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January 2013

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INSIDE: EAG PREVIEW • REDEMPTION • REGULATION ROUND-UP • UK MARKET REPORT

AstroSystems Ltd are established, market-leading suppliers of currency handling equipment. Their two principal product lines, Global Bill Acceptors (GBA) and Microcoin coin validators, are world renowned for their high reliability, simplicity and cost-effectiveness. With dedicated, proactive sales and service teams, AstroSystems pride themselves in exemplary customer service and excellent products.

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CALENDAR	4
NEWS HEADLINES	5-12
EAG PREVIEW	14-26
WORLD NEWS: REGULATION	28-29
FEATURE: REDEMPTION GAMES	30-33
WORLD MARKET REPORT: UK	34-37
PROFILE: IAN EASON	38

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Let the Shows begin!

With Santa, mince pies and roasting chestnuts now just a distant memory, all eyes in the amusement industry turn to London... ExCeL in East London, to be precise, and the 2013 EAG International Amusement Expo.

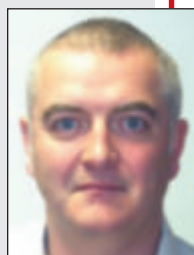
This issue represents the first of our two "London Show" issues, with its primary focus on EAG. Included is a round up from a selection of the companies exhibiting at this most important of UK trade shows for the sector, and information on the seminar programme for those interested in expert opinion on a variety of topics.

It's not controversial to say that 2013 is going to be an interesting year for the amusement industry, and that one of the main talking points on the show floor and in the bars surrounding ExCeL will be the impending introduction of Machine Games Duty. While MGD in itself will probably not turn out to be the death blow for the industry that some predicted when it was announced, it does represent significant change and as we know, in an industry like ours, change is not always welcomed.

The team from Euroslot will of course be at EAG, and we'd love to see you there, so please come along to Stand 1050 and make yourself known (we're next to the bar if that helps)...

Finally, it just remains for me to thank you for your support of Euroslot in 2012, and to wish you a peaceful (and prosperous!) 2013.

Jonathan Swift, editor



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Events and exhibitions



22-24 January 2013

EAG International

Venue: Excel London, UK

Website: www.eagexpo.com

Email: karencooke@eagexpo.com



7-10 February 2013

London Affiliate Conference

Venue: London, UK

Website: www.igbaffiliate.com/events/londonaffiliateconference/

Email: nick@iGamingBusiness.com



12-15 March 2013

Enada Primavera

Venue: Rimini, Italy

Website: <http://en.enadaprimavera.it/>

Email: infovisitatori@riminifiera.it

29-31 January 2013

IAAPI

Venue: New Delhi, India

Website: www.iaapi.org

Email: info@iaapi.org

5-7 February 2013

ICE Totally Gaming

Venue: Excel London, UK

Website: www.totallygaming.com

Email: charlotte.cowdrey@clarionevents.com

12-14 February 2013

EAAPA

Venue: Moscow, Russia

Website: <http://en.eaapa.ru/>

Email: sales@smile-expo.com

12-14 March 2013

FER Interazar

Venue: Madrid, Spain

Website: www.ferinterazar.com

Email: ferinterazar.com/contacto.php

3-5 April 2013

9th CIAE Expo

Venue: Guangzhou, China

Website: www.chinaamusement.com

Email: sales@grandeurhk.com

9-10 May 2013

GTI Asia Taipei Expo

Venue: Taipei World Trade Center

Website: www.gtiexpo.com.tw/taipeien/index.php

Email: gametime@taiwanslot.com.tw

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JPM Interactive Takes The Gold

JPM Interactive's first online release under its Al Murray the Pub Landlord franchise has proved a phenomenal success with initial statistics confirming the opinion that this interactive version will prove as popular as its terrestrial counterparts.

Al Murray's Golden Game debuted on Bet365 recently and will shortly be rolled out over a variety of sports betting and global gaming sites. This latest AWP style release produced by the JPMi development team also neatly coincides with the popular comedian's sell out tour 'The Only way is Epic.'

Anticipating a great success, JPMi Managing Director Andrew Davies revealed Al Murray's Golden Game is the first in a new generation of online games, delivering a unique sense of engagement.

"Al Murray's Golden Game is much more than the standard offering of a themed game endorsed by a celebrity. Through the use of sound bites and catchphrases recorded by the comedian himself, our game designers have created a player experience which feels like an encounter with Al Murray himself. It's sure to bring a smile to the face of many a player," predicted Andrew Davies.



Bally Agreement for 650 VLTs to Saskatchewan

Bally Technologies recently announced an agreement to provide 650 video-lottery terminals (VLTs) in Saskatchewan. This contract award followed a competitive procurement process.

The Bally VLTs will be compliant with Gaming Standards Association (GSA) G2S protocols and provide state-of-the-art gaming features including the 'Deck' touch-screen programmable button deck.

Earlier this year, the Atlantic Lottery Corporation, which operates lottery games in New Brunswick, Newfoundland, and Labrador, Nova Scotia and Prince Edward Island, also selected Bally as a key supplier of VLTs.

"We are extremely honoured to be selected as one of the vendors supplying the Saskatchewan market," said Bally Technologies' Vice President and Managing Director of Canada, Robert J. Parente.

"Bally now supplies VLTs in five Canadian provinces, showing the Company's continuing commitment to providing innovative technology for the Canadian gaming market."

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ELO Touch Solutions names new EMEA President

Elo Touch Solutions has announced the appointment of Servaas Kamerling as President of Elo Europe, Middle East and Africa. Aligning the EMEA organisation under Kamerling's leadership is designed to ensure an optimal focus on the company's customers and partners in the region.

Kamerling, who has been with the organisation since 2008, most recently in the role of Global Product Line Manager, brings to the role nearly 20 years of technology management, strategy and marketing experience at Elo, General Electric (GE) and Philips.

"Despite the economic challenges, these are fantastic times for our company in Europe and beyond as we are helping improve cost of ownership and maximise returns in digital signage, gaming, healthcare, hospitality, retail and transportation markets," he commented.

Ludlow to join NRM Group



Andrew Ludlow, the former managing director of Games Media and Barcrest, is to make a return to the bingo and adult gaming centre (AGC) industry, joining the gaming networking and communications services supplier NRM Group.

Ludlow is joining the board of the East Yorkshire-based systems and technology solutions provider as managing director with immediate effect. The entrepreneur – one of the original founders of Games Media – also plans to take an equity position in the business.

Ludlow commented: "I am delighted to be joining the NRM team. They are an incredibly well-respected business with a really talented group of employees and have delivered some fantastic solutions over the years, working closely with market-leading organisations."

Paul Whitbread, executive chairman and founder of NRM, said: "We are very fortunate to have someone with Andrew's impressive pedigree joining the NRM board, and I am delighted Andrew will be joining as MD, as well as taking an equity holding in the business."

"We are looking forward to Andrew contributing to our on-going business plan, and helping deliver new ideas, products and alternative choice to the benefit of our customers."



Now you can have your cake and eat it.



E-Service recruits 50th staff member

E-Service recently appointed Samantha Chadoka as Service Administrator, to further support continued improvement.

"We have created Samantha's position to underpin our growth plans" said Operations Supervisor Tristan Wormell. "The purpose built facility has allowed us to improve workflow and since moving we have reduced average bench time for repair operations by 8%. Samantha will help us to generate even more savings by progressing works orders to minimise downtime."

Samantha has a strong background in administration, having completed an apprenticeship in a busy office services company. "The speed of the operation is impressive and everyone has been very supportive since I joined", commented Samantha Chadoka.

According to Luke Watling, Sales Executive, "Our customers recognise that our main aim is to process orders quickly to keep their machines up and running and enhance cashbox. The more we grow, the more we improve this service, by investing in quicker production, free deliveries via our team of local drivers, and new products such as Hainsworth pool cloth and accessories which we introduced last year."



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MEI and Balkanfon in exclusive deal

MEI's agreement with Balkanfon now means that the Bulgarian casino equipment importer only installs MEI note acceptors in all slot machines. The relationship between Balkanfon and MEI began at the ICE trade show in 2006 – and resulted in Balkanfon specifying MEI note acceptors.

Boris Petkov, CEO of Balkanfon, said "The first time acceptance rate of MEI CASHFLOW SC allows us to enhance the player experience. Increased machine performance, coupled with reduced need for maintenance, is a huge benefit and helps us increase our profits."

Balkanfon rents and services slot machines to casinos in Bulgaria. It works with 20 casinos to manage 1,000 slot machines and provide complete slot machine service. Part of Balkanfon's responsibility is to ensure the right components are fitted in the slot machines.

"MEI CASHFLOW SC provides us with the highest acceptance rates, unrivalled security, best jam performance and lowest cost of ownership in the industry," said Petkov. "We have had no problems and it is a relief to have a great product as a key component in our slot machines. The superior quality and great customer service is why the 80% floor percentage of MEI products will rise as we order new slot machines."

Alan Humble, MEI OEM and Casino Sales Manager – EMEA said "We are delighted to be able to provide

Balkanfon Casino's with the products they need to be successful. Their decision to use CASHFLOW SC exclusively for all new machines is a great honour for us, and we are confident that our products will continue to have a positive impact on their revenue streams."



Betson Enterprises Reaches out for Employees



Betson Enterprises announced recently that it has collected over \$25,000 through a company fund raising project set up to help assist employees who were affected directly by Super Storm Sandy. With the help from employees, staff and industry suppliers, Betson was able to present cheques to the selected employees.

"Betson has a long history of supporting its employees and the community when the need arises. I am delighted by the fact that our employees, executive staff and suppliers have partnered together with their generous donations to help provide assistance to the employees who were victims of Super Storm Sandy," stated Robert Geschine, President of Betson Enterprises.

"We all recognize that this is a challenging time and we want to sincerely thank those who helped provide the much needed relief, especially Larry Treankler of Bay Tek Games as well as Bay Tek employees, Valley Dynamo, Smart Industries, Andamiro, the Wittern Group, Peter Betti and our own Betson employees."

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Playtech Powers Leading Sportsbook Operator Coral

Gaming industry giant Playtech announced that Gala Coral Group has re-launched its renowned sports-betting website coral.co.uk on Playtech's platform.

Following last year's agreement to employ Playtech as their exclusive platform provider, Gala Coral moved its two major brands, Gala Casino and Gala Bingo, to the Company's software and has recently concluded the migration with Coral.

Gala Coral is also utilising Playtech's IMS as their sole central management system and the Portal to control the user interface and communication with players in real time. As a result, Gala Coral is able to customise and personalise content and bonus offerings according to players' preferences across the entire product suite. Players enjoy a one-wallet solution, making it easier for Gala Coral to maximise cross-selling opportunities between products and channels.

Shay Segev, Playtech COO, said, "It is with great pleasure that we conclude our successful effort to support Gala Coral Group on all product verticals and in all channels. Their distinguished brands further strengthen our position as the leading software provider in the industry."

Carl Leaver, Gala Coral Group CEO, said, "We are very pleased to have completed our migration to Playtech's platform and products. Having a single wallet will enable us to be more effective at growing our customers' loyalty and increasing cross-sell. Additionally, with this modern, flexible technology, we will be able to continue developing our offering in line with our customers' needs in a dynamic, low cost way."

SG Gaming teams up with Paddy Power

SG Gaming has signed a contract with Paddy Power to supply gaming machines to a portion of the Paddy Power estate.

The agreement provides an opportunity for SG Gaming to supply yet another major bookmaker in the UK. The deal will enable Paddy Power to gain access to machines powered by innovative platform software as well as SG Gaming's renowned field-based support and portfolio of leading content, including popular and recognisable roulette games as well as slots favourites such as Thai Flower and Rainbow Riches.

Phil Horne, Managing Director of UK LBO at SG Gaming, commented, "We are delighted to be working with Paddy Power and running this trial across 20 shops. Our team is looking forward to working closely with them to showcase the strengths of SG Gaming and our gaming machine offering."

"Paddy Power has been experiencing tremendous growth in recent years, through its UK LBOs, its international expansion and its online success. As a company that takes its gaming offering very seriously, we are looking forward to building a relationship with them and bringing their customers an exciting gaming experience."



Reflex launches its first IPAD App



Reflex Gaming has released its first App for iPad, with an iPhone version to be released in the first week of 2013.

The App is a fully functional version of the incredibly successful Alice's Wonderland Category C machine, with the only exception that it does not accept stakes or payout prizes.

"The response to the new App has been amazing," said Reflex Gaming Managing Director Quentin Stott. "In its first 3 days since release, it has had over 1500 downloads. We expect that figure to increase dramatically once it is available for iPhone too."

"Social gaming has become a phenomenon and there are a lot of fruit machine style products available as Apps. However, they often lack the sophistication and realism of a real land-based machine. We feel that the fact that players can play the same games online as they do in the pub sets our offering apart," he added.



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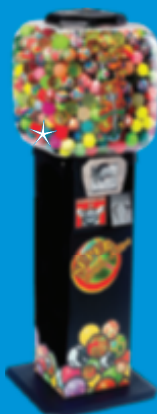
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IAAPA was a smash hit for Bandai Namco



Bandai Namco reported one of the most successful IAAPA shows in recent history.

The company showcased over 40 games on a 2,700 square foot stand, with eight new releases, and launched the new 'Fun-to-Win' redemption range, which has been developed in Japan by a crack team of game designers who are completely dedicated to this sector.

The new redemption range includes among others, Ball Spectacular, Rush for Goal, Triple Turn, Pac-Man Basket, Pac-Man Ghost Bowling and Pac-Man Smash air hockey.

"Pac-Man Smash was our standout success at IAAPA. It is a real head turner because it takes air hockey to a completely new dimension with its innovative 'multi-puck' device," said Bandai Namco Commercial director John Brennan.

The other show-stopper was Dark Escape 4D – a chilling new horror title that won the 2012 Brass Ring award for Best New Product. Dark Escape combines moving seats, surround sound, 3-D graphics, with front and rear wind effects to create an incredibly frightening immersive experience. "People were lining up to play this game at the show, we know it will be a massive hit in Europe," predicted Brennan.

Bandai Namco launches US Prize Division

Bandai Namco recently launched a dedicated Prize Division in the US. Jim Wulfers, Sales Manager of Merchandising at Namco America, officially launched the division with a range of Pac-Man plush and the new range of electronic goods branded NAM-GEAR.

James Anderson, General Manager of Namco Prize Europe said "We have put a lot of time and effort into gearing up for the launch in the US and ensuring the product is perfect for the market in terms of price and specification. The show was a great success and a good start to the sales for the division."

"We pioneered the sector of great value electronics in Europe under the KYOTO brand and competitors soon followed suit with their own versions of the products. Changing the brand to NAM-GEAR has allowed us to align the brand globally and plan the strategy of the line moving forwards. By combining the US and EU markets plus interest from Asia, we are able to use significant economies of

scale in purchasing to buy the highest specification products for our market at reasonable prices and stay ahead of the competition."





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EAG International Expo 2013

London again becomes the focus for the international amusement trade, as Excel opens its doors to welcome visitors to the latest EAG International Expo. Running from 22nd to 24th January, with more than 100 of the biggest and best brands, representing more than 180 companies from around the world, demonstrating the latest products, services and upgrades, and showcasing the newest technologies and innovations, we're delighted to present some of the companies featuring at this, the "Complete Amusement and Leisure Show"



Suzo-Happ celebrates with Topper!

Suzo-Happ will be introducing accessories for pool and snooker, a full range of change machines, ticketing systems and a new range of cabinet edge lighting panels. Visitors will have the opportunity to examine an innovative Flip Card display system and the company's new machine toppers, including the spectacular Celebration Topper. The Celebration Topper turns a win into an event by creating a confetti explosion which, according to Sales Director John Vallis, 'is pure theatre and a great revenue driver!'

Vallis went on to explain the importance of EAG to Suzo-Happ's European operation: "As a global business we attend a large number of shows and we've had a strong presence at EAG International Expo since the show's launch four years ago. For us it's an important exhibition. Clearly with a range of over 40,000 products we can't show everything but EAG International is the perfect place to show new products and to catch up with prospective and existing customers; we like the fact that it's a very focused show".

He continued "Our service is individual and highly personalised so we use events such as EAG International for open discussion and to gain valuable feedback in a relaxed environment. We will be issuing invitations to all of our customers but we'd like to extend a special invitation to all visitors to stop by, meet the team and to collect our latest catalogue."

STAND 120
CONTACT: JOHN VALLIS



Sega's Living The Dream At EAG International

Confirmed as occupying the largest space at the forthcoming EAG International Expo January 22-24, Sega Amusements will be utilising every inch of its impressive stand at London's Excel as it debuts a range of exciting and innovative new products for the amusements industry.

General Manager Justin Burke is a seasoned exhibitor at EAG International, supporting every show to date: "We've attended every EAG International since its inception and will be using the Expo not only to showcase products launched at IAAPA, but also some additional innovations.

"At Sega Amusements, research and development is a constant and core activity, so there are often exclusive launches at the London show," he intimated.

Premiering in the UK will be Dream Raiders, an exciting two seat full motion adventure game. Players are invited to choose their dream experience from a selection of nine, and then to raid as much treasure as possible, whilst fending off strange and incredible creatures with their Dream Blaster weapons.

"There will be more new product on display, with details being revealed closer to the show," hinted Burke.

"So whether it be to 'Live The Dream,' to experience our latest and most innovative games, or even to celebrate Sonic the Hedgehog's 21st birthday, do visit us, you will be assured of a warm welcome," he promised.

STAND 860 CONTACT: JUSTIN BURKE



AstroSystems ready for London

AstroSystems Ltd looks forward to 2013 and a return to London's EAG and ICE Totally Gaming 2013

AstroSystems Ltd makes a welcome return to both ICE Totally Gaming (22-24 January 2013), and EAG 2013 (5-7 February) both held at the Excel Centre in London. Despite a challenging time for the industry, the Oxfordshire based company looks forward to New Year, the development of new products and to increased success.

Specialising in quality cash handling products at cost effective prices, AstroSystems' knowledgeable staff are looking forward to renewing old acquaintances and meeting new customers at EAG stand 550 and ICE stand S10145.

Quality, price, and service are three factors critical to the success of any business and AstroSystems have always endeavoured to ensure their customers receive the very best in all three.

Over the past 20 years AstroSystems have been manufacturing and selling the extremely popular Global Bill Acceptor (GBA) and Microcoin ranges throughout the UK and Europe and with every year that passes they continue to enhance their reputation for service and quality.

With an excellent technical support and after sales service, AstroSystems is renowned for their reliability, pride in their workmanship and speedy service with customer satisfaction key. They continually endeavour to find solutions for customers quickly and efficiently whenever an issue arises, aiming to provide an unprecedented level of service.

This dedication to an outstanding after sales and repair service has ensured the company has built long lasting client relationships throughout the UK and Europe.

With a great understanding of the needs of the amusement, AstroSystems provides quality products which will be on display at EAG in January.

The Microcoin SP coin acceptor is the default coin product for the pool table industry, as well as an increasing presence in the jukebox, redemption and kiddie ride

markets. The flexible nature of the SP and extremely high levels of reliability, together with a unique jam release mechanism, have made this a very attractive product to operators and service technicians; the maintenance free design saves operators time and money by reducing host machine downtime and preventing the need for a service call out. Having recently introduced a new faceplate option for the SP specifically for the amusement market, the customer now has the choice to retrofit the Microcoin product in to any crane or redemption machine, providing a high quality coin mech solution at an affordable price.

The AstroSystems GBA ST2 bank note validator is another product which will feature at EAG. The ST2 continues to go from strength to strength as it offers a reliable and simple solution to those that require note acceptance and discrimination.

Benefiting from a modular footprint that requires no tools to access, the ST2 has been designed to keep downtime of a host machine to the minimum. With its additional features, including barcode reading, direct USB connectivity and remote updates, it provides a flexible, low cost solution to a high number of amusement based applications.

In February, AstroSystems will be focussing on the International Casino Exhibition at Excel, London. In today's competitive market, reliability and security are prime factors when it comes to selecting components. AstroSystems can offer both of these

at cost effective prices. The high security GBA GV1 has exceeded expectations. With a growing need for additional note security, the ability to have a lockable, secure note cassette has allowed the GBA GV1 to progress into applications which demand security as a priority. The competitive price is particularly attractive for a vault style note validator.

Similarly the Microcoin QL coin validator takes into account the ongoing need for cash handling security, providing a fully electronic, high speed, multi-coin validator. A

superb example of product excellence the Microcoin QL is packed with features, including 'Quick Learn' onboard programming, diagnostics and enhanced security.

A strong advantage to selecting the Microcoin QL is that it can retrofit into virtually any mechanical bracket or can be fitted with its own modern and stylish faceplate. Its unique ability to accept multiple coins at speed makes it ideal for any casino or gaming application, particularly where the customer should not be restricted by slow coin-in feed rates.

Looking forward to both EAG and ICE, AstroSystems Sales Executive Leo Bateman commented: "EAG and ICE are very important shows to AstroSystems. They give us the opportunity to meet with our clients in both the amusement and gaming industries. It also gives us the opportunity to meet with potential new customers who may be interested in our products. With our versatile range of GBA and Microcoin products, we are ideally placed to provide reliable and comprehensive solutions into both industries."

AstroSystems recognise that customer awareness, product development and the ability to think outside the box will be key to ensuring the success of the company in the year ahead. With an increase in the product line scheduled for the not too distant future, the AstroSystems stands at EAG (550) and ICE (S10145) are well worth a visit where their knowledgeable staff will be more than willing to discuss your business requirements.

For further information, AstroSystems Ltd. can be contacted on sales@astrosystems.co.uk or via www.globalbillacceptors.com.





Why Valley-Dynamo is Number 1!

Euroslot caught up recently with Link Pendley to discuss Valley Dynamo's business and plans for the future

Valley-Dynamo is a conglomeration of several companies, each of which is either the largest manufacturer in the world in its category or the best or both. Valley coin operated pool tables are known the world over as being the best, by virtue of the fact that they earn the most and almost never wear out. Valley invented the coin operated pool table in the late 1940's in Bay City, Michigan and enjoys a 90% market share in the U.S. Most Valley pool tables will see a minimum of 25 years of service before they are retired as home models to someone's basement or game room. Valley is indeed the biggest and best manufacturer of coinop pool tables in the world.

Champion Shuffleboard is also the biggest and best shuffleboard manufacturer in the world. While Champion did not invent the shuffleboard, a game that is at least 100 years old, they perfected it and built the largest market share in the world. Champion pioneered the polymer surface on the playfield to replace the old polyurethane that had to be refinished every few years. Champion now gives a Lifetime Guarantee on their playfields. Having been a mostly US product for most of its life shuffleboard is now taking off like crazy in many countries around the world. In some countries in northern Europe there are daily queues to play at shuffleboard locations. In some of these locations sales of beer increased so much that beer company reps are coming out to find out why.

Dynamo Ltd opened their doors in 1973 manufacturing first football tables, then pool tables, and then taking on air hockey after Brunswick abandoned it in the late 70's. Dynamo is known today as the biggest and best manufacturer of coinop air hockey tables in the world, and they virtually recreated the market segment for it during the 80's. The Dynamo Hot Flash is known the world over as the longest lasting and highest earning air hockey table available. These days there are dozens of copycat air hockey tables trying to carve out their own market

share, but only the Dynamo models will deliver the highest earnings and 25 years of reliable service to operators.

Tornado Table Soccer was the first manufacturer of football tables in the US and began making them in 1970 in answer to demand by operators who had been importing tables since 1961 and were dissatisfied with the quality. The Tornado table was highly engineered and developed over many years to become the best playing, highest earning, and longest lasting football table money could buy. Of

all the table games football tables have the most moving parts and take the most physical abuse.

Most of them are falling apart after 5 years, but Tornados will give you 20 years or more of solid service. I know a lot about this product as I operated them for 15 years, and I had tables with over 150,000 games on the meter still making money on the street.

All of Valley-Dynamo's games are made in Richland Hills, Texas, and this past August Valley-Dynamo moved into a new 19,000 sq mt facility where they could bring all their product lines under one roof and offer consolidated shipping to customers, saving them more money. Nothing is more important to amusement operators and distributors than Return on Investment. Once a game pays for itself the two most important things are how much it earns and how long it will work for you reliably. This plus the fact that all the Valley-Dynamo brands have the highest ROI in the industry, are the number 1 product in their categories with the longest service life and highest earnings is what makes Valley-Dynamo the Number 1 manufacturer in the billiards industry today.

See Valley-Dynamo products in their stand at the EAG, as well as in Crown Direct's stand. See all their products and learn more at www.builtbyplayers4players.com or email Link@valley-dynamo.com.



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Exorcise those MGD Demons at EAG!

On Tuesday 22nd January at 16.00, Michael Barnett and Richard Simons from leading industry chartered accountancy practice Richard Anthony and Company will be presenting "MGD – A Licence to Kill or Thrill (Your Business)", in the Seminar Theatre at EAG International.

Richard Anthony and Company will be known to many EAG participants as a true industry specialist, with a thirty year history of advising clients in the AGC, FEC and leisure sectors.

The sessions have been structured to deliver practical advice and to explore the likely impact of MGD on a variety of businesses.

Key topics to be covered include the likely impact of MGD on your business; VAT recovery issues after 1st February 2013; how accounting records need to be maintained to reflect these changes; how to deal with a visit from HMRC; and other areas of taxation that might be affected (such as capital allowances on equipment).

A high level of interactivity is assured, so come armed with questions about the practical aspects of these changes on your business.

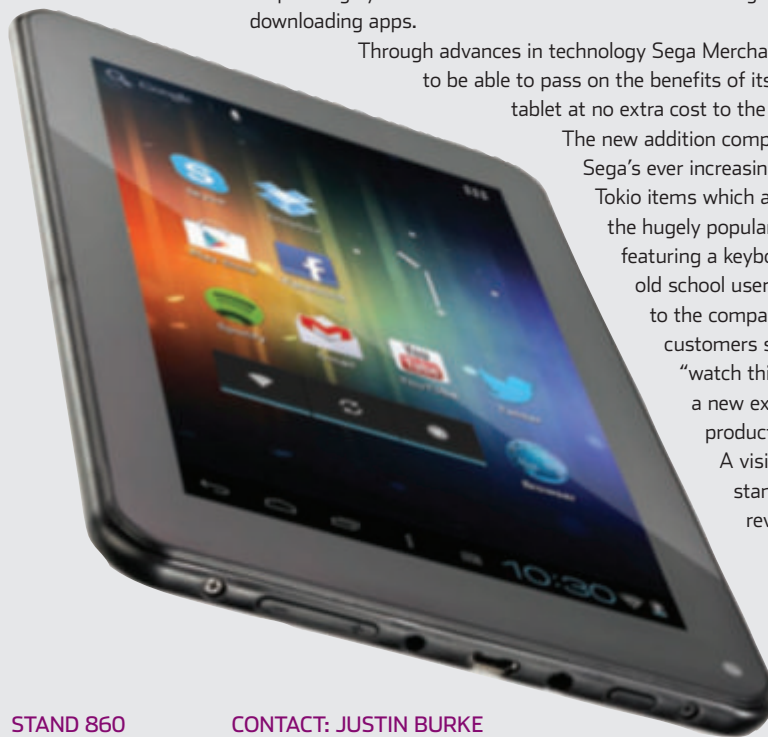
SEMINAR THEATRE

Tokio Tablet for Sega

Sega Merchandise division has announced the arrival of its updated version of the Tokio Tablet. The new tablet from Sega Prize features a capacitive multi touch screen running the android operating system Ice Cream Sandwich 4.0.4 for surfing the web and downloading apps.

Through advances in technology Sega Merchandise claims to be able to pass on the benefits of its upgraded tablet at no extra cost to the operator.

The new addition compliments Sega's ever increasing range of Tokio items which also include the hugely popular Techbook featuring a keyboard for the old school user. According to the company, customers should "watch this space for a new exciting product for 2013!" A visit to the stand should reveal all!



STAND 860

CONTACT: JUSTIN BURKE

DIGITAL DC CENTRE
15th Anniversary



Secure QR from Digital Centre

Leading photobooth manufacturer Digital Centre has announced it is now using QR codes to protect the security of its customers' personal data.

Each print is stamped with a private and exclusive QR code which allows users to get their photos Anytime, Anywhere from any smartphone, or print them again Anytime, Anywhere from any DC PhotoBooth. The photos are initially sent to the cloud and then later, at Anytime, Anywhere, the user can recover all the photos taken, simply by scanning the QR.

The QR Code can be scanned and the photo sent instantly to the device or smartphone without typing any email, password or phone number to a public kiosk. Once in the smartphone, the user can share photos with friends or family, on Facebook, Twitter, Instagram or wherever, all in a secure environment.

According to CEO Josep Tarres "Come and see us at EAG, and find out how Digital Centre is always innovating in order to offer the best in products and security to our customers."

STAND 115

CONTACT: JOSEP TARRES

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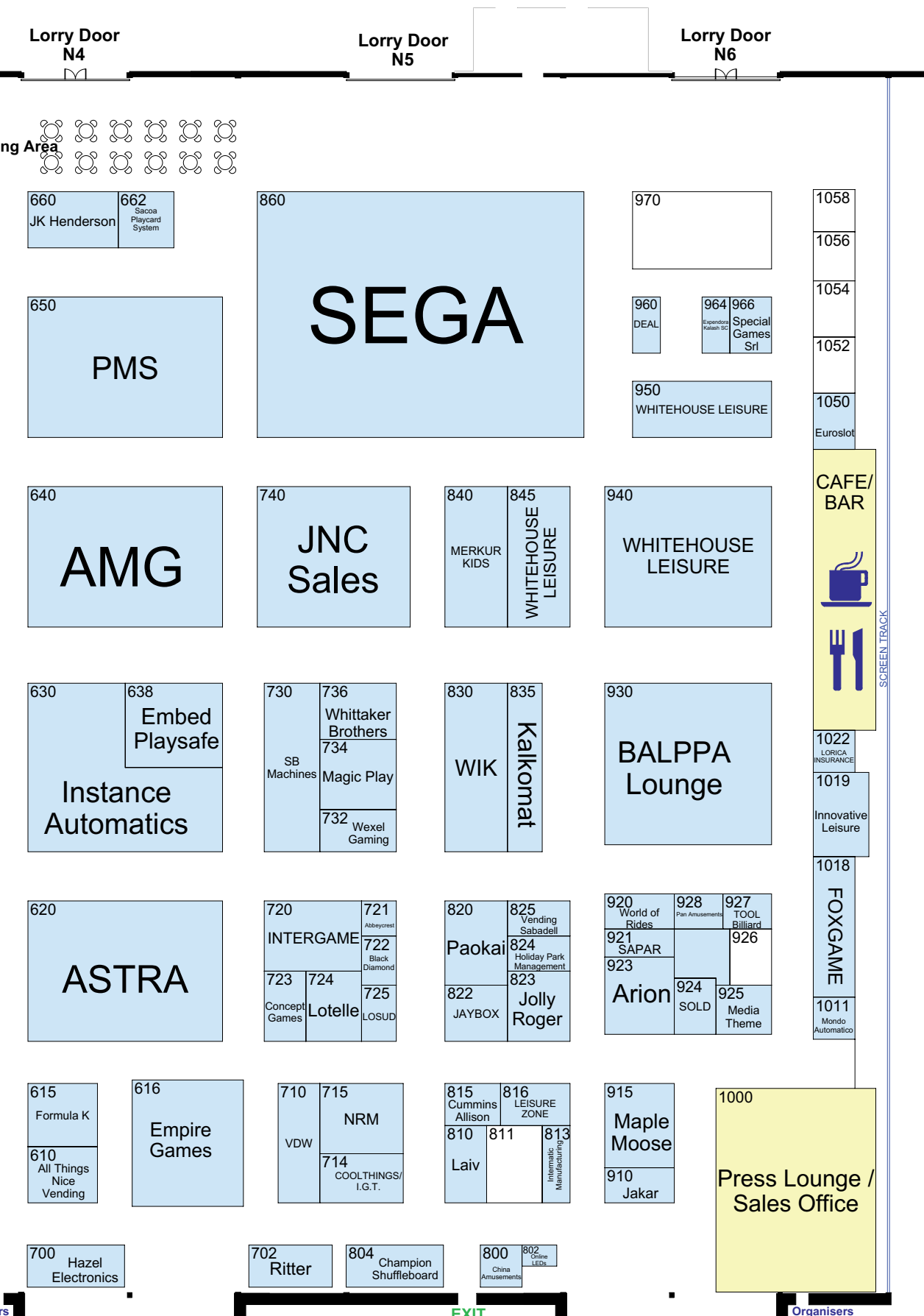
22-24 J
20



Amusement Show

January
13

N1 - N6





NAM-GEAR for Namco Prize

Namco Prize Division has launched a new range of electronics with an upgraded spec. and a new brand name: NAM-GEAR.

"We enjoyed phenomenal success with the KYOTO range of electronic prizes, because the market had never seen such sophisticated products at such an affordable price before," said James Anderson, General Manager of Namco Prize Europe. "However, it wasn't long before our competitors were also selling electronic goods and using similar brand names."

With the launch of the Namco Prize Division in the US, the group decided to create a global brand for its electronic prizes with the name NAM-GEAR.

"NAM-GEAR is more than just a new name, it also reflects a higher specification of products," said Anderson. "With the addition of the US market, we have an even greater purchasing power and we are using this to ensure that all NAM-GEAR electronic products are of the best possible quality, while retaining the same incredibly low prices for the industry."

"No detail has been overlooked in the presentation of these products," he added. "We have packaged them in retail-style, anti-glare matte boxes with the cable ties already fitted, so that they can be easily hung from prize vendors. There will be further products and NAM-GEAR branded machine artwork available shortly."

STAND 530

CONTACT: JAMES ANDERSON

Instance Automatics set to thrill

Instance Automatics has recently announced the line up for its stand at EAG.

"The Redemption Ticket Games arena will have on display Fruit Mania STD and Fruit Mania Xtreme DLX - without doubt the stars of the IAAPA 2012 exhibition" enthused Ian Eason, MD. "Alongside this will be Pirates Hook, a fun 2-player fishing game with reels to bring in your catch. Tubin Twist, an exciting skill based redemption ticket game, Cowboy Shootout, a great new single player shooting gallery and Astro Invasion, a new bright, exciting ball-toss game will be there too. We'll also be showing Veggie Splat (a small, novel screen-based shooting game), Ticket Ball Bingo, Crazy Fruits Ticket AWP and a few other surprises."

Instance will also be debuting the After Dark DLX motion ride and the After Dark STD - shooting games based on vampires and monsters. "The DLX motion ride has interactive seat movement housed in a large cabinet with great visuals and sound effects" explained Eason.

"We will have in place a fantastic range of machines with great offers for all of our customers, old and new alike, so come along and visit us to discover what games capture your imagination."



STAND 630

CONTACT: IAN EASON



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Olly and Peppa star for Northern Leisure

Northern Leisure Group Ltd., the U.K.'s largest independent manufacturer and operator of children's coin operated rides, will be showing off two of their favourites at EAG - Olly The Little White Van, and Peppa Pig.

"We have decided to make 'Olly The Little White Van' a ride with a small footprint" stated Gareth Jones, Northern Leisure's Production Manager. "The size of new rides seems to be increasing recently and operators are struggling to find good quality machines which will fit easily and safely into sites with limited space. We wanted to overcome this by offering a ride that is a small, attractive, reliable solution, and I believe we have achieved that with Olly".

According to Northern Leisure's Wendy Townsend "All our rides are designed and manufactured in the UK. We use high quality lead free gel to ensure the rides stay looking fresh for the maximum amount of time. We design and develop equipment and evaluate the marketplace to ensure we produce products which we believe offer something extra, always considering their operational aspects along with the safety and fun elements!"

STAND 235

CONTACT: GARETH JONES, WENDY TOWNSEND



It's a Hurricane for Leisure Engineering!

UK distributor Leisure Engineering has announced that it will be introducing a brand new bumper car from Sela Cars at EAG.

The Sela Hurricane has been designed to incorporate components used in the manufacture of the company's existing cars and bikes, with the result that the Sela rides are operationally compatible.

According to Leisure Engineering's Bill Hammett "This ride is an exciting addition to the Sela range. Sela Cars is celebrating 40 years of manufacturing battery cars and boats. Leisure Engineering has been associated with Sela Cars for 20 years, and so this is a special year.

"Over those 40 years, Sela has developed a fantastic and diversified range of products from Formula 1 cars through tractors to Grand Prix motor bikes, and from the ever popular Big Disco Boat to the Hovercraft.

"Safety and reliability combined with quality after sales service have been fundamental to the way Sela and their distributors commit to their clients."



STAND 240

CONTACT: BILL HAMMETT (LEISURE ENGINEERING); MARCO DE CARLO (SELA)



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JNC Sales open for EAG business

Leading international suppliers of new & used amusement machines JNC Sales is looking forward to a busy and successful EAG.

According to the Bristol-based company: "2012 was a tough year for a lot of companies in the amusements sector, and there's a feeling EAG will be the shot in the arm which the industry needs. We did better than many, thanks to the fact we carry a large amount of machines in stock which allows us to turn orders round more quickly than our competitors."

"With 30 members of staff, including sales, workshop, warehouse and drivers, we are able to provide the complete service on the full range of amusement machines. We carry a large stock of video games, fruit machines, pushers, kiddie rides, redemption machines, pool tables, pintables and CD juke boxes."



STAND 740

CONTACT: JOHN JENNINGS

Michael Getlan to host EAG Redemption Master Class

After extensive feedback from EAG International seminar goers, third generation FEC operator and renowned industry speaker Michael Getlan will be returning for the 2013 show.

EAG International Expo Chairman Martin Burlin revealed that the popular presenter will host two days of extended sessions during the 2013 show.

"Attendees at the last event told us that they felt longer and more in-depth sessions would be advantageous. Michael has put together an extended master class focusing on Profitable Redemption plus Staff Training and Motivation," explained Burlin.



Commenting on the master class, Getlan said: "We're all fortunate to be working in an industry where the goal is to make people happy."

"I love working with British operators and find them very positive and receptive to new ideas. This mind-set is very important as during the sessions we will all have a part to play in creating the right environment for the sharing of knowledge. Anyone operating redemption equipment or responsible for people operating redemption will benefit from attending and it should be great fun".

"It's not just for the bosses; these sessions work better when staff at all levels attend," revealed Michael.

SEMINAR THEATRE

PAC-MAN SMASH – THE HITS KEEP ON COMING

Namco has taken Air Hockey and given it a whole new dimension with its latest hit game Pac-Man Smash.

Faster and more furious than traditional Air Hockey, Pac-Man Smash features an incredible multi-puck feature that randomly releases multiple pucks onto the playfield for maximum fun!

The players use a giant mallet that is 1.5 times larger than usual, enabling more power in play, while protecting fingers.

"Pac-Man Smash is one of those games you have to see to believe. Customers know how successful standard air hockey can be – so when they see the multi-pick feature they are hooked," says John Crompton, Regional Sales Manager at Bandai Namco/Brent Sales. "We all know that players love pinball multi-ball – Air Hockey multi-puck is going to be the next big thing."

Housed in an eye-catching Pac-Man themed cabinet with large guards to keep the pucks safely in play, Pac-Man Smash is destined to be the arcade centerpiece of 2013.



STAND 530

CONTACT: JOHN CROMPTON



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Is it legal?

Every month Euroslot updates you on the latest news affecting gaming policy and regulation around the world



AUSTRALIA

The government of New South Wales has been warned by casino operator Echo Entertainment that if it proceeds with mooted plans to issue a licence for a second venue, the company might pull back from developing a resort complex around its Sydney property.



CANADA

Two thirds of Canadians support Bill C-290, the proposed law which would make betting on single sporting events legal in Canada for the first time. Currently, the only legal bets are multiples, but billions of dollars are believed to be spent annually on singles bets through unregulated channels. All parties in parliament, as well as the governments of eight provinces, have supported the bill.



CHINA

A partial smoking ban will come into effect in Macau's casinos on New Year's Day, requiring half of the square footage of public areas to be smoke-free and for air quality to meet defined standards. Existing venues will not have to erect physical partitions, but new ones will. Total smoking bans in other countries have led to significant drops in gaming revenue, which is critical to Macau's economy.



FRANCE

The e-gaming regulator ARJEL has prohibited betting on football and basketball matches unless they have an impact on relegation or on qualification for European events.



GERMANY

Confusion surrounds the future of e-gaming in the state of Schleswig-Holstein, which had been the only one in Germany to legalise online casinos and stay out of the agreement made by the other 15 states on the licensing of sports betting.

Schleswig-Holstein recently issued its first online casino licences to a dozen operators including Pokerstar, Bwin.party and Betfair. Fifteen online sportsbook licences have also been granted.

But it then said it would repeal its law and would, after all, join the treaty with the other states, which the European Union has criticised. They plan to issue 20 sports betting licences and no casino licences, with the application deadline for operators now standing at 21 January.

It appears, however, that Schleswig-Holstein cannot legally revoke the licences it has already granted, so it will likely remain the only German state with Internet casino gaming as well as sports betting, at least until the licences expire in six years. It is unclear whether operators will be able to offer their services to residents of other German states.

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GREECE

There has been further sharp criticism of the Greek government's apparent favouritism toward OPAP, the partially state-owned incumbent gaming monopolist. Although Greece had granted 24 e-gaming operators interim licences, the finance ministry now plans to terminate those licences and grant OPAP a monopoly on online gaming until 2020.

Sportingbet, one of the companies concerned, was reported as saying in a statement: "It is scandalous that the Greek ministry of finance is planning to award OPAP an extension of its monopoly. What is particularly galling is the fact OPAP's incumbent hand has been strengthened as the monopoly now covers not only the offline arena but also the e-gaming space as well. This is a disgrace and the Greek government should be ashamed with how this has been allowed to happen." And the Remote Gambling Association described the move as "a blatant breach of EU process and EU law".

The European Court of Justice, meanwhile, is considering objections to OPAP's monopoly on land-based gaming.



GREECE

A consortium involving gaming monopolist OPAP, Scientific Games and Intralot has won the concession to operate instant lotteries with physical tickets. It covers those sold online as well as from land-based venues.



ITALY

The Italian regulator AAMS has issued the country's first online slots licences. All the Internet casino operators that applied for licences received them, the regulator said, and this further liberalisation of the Italian market is expected to result in a significant revenue boost for operators.

Separately, AAMS has also completed its merger with Italy's customs authority.



ITALY

New restrictions on the advertising of gambling, known as the Baduzzi Decree, are being interpreted by some as effectively prohibiting it altogether. The decree's wording is broad, banning advertising that "creates an incentive to gambling activity" or "exalts the game". It also requires that payout percentages be stated, and places restrictions on where and when advertising is allowed in order to prevent minors from seeing it.

However, Italy has also introduced a self-regulatory code for gambling advertising, which implies that the government does not wish to stamp it out altogether.

The gaming regulator AAMS will oversee enforcement of the new rules.



JAPAN

Japan is likely to legalise casinos within 18 months, according to operator Genting Singapore. Most forms of gambling apart from lotteries and sports betting are outlawed in the country.



UK

The government is proposing to introduce a new law that would regulate remote gambling according to the point of consumption, rather than the location of the operator. Its principal effect would be that offshore e-gaming operators would require a British licence if they wished to serve UK consumers.

Said Philip Graf, chairman of the regulator the Gambling Commission: "We welcome the proposed changes as currently we regulate less than 20 percent of online gambling by British consumers and cannot insist on overseas operators providing us with information about suspicious sports betting transactions."

The Gambling (Licensing & Advertising) Bill will now be examined by a committee before being presented to parliament.



USA

The lower house in the state of New Jersey has approved an e-gaming bill, which as Euroslot went to press was due to be voted on by the upper house. It would also require the approval of the governor.



USA

Senate majority leader Harry Reid has acknowledged that his bill to legalise online poker will not be considered in this session of Congress. "We have simply run out of time," he said, adding that he hoped the bill could have its chance in the next session.

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Redemption redeemed

Redemption is going through a period of growth – but how can this be sustained and why has it happened? Euroslot asked key industry figures for their thoughts.

Redemption is growing – but why, and how? And should you be getting in on the act? The answer, simply, is yes – redemption has filled the gap left by videogame cabinets and is growing even further. We asked key figures in the industry their thoughts about the future of redemption, and got some interesting answers...

Steve Bryant, International Sales Manager, LAI Games

"We mainly deal with family redemption and prize merchandising. We're talking about activity-based games, mainly aimed at younger players, where they can whack something, throw balls in a bucket – with the end result, the more accurate they are, the more tickets they win.

"The operator will try and understand what the average game winnings would be – for example, with our Speed of Light game, we tell most operators that the average game will win 500 points. So then they set their payout to be approximately 30 per cent of the price of play in terms of ticket value.

"The majority of redemption operators, particularly in the UK, are not overly concerned with the number of tickets a game pays out. They don't monitor this as carefully as they ought to – whereas in the States and the Middle East, for example, they go to great lengths to work out their ticket payout, using sophisticated systems offered by companies such as Embed. They want the players to have what they perceive to be good value. Dave & Buster's in the US is particularly good at this, they love to see their players walking round with buckets full of tickets because it means they're having a good time, and they can win prizes with those tickets at the end of their playing time. In Japan, where they play with medals instead of tickets, they tend to see it more as buying time, so you buy medals to play with and win medals back, which you then put back in. So that's one place where the UK can really evolve and both give greater value, and potentially earn more efficiently. Family value is an understated commodity within our industry.

In essence, redemption is a key and expanding area in the UK market – there's lot of good examples of good operators, and some of the big national ones are becoming involved and seeing results.

"Once upon a time I remember seeing a very big UK operator who saw redemption as

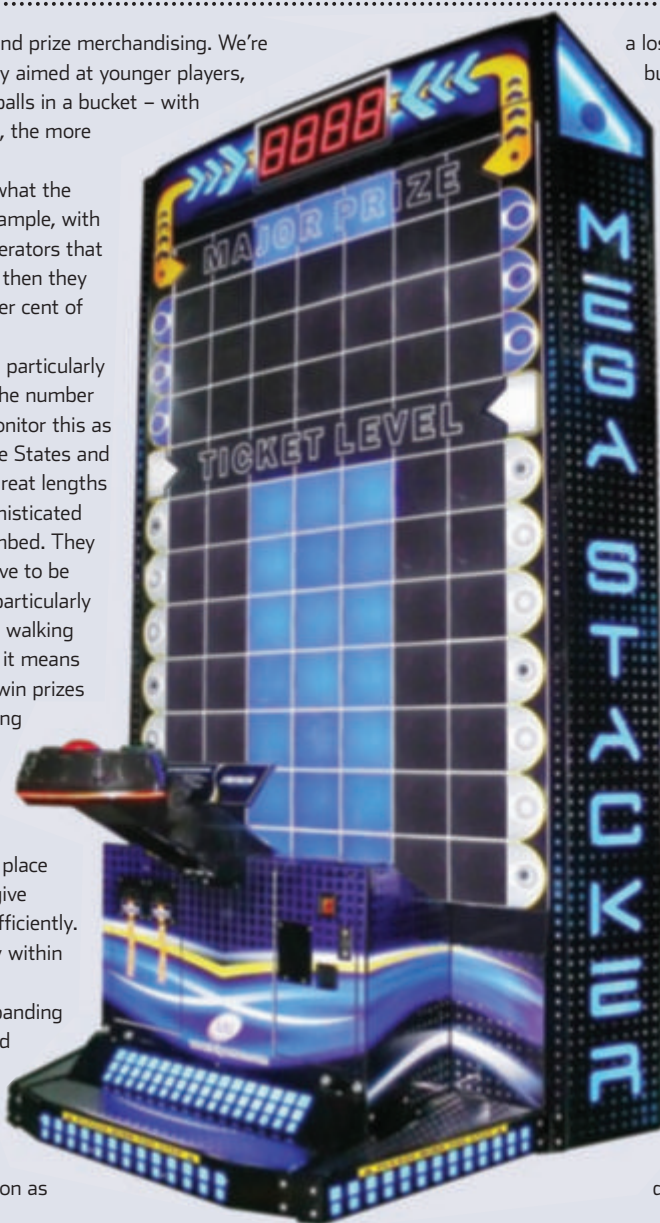
a loss leader; he had it there to attract people in but made his money elsewhere in the location.

Look at Dave & Buster's in the States, they have 60-plus locations in the US and they all do fabulously well, and their key product is redemption. We could learn so much from those kinds of operators.

"The fundamental issue we have in the UK is that we will always be underpinned by gaming products, whether it's the over-18s area with B3s or the Cat D product on the floor that anyone can play. Our whole psyche has been based around slots. But there are locations opening now that have no gaming at all and they're doing really well.

"The watchword is amusement; once prizes become too expensive, it ceases to be amusement and allows operators the chance to become quite greedy. When LAI first bought out the Stacker game, which sold nearly 20,000 worldwide, some operators had it set at such a low payout they were earning probably ten times the amount a prize cost before on even left the machine, which is just not right. Value, of course, is the other watchword!

"Greater understanding is coming in to the UK market now though. Operators go to big US shows like IAAPA, and while there they see how the businesses are set up, they see good redemption locations then they introduce some of those practises to their businesses over here. In some respects the games are less important than the retail offering – how do you present and offer your prizes? The best locations are those with the best redemption counters: clear concise displays, very obvious how many tickets it takes to win a quality prize."





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Tony Bowman, Kings Lynn Director, AMG Leisure

"We've been doing redemption and push products for six years, and I joined in 2007. We're a one-stop shop, we sell everything – air hockey, kiddie rides, you name it. If someone comes to us and want to sell a fruit machine for a redemption machines, we will trade that in where some companies will only trade in like for like – I think that's been a factor in our success.

"The home console market has had an impact on videogames and such, the days of people coming into an entertainment centre, spending quite a bit of money and going out with nothing are gone. With the redemption offer the player can save the tickets up for the larger prizes, which gives them a reason to come back to your site, and they do go home with something. In the five years I've been dealing in redemption, the games have got better and better because of customer demand. I have a good customer in the UK who said last year he would have spent even more with us if the product had been available. We've been over to IAAPA and we're continually looking to bring new lines in' the show coming up in January, we'll have another good offer for our customers. In sales you're only as good as what you've got to sell, so we're always looking out for something new and exciting.

"One of the big successes we've had in redemption is the two-player Snakes and Ladders roll-down, where you roll 2p or 10ps down, and land on different winnings on the belt. Some spaces you land on spin reels as well, so there's almost a fruit machine element to it. We're introducing something similar but in our Rollercoaster brand soon, too.

"I don't think branding or licensing is as important in redemption as it is in other fields. Our Snakes and Ladders theme, for example, has a universality to it, everyone of all ages knows it and it's not an expensive name off the TV.

"Growth for some operators could come from greater efficiency. Some operators do a fantastic job, and some don't see redemption as an important part of what they offer. They might have one or two machines – but if you want to do it properly, you need at least 15 machines because people want to go from one to another, and earn those tickets. I spoke to a customer of mine just before Christmas and he's got some great video products, not old machines, and

they're not taking anything, they're just burning electricity. He's looking nextdoor and seeing they're packed because they have wall-to-wall redemption.

"Redemption machines hold their value better; a fruit machine might take a lot of money initially but with a year it's halved in value and halved again in the next year; redemption machines sell for more and have a long life, partly because it's the prizes that are current, while the machine can actually age without looking or feeling dated."

Ian Eason, Managing Director, Instance Automatics

The prize element is very important with arcade machines, whether it is winning merchandise or tickets.

Redemption machines are the modern day equivalent of the funfair side stall, Hoopla, Hook-a-Duck, the Coconut Shy and so on... then it would be the prizes hanging from the stall roof that would draw the players in... this is still true in today's entertainment centres, it is the bright, colourful prizes that often attract players and their stall needs to be set out accordingly to draw the player in.

In past decades many arcade machines were very much chance-based, luck was everything and only a small toy was on offer. Today's player is looking to get something in return for their involvement and investment into the game; the prizes catch their imagination and most games now have an element of skill or interaction with the game. The

player knows what they are actually able to win and the prize that they might take home... which all adds up to more spend.

I think that redemption machines will continue to be the future of the amusement arcade or family entertainment centre, whatever the type of game it is used with. Tickets are the way to go, children and adults are drawn to the idea, they just love collecting and showing them off to friends and family. The prizes that can be redeemed when collecting tickets will hold more value - one quality prize instead of say, 10 very small prizes. So in answer to the question

What is the future for redemption? I would answer 'redemption is the future'.

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JNC Sales: The Future of Redemption

We consider that the future of redemption machines is very positive as it offers the player an experience that they can't get at home with games consoles, at the same time as winning prizes that they can take away with them.

The best redemption games are those where the game is strong whether it is being played for tickets or just for fun. The redemption angle to these games just makes them even stronger and attractive to play.

Kiddie rides redemption is an area where there is scope for growth as this incorporates the younger age group playing a basic game and

being rewarded if their score is high enough. JNC Sales are now offering ticket redemption as an option on all new Tecway kiddie rides to improve the gameplay experience for the player and provide extra value to the customer.

Based on good sales levels of ticket redemption whacker machines, JNC Sales are bringing to the market Klobber the Robber and Galaxy Garrison which are both made by Feiloli. This further reinforces the confidence in good quality, competitively priced redemption machines.

Regarding all redemption machines, including cranes, the selection of swag is vitally important and must be relevant and fashionable to the players that the machine is aimed at. The outlook for redemption is positive as it provides a different experience to the player with a prize that can be taken away.



now is called KeyMaster, which has gone global. In the US you can win an iPad with it, in the UK you're limited obviously to £50. It's a simple game where you have to get a key into a lock; for the player it's about skill, hand-eye co-ordination and if you get it right you win a prize.

"As much as the video market has got more and more complex - which may have been part of its downfall - in the redemption market, you keep it simple. Understand the game in two seconds, play it, enjoy it, move on. You're not trying to get high scores, see the next level, it's simple, old-fashioned fun. I think in the future we're going to see more of that.

"Redemption will continue to grow - we're way behind America in this field though. They've had redemption products as a means of entertainment for 20, 30 years. We've had it perhaps 10 years. Some territories don't have it and haven't even touched on it yet; in many countries it's illegal because it's seen as a form of gambling.

Bowling alleys have just started dealing with redemption in the UK - they had no interest in it until quite recently. We started it in our own bowling operation about six months ago, in Bowlplex, and we've rolled it out across the estate now because it's been such a huge success. Bowling centres will be a major factor in the growth of redemption in the UK."

Justin Burke, General Manager, Sega Amusements

"Redemption is growing massively every year and it's now a major part of everyone's business. Obviously Sega was primarily a video-based business, 90 per cent video 10 per cent other; that is now maybe 20 per cent video based and 80 per cent other, and that shift has come in just five years. That shift is into novelty, redemption, prize merchandisers, other games... video is still very important, it's our legacy and history, but the shift is based around the family market and family player.

"I think the shift in the market has come about because of a social change in video gaming, where now people play video games at home because of the quality of the consoles now available, and the social aspect of gaming. It's a social thing. The market's changed so we have changed, and the customer has changed with it. You now get a family crowd in to FECs where before it was mainly teenage boys.

"People do different things with their leisure time now - they can play games on their iPad, iPhone, console, online; that appetite is catered for elsewhere. They have other things they can do with their leisure time now. We're even seeing this in Japan now, a shift away from what was a massively video-based amusement market.

Families want games that are interactive, not video oriented, rewarding with prizes, with an element of skill in the play.

"They want entertainment and some kind of reward, usually in the form of a prize, which is a bonus - but the fun is playing the game. Families are savvy customers and they want good value from their play. We provide a machine or machines, the operator provides an experience for those players. They might have gone bowling or to the cinema, but the redemption machine can be part of that overall experience. With prize rewards, a player can take tickets or whatever with them, return to add to their tickets and become a loyal player to that location, which is another bonus.

"It's as much about retailing good prizes as it is offering a good game. The contents of the game are a shop window, in a sense. Our most popular game right





UNITED KINGDOM

Population: 63m

Under 15: 10.9m

Aged 15-64: 41.5m

Urban population: 80 percent

Major cities: London (8.6m), Birmingham (2.3m), Manchester (2.2m)

GDP per capita: \$34,800

Business climate: Although it fared much better than the "basket case" European economies, the effects of the economic downturn continue to be felt in Britain and radical government spending cuts are starting to have a perceptible effect on services as well as consumer confidence. It is uncertain when strong growth will return.

However, there remains considerable consumer spending power, although averages sometimes mask notable regional disparities. The UK remains resolutely outside the eurozone.

The country has a healthy content production sector which exports worldwide, benefiting from the global footprint of the English language, and many innovative technology businesses.

Note: The United Kingdom comprises England (the largest and most populous component), Scotland (with increasing autonomy and eventual full independence not an impossible prospect), Wales and Northern Ireland. The term "Britain" technically does not include Northern Ireland, but in practice is synonymous with "UK".

The Isle of Man, Channel Islands and Gibraltar – all important bases of the online gaming industry – are not part of the UK and hence their regulatory framework differs. The Republic of Ireland is an entirely separate country. In all of these, however, English is the language of business and everyday life, which does not differ dramatically from that in the United Kingdom per se.

The British gaming market

In the year ending September 2011, according to regulator the Gambling Commission, total gross gambling revenue (GGR) in the UK was £5.6bn. This was up marginally on the previous year but still about £200m below the 2008-09 mark.

The land-based sector accounted for £4.8bn and of this the lion's share came from betting shops, at £2.95bn – although much of their revenue derives from fixed odds betting terminals (FOBTs), reform of which is discussed below, rather than from traditional sports betting.

Casinos accounted for £836m, bingo £614m and amusement arcades £376m.

Remote betting, bingo and casino gaming contributed £680m, while lotteries (excluding the National Lottery, which the Gambling Commission does not regulate) both remote and non-remote contributed £168m.

Gaming machines in Britain

There were 154,500 gaming machines as of September 2011, split across the following regulatory categories, including those in venues such as pubs, betting shops, casinos and bingo halls as well as amusement arcades:

B1	2700
B2	34,000 (nearly all of them in betting shops)
B3	13,000
B4	400
C	49,000
D	55,500

Well over half of GGR from gaming machines came from the Category B2 machines, which accounted for £1.37bn of the £2.08bn total. Categories B1, B2 and C were all between £100m and £200m, while Category D contributed £87m. GGR from the few Category B4 machines was negligible.

Employment in gaming

114,000 people were employed in gaming (including both full-time and part-time employees) at the Gambling Commission's last count. About half of these, or 56,000, were in the betting sector. Bingo accounted for 16,000, casinos for 14,000 and arcades for 12,500. A further 7000 were employed in gaming



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machine technology. The balance came from lotteries and remote gaming.

Participation in gaming

57 percent of Britons surveyed in September 2011 said they had participated in some form of gambling over the previous four weeks, a figure that appears to have been rising slightly in recent years. However, overwhelmingly the most popular activity was the National Lottery, participated in by 47 percent of respondents, and other lotteries. The next most popular activity, betting on horse races, was indicated by only 4.6 percent, while playing on slot machines was acknowledged by 3.5 percent.

Arcades

Arcade revenue has fallen precipitously in recent years. In the year ending April 2009, it stood at £480m; in the two subsequent years it fell to £458m and then £396m, before dipping to £376m in the year ending September 2011. This means that about 20 percent of the arcade market's value has been lost in three and a half years.

The Gambling Commission has noted that "a significant number" of premises have been converted to bingo.

At March 2012, there were 2250 adult gaming centres (AGCs) and 300 family entertainment centres (FECs). AGCs held about 80 percent of the arcade market by GGR.

AGCs employed 9800 people and FECs 2750.

Machines in arcades

Of the 56,000 machines in AGCs, more than half (30,000) were Category C. A further 17,500 were Category D, and 8500 were Category B3. There was a negligible number of Category B4 devices.

However, Category B3 provided the biggest share of revenue, contributing £95m of the £309m total GGR for AGCs. Category C machines, despite their greater numbers, contributed £82m.

In FECs, meanwhile, there were 2800 Category C machines and 28,000 Category D. Revenue in FECs was roughly in proportion to the installed base: total GGR was £74m, of which £61m came from Category D devices.

Altogether, FECs and AGCs account for roughly half of all gaming machines in the UK.

Bingo and betting

At March 2012, there were 9100 betting shops of which about 7500 were operated by the four main players: William Hill, Ladbrokes, Gala Coral and Betfred/Tote.

In bingo, by contrast, nearly half of the 650 premises in March 2012 were operated by independents rather than the major names.

Casinos

At September 2011, there were 146 casinos which had attracted around 17.5m visits in the previous year. All but six were in England, and 25 were in London. Roulette was by far the most popular table game, accounting for nearly 5000 of the total 6200 tables. Casinos also had 2700 gaming machines, nearly all of them in Category B1.

Remote gaming

Remote gaming was worth £2bn in calendar 2011, up five percent on the previous year (and thus dragging behind global growth of ten percent). However, this includes money spent with offshore operators. Onshore GGR was £680m, the vast majority (£664m) of which came from betting. Only £14m came from onshore casino operations.

Regulatory outlook: Machine Games Duty

A major change in the licensing of machines awaits the British amusements sector in early 2013. The government plans to replace the existing Amusement Machine Licence Duty (AMLDD) fee paid for each device with a new levy on profits called Machine Games Duty (MGD).

It has not been well-received by operators, who anticipate that it will lead to some having to pay far more tax than at present, despite the government's intention that the overall effect across the sector should be neutral. There is also concern about the burden of compliance.

A study for trade body BACTA by Ernst & Young found that "the losers from these changes will face large, crippling new tax

bills of £400,000 on average", with some liable for as much as £1m, according to the association's president.

Regulatory outlook: e-gaming taxation

The UK is soon to regulate online gambling at the point of consumption, in line with other European states such as France and Italy, meaning that operators will have to hold a Gambling Commission licence if they are to serve British players or advertise within the country.

The current "white list" of territories whose online gambling operators are permitted to conduct transactions with Britons – Alderney, Antigua and Barbuda, the Isle of Man, and Tasmania – is expected to disappear at the end of 2014, although it is likely that firms in those jurisdictions will continue to be treated favourably.

Operators currently licensed in the "white list" territories or European Economic Area countries will be able to obtain transitional licences so that they can continue operating while full licences are sought.

The intention is to counter the loss of tax revenue caused by nearly all British e-gaming operators moving offshore, and also to remove the incentive to locate outside the UK.

It is expected that online operators will be taxed 15 percent of gross gambling revenue, while those offering bets on horse racing will have to pay 10.75 percent of gross profits for the sport's levy.

Regulatory outlook: FOBTs

The British government is planning a review of the fixed odds betting terminal (FOBT) market including stakes, maximum prizes and machine numbers.

The reconsideration of the machines typically found in betting shops, which currently have £100 maximum stakes and £500 maximum prizes, comes after the cross-party House of Commons Culture, Media and Sport Select Committee recommended an increase in the number of FOBTs allowed in betting shops and casinos, as well as their extension to other venues. (Other politicians, however, have called for a dramatic reduction of stakes to £2.)

The committee found that the Gambling Act 2005, introduced by the current government's Labour predecessors, has "resulted in numerous inconsistencies and is not sufficiently evidence-based".

Among its recommendations was a revamp of the rules for Category B2 games, the official term for FOBTs. Currently, bookmakers and casinos are both allowed up to four of the machines.

But the committee wants to loosen that restriction. It says that limiting the number in betting shops "has encouraged [the shops] to cluster in some high streets in order to satisfy customer demand", and that "local authorities should have the power to allow betting shops to have more than the current maximum of four B2 machines per shop if they believe it will help to deal with the issue of clustering".

Casinos, meanwhile, should be permitted to offer up to 20 FOBTs each, the committee proposed – and AGCs should be given the same entitlement as betting shops, in recognition of their equally tight controls on under-age entry.

However, the FOBT recommendations have provoked concern in organisations addressing problem gambling. A GamCare statement said: "Problem gamblers gamble in many different ways, but FOBTs are increasingly cited by our callers and clients as a part of their problematic gambling pattern, and they certainly have some of the features associated with the potential to encourage excessive play."

Regulatory outlook: casinos

As with FOBTs, the parliamentary committee also recommended giving more power over casino licensing to local authorities, saying that they have the appropriate knowledge to assess the impact of gaming in their communities.

One problem that it addressed was the portability of licences. At present, of the 186 licences created under Britain's 1968 Gaming Act and the further 16 created by 2005 legislation, all are location-specific and 41 are currently unused. At the same time, however, some places that were too small in 1968 to justify a casino now have sufficiently large populations and could benefit from those unused licences.

Said the committee: "As a step towards this, existing 1968 Act casino licences should be made portable, allowing operators to relocate to any local authority provided that they have the consent of that local authority. The portability of these licences would be constrained by the existing 'triple lock' contained in the [2005] Gambling Act: that is, the need to obtain local authority approval, a premises licence and planning permission."

It also considered the restrictions placed by the 2005 Act on so-called small casinos, which are seen as having made them financially unviable. It suggested that local authorities should have the discretion to increase the ratio of gaming machines to tables to 5:1, much higher than the current 2:1.

IRELAND

Ireland is a fraction of the size of Britain, with a population of only 4.5m and only one city over 1m, the capital Dublin. Following a decade of rapid economic growth, with the world's fastest-rising property prices and the arrival of many high-tech businesses, it suffered badly in the downturn from 2008 onwards; average house prices lost almost half their value. The economic picture has been a little brighter since 2011 although extreme austerity measures are still being imposed by the Irish government.

Work has now started on drafting new legislation to modernise Ireland's gaming laws, covering land-based gambling, betting shops, bingo, lotteries, and e-gaming. An official report has proposed excluding gaming machines from sites such as pubs, as well as from bookmakers' premises. However, true casinos are expected to be allowed for the first time.

A bill, the Betting (Amendment) Bill 2012, has been introduced in the Dail, Ireland's parliament, providing for licensing and taxation of offshore online bookmakers. If passed into law, it will also allow land-based betting shops to open later in the evening.

Commercial bingo has also been given the go-ahead by the country's High Court. Hitherto, bingo was permitted to take place only for charitable or philanthropic purposes, but in practice many charities have formed partnerships with commercial operators, and there are around 20 commercial-style bingo halls in the country working under such arrangements.

Meanwhile, the Irish Responsible Gambling Board is undertaking the first study of the prevalence of gambling and problem gambling in the country.





How did you first get involved with the amusements industry?

I grew up in the amusement industry really as my dad worked in a local arcade near to Skegness. From that we got to know the family who owned the business really well and when I left school I started working for them.

Why? What attracted you to this sector?

I have always loved arcade machines. Growing up in a seaside town means you live and breathe them, it was our entertainment at the weekend first as a little lad going to see dad working and then when I was a bit older hanging out with my friends, ice creams, candy floss, funfairs and arcades.

Do you think it has changed much since then?

Beyond belief! In the 70s and 80s machines remained pretty constant with regards to technology but then as the computer industry grew they started to become far more sophisticated with many more features. This pace has continued to date and now we are seeing incredibly hi tech machines on the market. Due to personal computers, ipads and mobile phones expectations are also much higher than they ever used to be - the arcade games industry has had to keep up.

What are the biggest positive factors for the sector right now - the drivers of growth and development?

Redemption machines and instant prize machines are definitely the way the industry is heading. The retail side of the market appeals to players, the prizes attract the eye and catch the imagination. With redemption tickets the player is also able to win bigger, better prizes that are well worth playing for.

And what are the negative ones - the obstacles to growth?

Well as positive an influence that technology has had on our industry, it has also had a negative affect on the traditional arcade games, the one arm

Q&A: Ian Eason

Ian Eason is the Managing Director of Instance Automatics, based in Lincolnshire UK, Ian has been in the arcade games industry for over 20 years.

bandits and such like. Everyone who has a smart phone an ipod or ipad has an array of game apps to choose from. They can play from their comfy chair at home, from the office, waiting for a bus. Groups of teenagers now hang out in virtual worlds all plugged into their game consoles talking to each other through headsets. We have to some extent lost that end of the play market.

Looking at your whole career, what do you reckon was your smartest move (large or small)?

In 1992 I decided to invest in crane machines and bought a couple of crane related products. Looking back now that was definitely the right move and in today's market it has proved a very good avenue for my company.

And your dumbest one?

I can't really say that I have made any dumb decisions. Sure I have made mistakes, we all do, but I have learnt from them and that is the important thing.

Where do you hope you'll be, professionally, in ten years' time?

Retired and sat in the sun... haha. This is a hard industry to work in, very demanding both physically and mentally. In ten years' time this company will still be running I have no doubt, but as for me, it will be about time I had a rest.

And finally - if you'd never embarked on this career, what other line(s) of work would you have liked to pursue?

That's a really hard question as I have been involved in this industry since being a little lad. I do love electronics and I think if it had not been with arcade machines I would have moved into some other form of electro-tech design or manufacture. I'm a lucky bloke, it's been really hard work building this company up, but I work in an industry I love and there are great characters involved in this trade. Not many people can say that they enjoy their job, I'm very lucky that I can.

Curriculum vitae

Career:

1984 - 1992: Worked in Amusement Arcades and then as an trainee engineer for Bell Leisure, Rank Amusements and then as an engineer/manager at Stevenson's Golden Sands, near Skegness.

1992 - 1996: Set up business with a partner in Goldmine Amusements later selling out to business partner.

1997 Set up Instance Automatics and started to specialise in "Crane machines".

1998 - 2001: Continued healthy trading and re-designed the USS crane into a much nicer and easier to manufacture machine. Designed a new crane operating system (Maxx Grab) which we still continue to sell to date as an upgrade kit for older crane machines.

2002-2006: Designed a number of coin operated skill based merchandisers and developed jointly with a Spanish manufacturing company (OM Vending) a small candy crane Sweet Factory.

Continued to manufacture Maxx Grab in the UK. Introduced an upgraded Sweet Factory and developed a Prize Every Time crane and the outstanding Candygirl (which still sells in big numbers to date). Introduced a "Monster sized" crane for bigger merchandise

Developed a skill based machine (UFO) which has been one of our best ever selling machines, developed a range of coin change machines for Namco Europe for their phenomenal "Pac Man Ball" coin pusher. Re-developed our small crane range into an all metal cabinet to speed up manufacturing.

Started to design and sell consumable equipment for other manufacturers machines. Started to stock and re-manufacture spares and repair all of our competitors crane machines. Designed a "Temporary Tattoo vending machine" (which continues to sell in large numbers to date).

Introduced more "Consumable" items that we supply to different markets. Sold a considerable amount of tattoo vending machines, became the preferred supplier (of temporary tattoos) to the largest operator of these machines in the UK.

2007-Present: We still continue to trade healthily and are again expanding our product range, we have a unique development under-way which we expect will sell big numbers worldwide to different markets.

Introduced a series of conversion kits for the Skill Ball Bingo type cabinets and sold large numbers of Golden Balls and Eyes Down kits.

In 2012 we became the UK distributor and service support for UNIS (Universal Space). In spring of 2013 we are moving locations to a bigger premises.



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