO](#),

[endorsed the machine](#). Schroeder concludes, "Wichita is just one example of how our product can help grow existing steel leagues, **tap into new coin revenue** for existing dart operators, and to grow the sport as a whole." Scott can be reached at

scott@merlindarts.com

'Bull's Eye News' Writes...

What's behind the design of the Wild Bull? Read [USA's, Bull's Eye News](#), cover story titled, "[Play Me- I'll 'Steel' Your heart!](#)" Bull's



Johnny K at Wild Bull/PDC Event.

**"Play Me -
I'll 'Steel' Your Heart!"**
Wild Bull® from Merlin Technologies

Eye's **Jay Tomlinson** writes, "After visiting Merlin's factory and meeting with staff, it is

*clear... The Wild Bull and Revolution dart games are **truly the most advanced steel-tip electronically scored dart games within the industry to date. If you play them, they will steel your heart!***"

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