

Scott: Well, listeners, here we are with yet another interview surrounding the great mystery of the Coleco Chameleon. It's a story that just keeps giving and gets stranger with every twist. We've got on the show here with us, BTB and he does a couple of excellent YouTube channels, the Jag Bar and the Lynx Lounge and possibly other projects. BTB, you can definitely bring up -- please do bring up sort of your networking chart out there. If you haven't seen these channels, you really need to. I'm a big fan of the Lynx Lounge. I was just telling BTB, I actually kind of like that more than the Jag Bar because it's such a system that doesn't get really covered as heavily as other systems.

And he does an excellent presentation, the pace, the cadence, the information. I think it lends to him being maybe a little bit more in our demographic more than most of the YouTubers where they just want to do this, like the guy that just yells into the camera or whatever.

UKMike: I think a lot of the videos we've all been watching lately over the last few weeks related to this story is literally people ranting at a webcam.

BTB: Yeah, it's true.

Scott: Yeah. The high frantic pace, low information, just gibberish, whereas BTB here, he presents quality information at a good pace. He doesn't have to rush. When you get done, you heard a lot of information in a reasonable amount of words. So again, great channels --

BTB: Well, thank you so much. I appreciate it.

Scott: Yeah, man. So I was just doing the catch up on the day's news as UKMike and I tend to do -- you're about to go to bed, you scroll through the forums and see what's going on with the latest twist in this freaking story is. And we all know a lot of -- and I think you made a good point earlier when you were alluding to this. The focus has been on the hardware side of things and certainly, myself, having a role in that being the first guy in the hardware chain until just one day I wasn't. I know this topic and I know the hardware side but as we keep finding out there's so many more people involve in this. I was suggesting the other day we should draw out the org chart. I mean it has got to be massive. And I would be willing to bet at this point, you're probably not the only video guy. He likes parallel development.

BTB: Yeah. The only thing that I could think of was that when he came over to shoot the episode of the Jag Bar, we played Ruiner Pinball together. And the only thing that I could think of is that, possibly he was just looking around the Jag Bar going, "I could use this. I could use this set for something. I could

use it for the video," because I'm freelance so I have green screens and black screens and lights and I could set up a studio anywhere really. So I could say, "Hey! Well, we could go down to your place, we could set it up." "No, no, no. Let's use the Jag Bar." "Okay, all right." That's fine with me. I mean it's easy. It's there.

Scott: It is a cool set up. It's a neat little environment. I'm a barman myself. I've got here in the basement of the house, I've got like -- my arcade spreads over the whole house. But I've literally got like a bar area where I've got a big Italian oak bar and I've got the big racers and shooters down here, so I like a good bar and you got a nice little set up there.

UKMike: How did Mike first get into your radar to end up playing Ruiner Pinball on the Jag Bar?

BTB: I started the Jag Bar last year. It's only been about a year and some change. This is like my first outing as far as trying to do a YouTube show with weekly content. So there's a lot of learning stuff that I had to figure out. One of the things was being very heavily involved with the forums. Two of the biggest supporters would be atari.io. It's a beautiful Atari website where I post my videos and I talk to the people there in the forums, and then of course AtariAge, which is another huge website. And I saw a link or article about some guy that had clear Jaguar cases and I said, "Wow, wouldn't that be really cool for the show?" Maybe do something about the clear Jaguar case.

Well, I tried to get a hold of the guy, they never got back to me, never returned any emails or anything like that so I said, "All right, maybe they're all sold out and I missed it." And then in October last year, there was an event called, "SC3" which is sort of like a backyard arcade event hosted by this guy named "Steve Hertz".

Scott: Yeah. I met him at the CGE many times.

BTB: Right, right. So he opens up his backyard and they had free play arcades and guys were selling their wares. It was really, really cool.

And I started talking to a guy who had a -- I can't remember his name but he had Commodore 64 set up. And he asked who I was and I told him that I did the Jag Bar and he says, "Well, you need to talk to this guy right over here," and lo and behold, there he was, Mike Kennedy and he had a whole table out and he was doing raffles. I guess he does raffles for them every year. I started talking to him and I said, "Hey, I'm looking for a clear case," and so he gave me a clear case and about five copies of RETRO Magazine and took my picture with him and I said, "Listen, if you're ever in town, you should come on the

Jag Bar. That would be really cool." And so he did and the next thing I know, we're playing Ruiner Pinball together.

UKMike: And drinking red wine.

Male: And drinking wine, man. Drinking the wine, real fancy. That was probably the most fancy drink I've had on the show but yes we shared a bottle of wine and dreams.

UKMike: Yeah. He is a wine aficionado as we know.

BTB: Sure, sure.

UKMike: And so that you surmise sort of led to him looking around your place and thinking, "Yeah, I could make use of this."

BTB: Well, I actually asked him because I knew about the Retro VGS debacle and I specifically did not bring it up on the show or grill him or kind of blast him because -- look, the information is out there, like I'm not going to bring anything new to the table. He was very adamant about this new system and the new system was going to do this and the new system was going to do that and it's going to be so cool and we're really going to -- we've learned from our mistakes and we're going to move on. I said, "Well, who's doing your marketing," because I'm a freelance video guy and so I'm always looking for my next paycheck. I'm always looking for the next thing and I said, "Hey, if I could help this guy out with marketing, he's in Orange County. He's like 45 minutes away from me. This thing might turn into something and then I might be doing videogame marketing for the next five years.

So for me, it was like, "Let me help you so I could help myself." And that's kind of how -- I mean there's a lot of freebie jobs that I do that have turned out to be very successful. I've gotten other work based upon it. So that's where it was and then he said, "Well, I don't really have anybody that's doing my marketing." And then it turned into, "Well, we could shoot it here. We could set up here and we could shoot it here," and like, "Yeah, that's fine, whatever." And then really it wasn't until -- I want to say it wasn't until like December that -- no. It was February. It was almost like right when the -- right maybe the last week of January going into February that he wanted to do this video. So then it was like, "All hands on deck. We got to do this video right now. We got to do this video right now." And I was like, "Great! Great! Let's do it. Let's do it."

UKMike: And is it at this point that you were talking about scripts, or was the rough script already sort of outlined by this time?

Scott: Yeah. Let me just interject here. I was watching your video, the one of the Chameleon Kickstarter, and I thought, well right up to the point where you actually pull out the script and I

wasn't honestly looking at the title below where it tells you, "Kickstarter Script." I was watching the video and I haven't really noticed the title and I was just like really interested in how compelling -- and our listeners have got to go check this video out. And I'm like, "Man, he's telling a very compelling story." It's a completely different aspect to this but it totally fits the narrative of everything we've seen done in every other way this thing has been handled. But then you actually go and whip out the script, I'm like, "Oh, damn, he's got the script."

BTB: Yeah. And the interesting thing about the script is that there's absolutely no technical data on it at all, specs of what the system is. There's nothing -- it's just a dream. It's just an idea of the glory days of retro coming back. I mean I believe, doesn't the PSP or the PS Vita, doesn't that have cartridges? Aren't we using cartridges on those?

UKMike: Formerly, yeah, a memory card.

BTB: So I mean it's not like crazy talk that -- I mean there are systems that are still using cartridges which are SD cards now.

UKMike: We talked about that on the show --

Scott: And as I commented the other day, I personally like the idea. I'll tell you why. When he called me up and his two first questions -- where this all began with was, "Hey, do you think people would go for this, do you think there's a market? And secondly, how feasible is it? How do you even build something like that?" And so, I explained to him how you go about building -- a console is basically a single board computer, for the era we were discussing and how simple it is really technically to achieve and --

BTB: So you said, "Look, all you need is a Super Nintendo Junior --."

UKMike: Yeah, let's not reinvent the wheel.

Scott: Job's a goodun.

BTB: A roll of duct tape.

Scott: No, the short version of what I said was, "Look, for the era that we're talking about --." basically building like say a Super Sega Genesis, pre-online, hardware-based unit that isn't infested with Call of Duty kids, man, I'd go for that, yes, and it's not that hard to build. What we're really talking about here is a very simple single board computer. We need CPU, RAM, we need simple bus control. We need a video processing unit, an audio processing unit of some kind, maybe even just a second CPU to -- whatever way you go about it, there's tons of off-the-shelf hardware, and optionally, maybe, maybe not, some kind of a boot ROM with a basic OS. Atari didn't use it and

Intellivision did. It can kind of go either way on the benefits of having or not having some sort of basic OS.

And so then he was like, "Oh, what would it cost? How can we do it?" I said, "Well, there's a lot to be determined. We have to determine what software requirements the developers have, what hardware they can write for, how much memory do they want, how much graphical resolution, there's a lot of things that would be determined but roughly speaking, yeah, we could quite affordably build something like that.

And like I said, this discussion developed into where it went but at no point was it really questioned beyond, he asked me, he said, "Do you think there's a market?" I said, "Well, if you told me there was no Call of Duty, just pure -- I don't need a console that will show me movies or let's me search the web. I want a console that plays games. So you give me a no online console that I can plug a card into and no matter what licensing agreement changes, what server goes offline, whatever in the world happens that that card -- just like my Atari games, I can reach over there now and play always and forever exactly what I played." Yes, I love the idea but how many of me are there? I don't think it's enough people to make it a viable market. And that was the extent of the market study.

BTB: But I mean isn't that like market -- I mean for an extent, you have all these plug-and-play games that you'd go -- it's an impulse buy at Walmart or wherever you're at, from Toys "R" Us, and it's like, "Oh, we got 60 Coleco games for 30 bucks, wouldn't this be fun?" "Yeah, why not? Why not?" It seems like -- it would be hard for me to see somebody looking at the Coleco Chameleon going, "Okay, this is a new system." I mean it's almost as bizarre as the OUYA or whatever that thing that - you know what I mean? It's like I don't know how many people bought that.

Scott: A lot.

BTB: Really?

Male: But then the whole thing went Tango Uniform about a year later. They sold a lot and then it fell apart.

BTB: Really?

Scott: But there're a lot of people in this story that are running around saying, and in many cases they're being quite honest. Well, I'm not a hardware guy and some people said, "Oh, that's a deflection for not knowing what's going on." I don't think so. I think some people just aren't hardware guys. It's cool.

So the thing that I have to run around saying is, "I'm not a business guy," which is a little different than the narrative, and

I'm not. I used this example just the other day where I mentioned a friend of mine in our town here owns a hardware store. He opened it up. Now, this is a small town, very small town. Ten minutes in either direction, there's a Lowe's and a Home Depot. If you would ask me, "Scott, is it a wise idea to open a hardware store in this small town?" I would say, "Hell, no." There are huge competitors with better selections, cheaper prices, not as good service but a couple of miles away, and everybody that lives here commutes elsewhere and you're around all these places, so, no, I don't think it's a good idea. They're doing great."

I've often wondered like there's some empty retail space here in town. I thought, if I could just prepay the rent on that for a year, stick games in there so I don't have to like -- it's not like a giant fear for my business life thing, just to try it out and if it succeeds, great. If not, I know my loss is confined to this. Open up a good old-fashioned arcade bar and maybe I'm the hit of Northern Virginia like the entire DC Metroplex crams in there every weekend, I make a fortune, maybe nobody shows up. I don't know the difference. That's why I'm not a marketing business guy. And I can admit that shortcoming so my confession to Mike there was, I said, "I could be wrong. I don't think there's a market for it big enough to sustain it but I could be wrong." And we proceeded ahead on our story.

But, yeah, for me, the entire aspect of this has strictly been hardware and then the software side of it came up. So within a very short period of time, both developers, Piko and -- help me out.

UKMike: CollectorVision.

Scott: Both of them very publically came out and said, "NDA SchmenDA, this is bad." Piko, he laid it out and then just the other day, CollectorVision, they were like, "Yeah, there were like factual things." Not just like this guy's a jerk but facts, like we agreed to this. The contract never came. We did this, it was reneged upon. The rates were renegotiated to 50% of the prior, bang, bang, bang, and none of these are pleasant facts and they're just laying them out. So that was interesting to see the software side of it, right?

BTB: Right.

Scott: So that was apparently being handled with the same methods as the hardware side and then of course your story hits and we've discussed here how you met Mike. Walk us through how he tried to handle it and how it was approached to this Kickstarter video, because you had some great nuances in there.

- BTB: Well, the thing about it was it was like, I was kind of pushing him like, "Okay, when do you want to do this? When can we do this? Okay, I need to have dates because I need to set up families and --," because he wanted to have kids playing it. He wanted to have families playing it and adults playing it. So these were phone calls that I had to make and I had people ready to go and then it didn't happen, problem with the hardware. The first night that we went to film that it got cancelled, the hardware guy, the mystery hardware guy --
- Scott: We're on like number seven now.
- BTB: Yeah, he plugged the USB controller into the board and it fried a piece of the board and I said, "Huh?" Thinking, "Well, isn't your controller's USB? Don't you think you should've had that ironed out like maybe four months ago?"
- Scott: And how many USB devices have you seen burn up the board ever?
- BTB: I have no idea. So I was like, "Okay, so we had to cancel it and then the next day, his hardware guy was getting a part and the part was supposed to be rush delivered in the morning. He was going to put this like fuse box on the board so in case he plugs something into it again, the fuse would pop and wouldn't ruin the board and he can just replace it with a fuse or something like that. And I said, "Okay, whatever. Whatever." And to me, I'm just like, "Give me the product so I can shoot this and I'm trying to figure out the best ways for me to shoot it and light it and have the kids having fun with it and that sort of thing.
- UKMike: So this USB thing being plugged in and blowing, does that happen at your place, or are you being told over the phone or how did that all play out?
- BTB: No. This is all over the phone.
- UKmike: Okay.
- BTB: This is all over the phone and it was late at night. It was like, let's shoot at five and then it would be six and then seven and then eight and then nine, and I'm like, "Mike, I got these kids over here. I can't have these kids up at nine and then if you get here at 9:30 then what? Are we shooting at 10? There's no way that I could have these families come in at 10 o'clock at night and shoot this thing." So the next day, he was supposed to get this piece and it didn't come in the morning like he said and it's supposed to be 2 o'clock, it's supposed to come in, well, three, four. So we're playing this game again and then we go all the way up until nine o'clock and I said, "Hey, I'm going to have to call it. Let's call it, because it's not going to happen."

Then when the dust settled from that, it was, "I can't do it because my hardware guy is not letting me have anybody play it because he's afraid that we're not going to make the deadline for the Toy Fair." I said, "Look, I get it. It's your business, your name, your life is on the line right now because you've got to deliver this thing to the Toy Fair. You got to do what you need to do. I'll be here." But he says, "In the meantime, why don't you do those voiceovers for me? Can you get those voiceovers done for me?" I said, "Okay, let me see what I can do." And honestly, I'm super busy too so it's not like I have all day to do voiceovers and stuff like that.

So then the Toy Fair happened and I was actually in Las Vegas helping a friend shoot a commercial and I was kind of like -- I didn't have access to any kind of internet so I didn't see what was happening until like the next day when I got home. I was driving home from Vegas and he says, "You know, Brian, we had a really, really great showing at the Toy Fair, and all of these people want to get a piece of it. Toys "R" Us wants to sell it and Atari is going to give us 300 of their library games," and then I'm just like, "Oh, that's great." "So it's getting bigger than I thought it was going to be and I need to have a professional do this video for me and I don't know if I could have you doing the video for me." At that point, looking back at it now, it's like --

UKMike: Thanks for the compliment.

BTB: At that point he's already backing out. He already knows that - - and I said, "Look" -- I hung up with him, I said, "Okay, well you got to do what you got to do." And then I sat down and I thought about it for a while and I said, "You know what? I'm going to text him," I said, "You know what Mike, I am a professional, dude. I'm trying to help you out. I've worked with huge clients before. If you look at the quality of my YouTube show, it's above and beyond what everybody else is doing as far as lighting and sound and production."

Scott: Yeah I brought that up right at the onset of this discussion because it's so patently obvious and I had really no agenda or I didn't know -- we talked for a couple of minutes before the interview about Tandy 1000s. We did not plan out what is happening right now is going to happen where I was going to go, "Oh, I said earlier, he does professional work." It's incredibly obvious that you do professional work.

Also, let me throw this in here because this is fascinating. What's really compelling in this whole story is the repetition and pattern recognition over and over and over. So early on when we were formulating this idea, I was on the phone with Steve Woita and we were talking about this idea of a studio, he really wanted to do that. And I said, "Well, you know our friend, Mike Kennedy, is really kind of wanting to do something along those

lines, like a studio, a console, so let's pull him into the discussion." So I literally -- and Mike has shopped around to a couple of people like, "Oh, I don't know why Scott thought he was a part of the team." I put the damn thing together. I brought this people into the room.

It was Mike's idea, 1,000%. No matter what he's done, I've defended that religiously but it's an idea. It takes people who have the talents and skills to turn it into a thing. So we had done all this work and it got up to the point where I think he had felt like had gleaned what he could from me or whatnot before it would be committed to possibly having to pay somebody, or them having a very verifiable stake in the product. Mike, he knows what I do. I work in space flight. He has been to my workplace. He's seen what we do. He has been to my home. I've been a guest in his home and all that and he has seen my hardware collections. He's seen my technical ability. He knows what I do and we're on the phone, me and Mike James here with -- Skype with Mike Kennedy and Mike James, like we are now, getting ready to record an interview. And Mike's blurting out a couple of things, "Yeah, you know, that's why I brought the molds back here and this is going really well. I think this console thing is going to happen. I've been talking to my hardware guys." and I'm like the needle goes off the record, I'm like, "Mike, hardware guys? I'm handling hardware, what the hell are you talking about?" and he does this, "Huh? What, Scott? Do you do hardware?"

And I just -- the anger, I was like, "Oh, fuck! You just did it to me." I realized right then and there I was off the project and that I had gotten that sort of the "Oh, what? Do you do that?" and when I heard you tell that little part of the story right there where you said, "So he says, 'Hey, you know, it's getting big, I think really need a professional.'" I'm like, "Holy shit! He did same thing to this guy."

BTB: Yeah and it was just like at that point, like I said, I was kind of off the radar there and I just saw him at the Toy Fair. I didn't see any of the backlash yet until I got home from Vegas and I was like, "Holy smokes! This is bad. This is bad." And then of course he wanted to shoot again and I'm thinking, "Oh, boy, this is not something I think I need to be getting involved in at this point," because now the forums are melting at this point as far as this whole -- the Super Nintendo and then I think on AtariAge, somebody had posted like a prototype Jaguar with the SNES Junior and it looked --

Scott: That was mine. I built it.

BTB: That was you? Okay, there you go.

- Scott: This is the thing, being a guy that's around film and movie and all, I'm sure you understand the prop and replica sub-culture that people love to own the things they've seen in media.
- BTB: Yeah.
- Scott: Dude, that's me. I've got a couple of cool things like that. I like having the thing that was in the story, the physical aspect of it. And this was done, despite the role I played in this and I had in the formation of this thing and all, and UK too, I looked at this -- this was like a zero emotion thing like in terms of like -- personally, it was purely, "That is such a cool thing," even though literally, it's so obvious what it is. I looked at that, I was like, "That's so compelling. I have to own that." So I have to build one just to make it.
- BTB: So the week that I got home from Vegas and Mike was contacting me and I flat out, I was like, "Mike, that was a Super Nintendo in there, man." I said, "Tell me that wasn't a Super Nintendo in there." And he says, "Well, it was the back of the Super Nintendo. We just needed the back of the Super Nintendo for the AV out and the board is our board but we're getting a brand new board that's coming in, and so once we get this brand new board."
- Scott: They certainly did.
- BTB: Yeah, you sure did, didn't you? So, I'm thinking, and I know a little bit about video games. I mean, listen, if my video games break, I know how to replace capacitors. I'm pretty handy that way but I'm not a pro but I know and I'm just thinking, "How are you using the back of the Super Nintendo? Have you got a daisy chain?"
- Scott: The story was so incredibly false because you know yourself being into -- you own probably some decent audio/video recording equipment, nice equipment. So you understand it like, let's say you've got Fibre Optic out or RCA, composite out, that connector is the lowest thing in the chain of getting the signal done. If anything in this whole console would have been hardwired, it would have been very simple to put a string relief on, say, the composite out and solder ground to ground and the semi-conductor to video out, that the idea that you would have to harvest a Nintendo AV connector to somehow magically extract the video is so preposterous.
- BTB: Right. That's what I was so confused about and then of course he's like, "No, no, it's just the back of it. It's just for the composite." And here I am going like, "Well, I'm glad that I spent like all this money on HDMI cables and HDMI splitter for the prototype shoot that you wanted me to go out and get, so we could play and record at the same time. I thought this was supposed HDMI? How did this happen?" It's just crazy, crazy,

crazy. Then I sat on it for a couple of days and he kept texting me and he kept saying, "I need the voiceovers. Let's shoot." And then I just said, "Look, man, I'm going to be straight with you, I don't want to get involved with this. This is really bad." and I said, "You're in trouble, Mike. You're in big trouble. You are so beyond your Kickstarter video right now."

Like it shouldn't even -- in your mind, it should not even be about a Kickstarter video. It should be about, "I need to open this thing up for everybody and show them what the board does and what it looks like" and plug it in and I said, "Mike, let's shoot all of that." I said, "Let me shoot every single angle of this thing, of you plugging in the HDMI cable and putting it into my TV and us recording us playing the game. Let's do it all." "No, I don't. Let's not -- it would be good if we could just do the Kickstarter video." and I'm just like, "Dude, I'm giving you a forum to come clean right now. I don't think you know anybody else that's going to shoot video unless you want to do it yourself."

I was trying to be that, I guess, that third-party impartial judge kind of a deal where it's like, "Look, here is this guy. He just got called out. He's going to come on the show and he's going to open up and show us all." But then we got the DVR board.

UKMike: Like he'd promised. You know they said, "Everything will be revealed in the Kickstarter."

BTB: Everything will be made "clear" or whatever it was.

UKMike: Yeah.

BTB: Yeah, no kidding. But yeah, and then right, I think it was like on the weekend -- no, that Friday, he launched the Kickstarter or was it Saturday?

UKmike: It was supposed to launch on the Friday.

BTB: It was supposed to be on the Friday and then the weekend we got the clear picture that everybody figured out what it was. And then like in a couple of days later, I think that Sunday night, they found out what it was, the DVR capture card, and then I said, "I got to shoot a video. I have to tell this part of the story."

UKMike: What were you thinking at that time? Were you angry? Were you befuddled? I mean were you confused? What were you thinking at that time when you saw what was actually coming out of that place?

BTB: I wasn't angry. I was just disappointed. I was disappointed because let's be honest, at the heart of the Coleco Chameleon, at the heart of whatever this whole debacle is, it's really about

this love of retro gaming that we all have. I mean that's the common thread that we all share. And there's a part of that script where you're like, "You know what, I remember those days and those were good days." I like playing these retro games with my son now, and my son is into them and I could tell him, "Hey! You know Mason, when I was eight years old, I was playing this. And you're eight years old and this is what I was playing. Isn't that cool?" "Oh, that's awesome."

So we have this like love for retro and there's a part of that script that it was kind of speaking to me, but man oh man, what a disappointment. It was almost like, if Homer Simpson were to create a video game system and that is what we're seeing right now. It's like Homer trying to put something together and then he's taping two systems together and calling it whatever. I mean it's crazy.

Scott: Yeah, and the fact that there is a process. There is a gatekeeper here that he's trying to bluff his way past.

UKMike: It's funny Scott just thinking about that comment, Scott, this is two people we've spoken to, both of whom have compared Mike to a cartoon character. One was Homer Simpson, the other was Wily Coyote.

Scott: Yeah and he just keeps getting that Acme box. This will be the one that gets the Road Runner.

BTB: Yeah, it's true, it's true.

Scott: So I was talking with somebody earlier and I said, "Look, obviously, there's a process in place that is trying to be bluffed past, and I get this. I did that at one point in my life on one topic. I was in the army and I really, really, really wanted to fly the Apache helicopter. I'm not even a big fan of helicopters. I'm an airplane guy myself. I have very little helicopter time. What I really wanted to do is fly close air support, that just aspect of it, getting low on the battle field and bringing an airplane into a fight with armor and all was just fascinating. I really want to fly the A-10. The Air Force wouldn't take me because of my vision. Okay, I couldn't do it.

In the army, I started to find out that there are some opportunities for the Apache program. So I get my application together. Now, part of that was, my vision records got lost because I wore glasses. So I've been wearing contacts now for a couple of months and I thought, "Well, I'll just have to go in there and they'll have to do an eye test and I'll pass with flying colors."

Now, I had all other aspects of the warrant officer packet. Everything was good. I was good to go. I mean, except I knew my vision wouldn't pass. So I went in there to do the

exam and normally you walk in and it's the equivalent of like a nurse that would do the exam, not the doctor. I walk in there on the one day that the colonel, the optometrist is actually there working and he has me do the vision test and then he just calmly takes a little petri dish full of the saline solution and says, "Okay now, take out your contacts and do it again." And I just looked down and said, "Shit!"

BTB: See what happens?

Scott: I went back to my unit and my company commander comes out and he's like, "So are you leaving us to --" whatever derogatory term he had for pilots was. He says, "You're leaving us to become one of those, whatever." I said, "No, Sir and in case you get a call, I tried to go through the vision thing with contacts." and he looks at me and goes, "Well, you know the army motto, "If you're not cheating you're not trying." So no real trouble but I did try to bluff my way past the gatekeepers, past the system, and I got caught. I felt a little stupid but I really wanted to fly helicopters in close air support.

So that's I think what I see here is somebody that has this idea that they want to turn into reality, but they're trying to bluff their way past the gatekeepers and they've doubled down instead of backing off. And UKMike here, he had I guess a moment, and I haven't even ask him about this other than now. I guess maybe he'd had a few beers or a moment of sentimentally and he reached out to SoCal Mike and he says, "Michael, three prototypes, really? Stop it. Sell the molds and go home." Mike, I'd love to know why -- if that was what it was but people all over have told him, "Stop doubling down on this horrible decision making and just go through the system the way it's intended to and if that means that you can't make this product, maybe you can't make the product."

BTB: Here is my thought, here is my thought. When the Retro VGS was announced, being an Atari Jaguar fan, I was slightly -- I don't want to say appalled but I was kind of like, "Why are you using that mold dude? That's already a system and that's my system. Okay, so you're trying to go with a little retro love of a system that failed" let's be honest. It was a system that tried and failed, but there's nothing else that you could use -- you don't have any other shell that you can use. You can't do a 3D printer or something like that? I mean it was kind of crazy. And then you slapped the Coleco brand on it when you rebrand, so then now it's a failed system on a reboot of a system that didn't work and then it's an Atari shell with the Coleco sticker on the front and it's like, how crazy is this?

Honestly, my opinion is I think those molds, I think they need to be destroyed.

Scott: I think the only thing that could ever be put in those shells from this point on is evil spirits.

BTB: Honestly, I think, because they aren't really even the real Jaguar shells. They're a dental mold shells. If you were to put your Jaguar board in it, you would have to mod it slightly because the screw pins don't match up.

Honestly, I really think they just need to be destroyed and I think they just need to just die and go away somewhere or just be melted. They need to be taken up to the mountain on Mount Sauron and thrown into the lava.

Scott: Right.

BTB: It should be an Atari Jaguar shell, that's it.

UKMike: That's part of the reason I emailed him. It was like we said at the start of this bit, we're not here to do a hit piece. We're just here to get your story and we're not doing a hit piece. It was just the whole debacle of the Toy Fair and then the DVR card and just the whole thing and I just thought, the guy is destroying himself and he was a vast part of this show for the best part of six years and I just thought, just do the guy a favor.

So I emailed him. It was dead simple like Scott said, so there were like two or three lines. I said, "Mike, three fake prototypes is a lot. Just do yourself a favor, sell the molds and move on." This email comes back, oh, I can't believe it when I saw those pictures. He's still trying to deny knowledge of stuff and I'm just -- it's a lost cause, it really is a lost cause and his problem is he's put money into those molds and needs that money back. Who's going to pay money now for those molds?

Scott: Well, I will, I will give him back my shares of Game Gabble in exchange for those molds. I will do that, absolutely 100%.

BTB: You heard it here folks. You heard it here.

Scott: Yeah, no doubt. I mean, I would love to have those things, just another things going to prop shelf there. But what was fascinating to me is I had the same sort of moment where during the first Indiegogo, when I saw that first prototype video and I looked at it and I said, "Oh my God! They're going to tear that to pieces." When you're trying to fool people that know better, when you put it in front of knowledgeable people, it becomes -- I've got some machine tools. I build airplane stuff with. If you come in my shop and you know airplanes, right? Mike's been in my hangar, it's airplane stuff everywhere.

If you know airplanes and I tell you, "Oh, I'm building a Volkswagen." You would go, "No sir, you are not." That really

is going to be -- that's going to be the fenders over there. Those are wheel pads for a J-3 Cub. It's incredibly obvious to somebody knowledgeable on the topic of what those things are.

So when the DVR prototype came out, I looked at it and I just thought, "Wow! It's obvious." I had that same moment during the first Indiegogo campaign and I already knew that Mike had done some things that I am certain if ever reviewed if this things succeed, will be found to be inappropriate. I was already steamed at him over that. But even though I was mad at him, it's kind of like, like when you see family really messing up, you want to reach out and go, "Dude, come on! Stop it. Look what you're doing."

I picked up the phone and I called him I said, "Look man, you got to kill this thing. This is not going well and that video that just came out is just going to boil people over because it's taking them for fools." And he stood by it, he said well actually, he said at the time, "Yeah, we're probably going to shut it down this weekend. But no, no, we have faith in that prototype. That's a good one." I'm like, "No, dude. Look, that's bad." It went viral shall we say and then he threw the poor guy under the bus. We had our laughs, I mean, you know, yeah its cool without a fan and bulk power and all. Mike threw that guy under the bus and it'll happen again and it has happened again. It's just extraordinary, the repetition.

UKMike: So Brian, at least you did OK out of it, you got a set of clear molds. Scott and I haven't even got that

Scott: Yeah.

BTB: The thing that is very interesting about this whole debacle is that my kids -- my daughter is 11 and my son is 8 and they were going to be the kids that were going to be playing the system. So they knew about this whole idea and I was like, "Guys, you're going to be in a commercial and you're going to be playing this new video game system. Nobody's ever seen it. You guys are going to be the first." They were really excited. They have seen this whole thing unfold and it is such a wonderful, wonderful teaching moment for my kids because it's like they are seeing a man who's completely ruined his career in the video game world or even in the business world. I mean who knows how deep this is going to go.

But I'm like you guys, you cannot lie, well in general, but you cannot lie online and think you're going to get away with it. You have got to be truthful. You've got to have integrity and they're looking at this going like, "Wow!" Like, "I can't believe this is happening."

The day that I posted the video with me reading the script, three times my son came over to me. I was sitting at the

dinner table and he come over and he pat me on the back and gave me a hug and he said, "You know dad, you did the right thing. You did a good job, dad. You did a good job." So even as for an eight-year-old to see this thing unfold, he could see that it was bad news and then also here is his dad that is kind of standing up and saying, "Here's some truth about this" or "Here is my side of the story and this is truthful."

So it's been a very, very wonderful teaching experience or teaching lesson for the kids to learn this. In this day and age, I guess.

Scott: One of my, I wouldn't say one of, he was almost certainly my favorite professor in school said something that an honest man doesn't lie, a pragmatic man doesn't lie about something that's easily verified. Wow! Does that ring true here. I mean -- but just the audacity to think that those things could be put out there representing -- I mean he's on video, on video, his words not our opinion, on video claiming that the board, that the multi-cart was a custom piece of hardware developed for him.

The community picked that apart and realized, and again, because from yesterday, it's still here at my desk. It's the SD2SNES. There it is and then he did the, "Huh? What? I didn't know that. I was told that it was custom and I didn't know what an SD2SNES was." We reviewed it on the show and the guy that sold it to us posted in there, "Oh, yeah I remember I sold it to him."

That's why in a public discussion, in one of our forums, our show forum, we had this public discussion where Mike was trying to justify what he did, sort of have a coke and a smile, everything is okay. He says in there that to my statement, I had said something to the effect of, "I don't think he comprehends the depth and the volume of paper trail that he leaves behind him that can later be, by paper trail, I mean videos, texts, emails, whatever that can be compared against it and proven patently false, right? And he replied something to the effect of, "There is no paper trail showing anything." I'm like, "Dude, no, it's right there."

BTB: Well I have to review my emails today and all my texts and everything like that just to make sure I had the dates right and all that stuff but it's sad. I mean I think it's just, it's a man that got caught and instead of trying to just say, "Yeah boy, I really blew it, didn't I? Man oh man, I tried and it wasn't for me" but it wasn't that it was like, "Oh, whoops. What I really meant to do was this." and then it's like, "Excuse me? That's even worse, Sir."

Scott: Well, he actually did both.

He did do both. He went on AtariAge around the holidays and said, "Hey guys, in the spirit of the holidays and the New Year can we let bygones be bygones and I'm working really hard to boil down all of this feedback." And basically, he said what you just suggested and it was a fairly long post and then promptly followed that up with, "The SNES in a Jag." It made it worst.

UKMike: Yeah.

BTB: Well you know I would imagine that AtariAge would have been where he would be getting most of his sales.

Scott: Yes, and somebody even said something to the effect of, after he had sort of told AtariAge to go to hell, somebody said something to the effect of, "Yeah, bunch of 40 and 50 somethings with lots of disposable income. I don't need you."

BTB: Yeah.

Scott: When we think about this, your story will not be the last one to come out. I guarantee you.

BTB: No.

Scott: There are other people that have been down the same path. Some of them I've talked to just now that aren't ready to tell their story yet but as more stories are told and I suspect they'll be along the same theme, this org chart, and at some point, we're just going to have to draw it out and map out exactly people, a timeline, who's working on this the same time, how many people that he have hammering away at this. Can you imagine what the -- once it's all tallied up, if it were truly discovered, how large the organization is and how many man-hours. And like you alluded to yourself, you've bought some hardware. How many man-hours and how many dollars were expended in this by other people?

BTB: Here is the question though, here is the funny question is that, at the end of the day, who cares? You know what I'm saying? It's a crazy scandal but nobody lost any money except for you, except for you.

Scott: No, there are other folks. People lost time, they lost money.

UKMike: Customers. No customers lost money, just friends and colleagues.

BTB: It's funny that it has become this huge ColecoGate scandal with all of these pieces, and it's like nobody got killed and nobody, I mean not yet. I was expecting him to be on my front lawn. I was like "Oh God!" But, yeah, I mean it's like at the end of the day, it didn't happen so -- I mean how does it end? How do we end this?

UKMike: Well, I think somebody ends it by making a documentary and you might be the very man to do it.

BTB: There you go.

UKMike: Somebody will do this whether it's in the next year, whether it's in two years, whether it's looking back in 10 or 15 years. Somebody will make this into a film, they've got to.

BTB: Yeah.

Scott: So where does it end? Now, the interesting part of this is there are more people than just me that had an interest. All the shareholders which was largely Mike's family that owned part of the GameGavel/Retro, you know, that is a huge stack of paperwork to try and cover here, so I'll sum it up as briefly as I can. There were quite a few owners of GameGavel/Retro of which I was one of several shareholders, and there are two other shareholders right now that are very much in the same boat that I am of, "Okay, you've devalued our company and transfer assets out of it and we're not happy with that."

So there are multiple shareholders and even the ones like the family members, ultimately, they're in the same boat, because what happened was there was the GameGavel Company and he came up with this idea for RETRO Magazine and he said, "Okay let's do that magazine." And I asked Mike, I said, "Mike, now, is this magazine another venture or just part of GameGavel?" "Oh, no, no, it's part of GameGavel," and he did honor that, that was done. Not a lot, other than that was honored but, yes, that was done. Then when this console thing came along, I asked him the same question, and I said, "Look, is this part of Retro or GameGavel or this is another venture?" "No, no, no, it's part of Retro. It got the name, stamped right on the front." I was like, "Okay, fine. Good enough for me."

Then about the time of the Indiegogo, I find out that he had formed a second company and that the molds and intellectual property and proprietary material now belong to that company. I was never told of this. I was never told the company existed, and I'm a shareholder in GameGavel/Retro. So our company was devalued. Obviously, the time and effort and focus on this distracted him from the magazine. The quality has declined, his editor just resigned. GameGavel is totally neglected. There's nothing going on there. So even if he claims that the company was made financially whole and that the purchase of the molds wasn't a factor, it still devastated the company that we all were shareholders in, and beyond that, even if it's somehow legal, it's horribly unethical to do that.

And we arrived at the point where he did it again, so there are three companies here, three companies for one guy and one

console. That's extraordinary, and he said in his own words on our forum, "Oh, I ran out shares so I just created a new company," that's not how business works. It might be how the government works, when we run out of money, we printed more but the IRS gets to do that and the treasury department, not us. We go to jail for that stuff.

So it's been through -- and I could not have predicted the Coleco Chameleon rise and fall. I mean I could not have -- when it came back as the Chameleon, I'm like, "You what?" So I said, "Okay, fine." It's dead after the Toy Fair. And then they come out with fake prototype 3.0. Jaw-dropper, jaw-dropper. I never could've I predicted that.

BTB: YouTube hosts are melting down. They're screaming at each other. They're fighting over it. It's crazy.

UKMike: Yeah.

Scott: Yes, and I thought it would have ended two times ago but, no, he doubled down, rolled out another fake prototype. And it is the coyote with the Acme thing here.

BT: You're thinking that we might have a triple down here.

Scott: Well, I submit this is number three because there was -- there's the original fake prototype from the Retro VGS, there was SNES in a Jag and then the DVR in a Jag, that's number three. I think we're headed for number four. It would not surprise me. Now, I think we all know what happened. Coleco said, "Send us the things and they better be what you said it was and it better do what you said it does." and what's his two options? Ship the stuff and be humiliated or don't ship the stuff and come up with some cover story. I somehow believe that there's a massive mountain of words being applied to this, trying to massage it away but this thing is a zombie cockroach, man. It will not go away.

UKMike: I think we'll see another round. I personally, I think we'll see another round definitely.

Scott: We could. We could.

UKMike: That's the question really, is there a board in development that just isn't ready and they've tried the bluff the way through Kickstarter and pay for it with the funding or are they nowhere near having a board ready and are they bluffing their way through Kickstarter to pay for a prototype. Whichever one they do, I think we'll see another round.

BTB: What I need to do is I actually need to shoot the commercial that I was supposed to shoot but with the SNES in a Jag.

Scott: I know a fellow that's got one.

BTB: And the Super Nintendo controllers and have the kids playing the Super Nintendo controllers and hire an actor that looks like Mike and just shoot the commercial as is.

UKMike: Get a DVR capture card and hot glue some USB ports to it.

Scott: If you put that up on Youtube for pay, I will pay to see that.

BTB: Oh my God, that'd be hilarious. The kids are confused, like holding the controllers.

UKMike: Daddy this game sucks.

BTB: What is this?

Why is there tape? They're trying to put the cartridge in and it's falling apart and pieces are falling out of it and stuff.

UKMike: Daddy, it reset again.

BTB: Don't touch it! Don't touch it! It's going to fry. It's got a piece in it that --

Scott: You know what you could do is have it setup so when you insert a USB plug, you just short a plug and you've got a model rocket ignited with like an M80. So you literally plug it in and, bam, the freaking thing blows up.

BTB: Unbelievable.

Scott: One of the sort of funny factors of this is Chris Cardillo of Coleco said, "You know, when the meme started, I liked them." And he was pretty frank with it. He goes, "You know, funny is funny no matter how personally involved you are." and there has been some really funny stuff coming out of this. I mean some of it, the cartoons and the memes and the parodies, like the nostalgia S-H-I-T guy.

BTB: I mean there's like animated videos of like Mike's head on Boy George singing and I'm like, "Who has the time to do that?" I'm like, "Wow! No, I don't have those kinds of skills."

Scott: No, I mean the commercial.

BTB: The commercial, yeah.

Scott: Priceless.

BTB: Yeah, that'd be fun.

- Scott: And its positive humor, I mean there's a couple of things out of this that I have said, "All right. Look, that's not okay." You're talking to two of the people that have -- well, amongst maybe the top 20 involved in the story, reason to be mad and I find some things just a little offensive. The situation doesn't warrant that and certainly not for you who has no skin in the game.
- BTB: Well, it doesn't like -- I don't know. We're kind of running out of things now to talk about and make videos about and rant about.
- Scott: That commercial would be good humor, that would be funny.
- BTB: That's funny.
- Scott: Not only would it be funny, I think it would be artistic commentary on the moment, what if the thing had actually -- the "what if" scenario like alternative history kind of like The Man in The High Castle, have you seen that?
- BTB: Yes.
- Scott: What if the Japanese and Germans won World War II? I think this would be along the same lines of alternative history. It lets people have a visual depiction of, "Well, what if he had brought the console over" and you get like maybe a little kid goes over there and list the top off of and goes, "Is that a SNES?"
- BTB: So seven days, which would be Thursday, we're supposed to have some sort of an announcement or I guess the next step that everybody is holding out for.
- UKMike: That's the milestone. That's the calm before the storm. Is now, isn't it? That's what we're waiting for.
- BTB: Yeah.
- Scott: It's actually Wednesday so I guess they would probably wait until Thursday. I would imagine that nothing has been sent and nothing will be sent.
- UKMike: It could well be a damp squib. Coleco will come out and say they're out and nothing shows up and we're all proved right.
- Scott: I think that will be the case and in fact we were theorizing on what fantastic stories could be told about that. My guess is something along the lines of: "At this time, due to the massive whirlwind and incredible excitement surrounding this product, we felt that Coleco was trying to obtain our technology and we didn't feel it was appropriate to send them the prototypes," something like that, but who knows? I mean who can even -- I could even in my wallet's dreams predict the DVR in a case. I

mean what could be next? Whatever it is, it's going to be fantastic.

UKMike: Answers on a postcard, please. So before we cut you loose then, it's only fair we let you publicize your channels, your website, any information you want to get out there so people can find you.

BTB: You could just find me at the Jag Bar, you could find all the Jag Bar episodes that I've done. I've got probably quite a bit more actually. I'm trying to go through my whole collection and if you like the Lynx related stuff, you could find me at the Lynx Lounge. My collection is about over 40 Lynx cartridges, so to me, that's 40 episodes.

Scott: And I might add, that is a cool half shell chair you've got there, where did you find that thing?

BTB: You like that?

Scott: That is awesome.

BTB: I think that came from back east. So my father and myself, we've been collecting like mid-century modern stuff. My gosh ever since maybe I was 12 years old. So I kind of grew up in a house that looked like it was from The Jetsons.

Scott: I absolutely love that sort of -- remember Troy McClure's home? In fact, the guy that I bought my Computer Space arcade game from, he was using it as a movie prop, he owned a movie prop company called like Space Age Props or something and it was literally just a warehouse full of stuff just like that chair, just like that fireplace, just like computer space and what a magic collection he had, man.

BTB: Yeah. It's a wonderful time in history as far as design goes and we're lucky to have a lot of that stuff and I grew up with that stuff all around me. And so it's just kind of natural that the Jag Bar and the Lynx Lounge kind of go into that world.

Scott: Absolutely, man. Well, anyway, great series you do there. Aside of this, fortunate and unfortunate role that you played in this extraordinary story which I don't think we've heard the last of. Great channel you do there. Again, the Lynx Lounge is my personal favorite but, yeah, everybody needs to go and give this and watch it's quality stuff. The production value is way up there. And again, for you to be called not a professional is --

BTB: Yeah, yeah.

Anyway. Well, thanks guys. I appreciate you guys listening to the story.

UKMike: It's a good story.

Scott: Well, absolutely BTB. We appreciate you coming on and telling us and you're video does a great job, it really does but even as fantastic of a job as you did, it still left more questions of like, "How about this," because my first question -- Mike can already address this. My first question when I saw the video was, "What made this guy snap and sit down in front of camera and say "I'm doing this."

BTB: It wasn't even a snap it was just like "Gosh," there was so much heat on the forums. It was like you would read one forum and two other pages would pop up, and just people, boom, boom, boom and it's like well you know what, yeah, they're right. I mean Pat and Ian, they were nailing it from the very front end of this whole thing and it was like "Okay, but that's part of the story." I felt like I needed to add another piece and it just happened my show was going to get wrapped up in it, so I said, "You know what? I might as well take this opportunity to just kind of tell that part of the story."

Scott: And well done. Well done on that.

BTB: Thank you.

UKMik: All right. Thanks, Brian.

BTB: Thank you guys. Enjoy the rest of your day.

Scott: All right, BTB, you have a good one. Thanks very much again.

BTB: No problem. See you.

Scott: All right.