



October 23, 1997

Janet A. Kamien
Vice President
Science Center

To whom it may concern:

The Franklin Institute Science Museum contracted Keith Feinstein for his exhibit, Videotopia, during the months of May to September 1997.

As a testimony to the effectiveness of Videotopia, we found Mr. Feinstein's exhibit lots of fun and extremely marketable. The exhibit - the history of video games - is complete and informative and the nostalgia visitors felt at the exhibit was authentic. Despite the fact that many of the games were one or two decades old, there was very low maintenance; the few breakdowns that did occur were promptly resolved. And, of course, the contemporary games were a big hit and also well maintained. In general, we found Mr. Feinstein very responsive to our needs.

I am also pleased to report that the press provided very positive coverage of the exhibit.

In order to play a video game, visitors were required to use tokens, which we gave out at the ticket counter. Visitors received 2 tokens and members received 4 tokens per person. Few people complained about spending more money on tokens to play additional games.

In summary, we are pleased with the decision to offer this exhibit to our visitors and found that our attendance increased compared to the summer of 1996.

If you have any further questions about Videotopia, please feel free to contact me.

Sincerely,

Janet Kamien
Vice President
Science Center

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