

# International Round-up



## THE AMERICAS

### US

**ATARI**, the legendary maker of classic video games behind titles such as *Asteroids* and *Pac-Man*, is entering the world of real-money gaming via a partnership with **Pariplay**.

Later this year, Pariplay will launch Atari's brands across a number of social, online and mobile platforms, including a site featuring real-money gambling on arcade classics like *Centipede*, *Asteroids* and *Pong*.

Atari filed for bankruptcy protection in the US in 2013 and the move represents something of a renaissance for one of the biggest names in gaming history.

### Canada

**CENTURY Casinos** has opened a new off-track betting venue at **Century Casino Calgary**. The new venue, which has seating for 75 people, features **AmTote** terminals and live wagering. It joins the network currently under the **Rocky Mountain Turf Club** pari-mutuel wagering licence.

### US

**THE US industry has been saddened by news of the death of Tom Keil, who had a long career in the amusement machine industry.**

Tom, who was only 63, died after a long battle with cancer, on April 18.

Tom was in the industry all his working life, beginning with **Brady** then moving on to **Atari**, **Sammy** and latterly **Sega**.

He lived in Charlotte, North Carolina. Tom is survived by his wife, Jan, twin brother Jerry and a considerable family.

Peter Gustafson, general manager of **Sega**, said: "Tom put up a valiant and courageous fight against cancer for over three years. Throughout his entire ordeal, he never let his condition stop or even slow him down. His unwillingness to let his disease define him was an inspirational example of how to live fully regardless of the circumstances life hands you."



Tom Keil

### Mexico

**FOLLOWING** the postponement of this year's ELA gaming show, Spanish video bingo specialist **Zitro** chose to take matters into its own hands in May by hosting a launch event for its latest products in Mexico City. Held at the **Ragga Lounge**, the event was designed to enable local operators to experience the company's newest games.

## ASIA

### China

**THE organisers of the China (Zhongshan) International Games and Amusement Fair, which is taking place on October 23-24, has already sold more than half of its exhibition space. By May 4, 62 per cent of the fair's booths had been booked or reserved, with companies such as UNIS, Sealy and Golden Horse having already signed up for the event.**

### Japan

**JAPAN** could be a \$23.8bn a year gaming market, though \$16.5bn is more likely, **Chris Jones** of **Telsey** says in a 44-page analysis of Japanese casino potential.

The \$23.8bn figure assumes casinos would take in about the same amount as they do in the US - 0.4 per cent of GDP. Jones thinks the Tokyo area can support two casinos with an \$8bn project in Tokyo generating \$5.2bn in gaming revenue and a somewhat smaller casino across Tokyo Bay in Yokohama generating \$4.7bn.

A \$6bn Osaka project could generate \$3.8bn and large regional casinos in Hokkaido and Kyushu could generate \$1.8bn each, Jones estimates. **MGM Resorts**, he notes, has expressed interest in Hokkaido.

### India

**A 3D gaming arena has been launched at the Asian Mall in Gulbarga, India, fitted exclusively with gaming products and solutions from Sacona.** The arena is now operational with the five-player **Sacona 3D Gameoscope**, large-screen double-player 3D gaming and a two-lane archery centre.

**Sachin Bharadwaj**, CEO of **Sacona Entertainment India**, said: "With daily revenue higher than the industry average in a tier-two city like Gulbarga, we are very encouraged with the positive response received from our customer, Asian Mall, and from end users.

"This makes our product proposition very strong across tier-two cities in India. With a couple of similar projects in the pipeline, we are looking forward to executing many such successful projects in the near future," added **Bharadwaj**.

## MIDDLE EAST

### Dubai

**EMBED**, the provider of debit card and point-of-sale systems for the amusement and family entertainment industry, has made a series of changes aimed at improving overall customer service and service delivery in the MENA region.

**Andrea Bisi**, director of sales, has relocated to the Dubai office to work directly with the developing entertainment industry in the Middle East and north Africa.

In addition to **Bisi's** move, **Embed ME** general manager **Mirry Glavan** also announced the appointment of **Ronualdo Perez** as service delivery manager.

**Perez** joined **Embed** on May 18 and is responsible for co-ordinating service delivery and leading the company's support and installations department.



Andrea Bisi

## BATTLESHIP – BAY TEK

BASED on the classic ship-sinking game, Battleship was shown as a prototype at the recent Amusement Expo in Las Vegas by Bay Tek, the US-based company. Players take turns to find and destroy their opponent's ships.

Image: The Bay Tek team and the new Battleship game at the Amusement Expo in Las Vegas



## SWEET DONUT – UDC

UNITED Distributing Company unveiled its latest kiddie ride, Sweet Donut, at EAG International at the start of the year and presented it again at the DEAL show in Dubai in April. The food-themed ride features animal characters, attractive LED lights and an interactive button for additional sound effects.

## SNOW DOWN – JENNISON ENTERTAINMENT TECHNOLOGY

JENNISON'S new interactive game, Snow Down, won over the judges at the IAAPA Brass Ring Awards last year and the strikingly innovative game is sure to win over players too. This unique snow-themed redemption game challenges players to collect the snow in funnels from blizzard conditions within the cabinet.



## AMAZONIA – MERKUR GAMING

MERKUR Gaming presented two standalone slot titles at the ENADA Spring show in Rimini, Italy, earlier this year – Amazonia and The Plünder Pack. The Gauselmann Group subsidiary has long been known for its multigames, but, as the company's Marta Dadda explained, the Italian market favours single, standalone games. By the time the show came around, Amazonia had been in the marketplace for a month already and had already produced significant results, Dadda said. The game was designed with Italy's Electro System, known as Elsy, a company whose games are consistently strong performers.



## METAL FORCE – UNIS

A NEW video title from Universal Space, Metal Force features a high-definition monitor, a motion seat and a steering wheel to give players a realistic experience. Boasting "exhilarating" combat scenes, the game sees players take control of a tank.



Elisa Leung of UNIS with Metal Force at DEAL

## AXE MASTER – SEGA

The follow up to the hugely successful Key Master, Axe Master is Sega's latest prize vending machine. Rather than challenging the player to fit a key through a keyhole, the new game calls for them to line up an axe to chop a log in order to win a prize.



## MEGA OCT-O-SCORE – FIVE STAR REDEMPTION

ON show at the DEAL show in Dubai in April was Mega Oct-O-Score, a giant ticket redemption game from Five Star Redemption. This game, which challenges players to pull levers to stop a giant wheel to win tickets, is presented in a striking 12ft-tall cabinet and was on show at the Warehouse of Games booth at the show.



## TOY SPEED – SEALY

CHINA'S Sealy launched its latest video game, Toy Speed, at IAAPA in November and the response so far has been very good, the company's Loren Xing said. The game, which is designed to appeal to younger players, features a steering wheel and pedal controls.



## TOTAL DRIFT – UNIS

A NOVEL concept from UNIS – a kiddie ride that also provides souvenir photographs for riders. The racing car ride is connected to a camera and printer that enables riders to capture the action and print their photos in customisable picture frames. The game was presented at the DEAL show in Dubai.



## WHACK N WIN – ICE

WHACK N Win from ICE takes the intrinsic and entertaining features of the classic hammer game that everyone knows, while incorporating a patented sensor pad that challenges players to skillfully gauge their hit to land in the Bonus Zone. If the player whacks it too hard or too softly, the intuitive software pokes fun and heckles the player, all the while coaching them to improve their skill along the way. "Whack N Win may be the highest earning single-player game ICE has ever made," said Joe Coppola, vice president of sales for the Buffalo, New York-based manufacturer. "Until now, we have not seen a one-player game that has been able to consistently outperform the other top-earning redemption games in the market. We are working on a Deluxe Marquee that will showcase two Whack N Wins side by side to help that great problem locations are having as players line up for their shot at the big Super Bonus." Featuring a hand-sculpted barrel that houses the sensor pad, hundreds of LEDs that run up and down the score tower and a vacuum-formed marquee, Whack N Win is available in two sizes to accommodate most locations.



## SPEEDY CAROUSEL – COGAN

ITALY'S Cogan presented its latest kiddie ride, Speedy Carousel, at the DEAL show in April. The company was showcasing its range of rides on the Amusement Services International stand. The racing car-themed ride features two seats and can move in both clockwise and anti-clockwise directions. Pictured with the ride is the company's Marco Francioni.



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