

## Switch targets FECs with new concept

SWITCH Bowling's latest concept, themed bowling areas designed to appeal to families and fit within the FEC environment, was generating a great deal of interest among major operating groups at the DEAL show in Dubai.

The event, held in April, was an opportunity for the company to introduce the new design concept for the first time to the local market.

"It has been received with great success," said Switch Middle East Trading president Ahmed El Komy. "All of our major clients are showing serious interest."

The new concept takes the company into a "new area," said Switch CEO Alain Winterhalter. "It's a very unique product," he said, "and it is appealing to all operators."



Alain Winterhalter (left) and Ahmed El Komy of Switch

## UNIS making inroads into Middle East

THE Middle East is a growing market for UNIS, the company's Elisa Leung told *InterGame* at the DEAL show in Dubai in April.

The company had its own booth and was also presenting its games in partnership with local distributors Amusement Services International and Warehouse of Games.

Among the new products on display were Total Drift, an innovative kiddie ride that also dispenses photographs, the latest four-player version of the Pirate's Hook fishing games and Metal Force, a tank-themed game that features a motion seat.



Elisa Leung of UNIS

## Business still strong for KCC

FEC design firm KCC was "in the process of closing a lot of deals," when *InterGame* spoke with the company's Reinhart Viane at the DEAL show in Dubai last month.

The Middle East region is "still booming," he said, revealing that the company is working on projects in Kuwait and Saudi.

"The market was a little down some time ago but it is getting back to the same pace as before," he said. "Dubai is a central hub for the MENA region."

Aside from the Middle East, KCC is seeing strong demand from Russia, China and elsewhere in south-east Asia.

"We can help customers by providing a complete service," Viane said. "Some come to us with x amount of land saying 'we want to create something entertaining' – we can help them complete that process."

KCC offers all aspects of design, from initial planning right up to team development, he added, describing the business as a "one-stop shop."



KCC's Reinhart Viane



Essam Sheta of Egytronix (left) and Juan Alvarez of Coin Tech

## 'Essential' market for Coin Tech

THE Middle East market is an "essential" region for systems specialist Coin Tech, the company's Juan Alvarez said.

"We have two areas of focus, the Americas and the international markets," he said. "The Gulf is very important."

Coin Tech has around 40 systems installed in the region with some of the most important FEC operators. It offers solutions for parks as well, but its main business is in FECs. At the DEAL show last month, the company was presenting its Online Modules, which enable party and group bookings and for users to load credit onto their cards via the internet.

It is also a valuable tool for operators, Alvarez explained, as it provides detailed information about their businesses online.

"It was difficult in the beginning to introduce card systems to the market but once operators discover the benefits they cannot think of an FEC without such a system," he said.

The next big area of growth for the FEC business will be in Egypt, said Essam Sheta, managing director of Egytronix, which was exhibiting at the show with Coin Tech. There are major park and mall projects in the pipeline, he said, but for now things are on hold until political stability returns to the country.

## Strong market for Adrenaline

JETPACK Joyride from Adrenaline Amusements is "one of the biggest earners" in the Middle East, said the company's Francois Lachance, pictured here with another of its strongest titles, Black Out.

Speaking to *InterGame* at the DEAL show in Dubai last month where its products were shown on the Warehouse of Games stand, Lachance explained that the Middle East is a "great market."



## Sealy seeking local partnership

SEALY, the Chinese manufacturer of amusement equipment, presented several new games at the DEAL show in Dubai, where the company's Lorens Xing explained the company was hoping to work with a distributor.

The Middle East is a relatively new market for the company and so a partnership with a local distributor would be the "best way for us to establish our products here," Xing said.

At the show the company showcased Ocean Star III, the latest in its line of successful fishing games, alongside redemption titles Machine Party and Super Candy. There was also a chance for visitors to see Toy Speed, a video game designed for children that was launched at last year's IAAPA show.

"The response to Toy Speed has been good," Xing said. "People like this game, especially as it is for younger children."

Sealy's Lucky Chow (left), Jane Peng and Lorens Xing







**ENADA Spring 2014**  
Rimini, Italy  
March 19-21



## Gaming dominates Italian show

ITALY is probably the largest street gambling market in Europe with upwards of 400,000 machines in operation and is fast becoming one of the most significant online gaming markets too. The AWP market has continued to perform strongly, despite initial fears that the introduction of the more aggressive video lottery terminal would cannibalise the marketplace. The rather laboured roll out of the latter is perhaps one of the reasons this prediction did not materialise, as is the fact that AWP's still significantly outnumber the new arrival. There is still a great deal of investment being channelled into AWP design, with some of the biggest international players still keen to make the most of the opportunities within this segment. The majority of these have also seized the chance to partner the country's VLT concessionaires, the biggest gaming operators in Italy.

With only a handful of casinos, it is unsurprising that neither ENADA Spring, which was held in Rimini on March 19-21, or its sister show ENADA Roma, held in the autumn each year, are geared towards street market gaming and sports betting. There were a number of family amusement companies exhibiting at the event, but the general consensus was that ENADA is now primarily a gaming event. And, although the Italian market is still awaiting the introduction of new AWP regulations and the roll out of VLTs has in the past been slow, the gaming portion of the show proved a major



draw. The largest gaming concessionaires, the likes of Lottomatica and Sisal, carried machines from major AWP and slot manufacturers on their stands but Merkur Gaming, part of the Gauselmann Group, and Inspired Gaming also took their own booths.

The mood among the exhibitors *InterGame* spoke with was one of frustration; the new Comma 6a+ or AWP3 regulations were due to come into effect last October but were then delayed to March. By the end of the show, however, the industry was still no clearer as to when the new rules, which are designed to beef up security, might come into force. Operators are therefore reluctant to invest in new equipment at this point. Nonetheless, there were a host of new titles on show across the show floor.

The rest of the halls comprised smaller Italian gaming machine manufacturers, those distributing internationally-manufactured games and cash handling companies, including Alberici, Comestero and CPI, which are all ready for the introduction of the AWP regulations.

There was also a group of leading amusement machine distributors, such as Elmac, Tecnoplay and Faro Games, that were on hand to present the latest titles from the world's leading video and redemption game manufacturers. For a market that has suffered in recent years, there is a new level of optimism thanks to the quality of the latest equipment available. This cluster of amusement companies was one of the busiest areas of the show throughout the three days, with visitors keen to experience the latest titles from ICE, Sega, Namco, LAI, Injoy Motion, **UNIS and** Bay Tek, among many others. There is a need, most agreed, for the government to modernise the regulations for amusement equipment, which prevent certain types of equipment from being operated and place huge restrictions on the value of prizes that can be offered in merchandisers, for example. Right now, it seems uncertain whether changes are coming but the popularity of the new games on show was definitely encouraging.



Elsewhere at the show, the popularity of virtual sports betting was demonstrated by the number of companies on hand to showcase their latest offering. Inspired Gaming is among the leading providers of such sports, which have been a welcome boost to the country's bookmakers. Austria's Global Bet was also there to present its own virtual sports services. Alongside these were several i-gaming businesses, most notably Bet Construct, which was there to explore the possibilities offered by the Italian online market.

Although the show's attendance was broadly in line with last year's, the suggestion from some exhibitors was that the show continues to reduce in size. A reflection of the market, perhaps, or of the fact that Italy does not require two shows a year. Although harder to get to for international visitors than its sister show in Rome, nonetheless many *InterGame* met with said that ENADA in Rimini is now the country's best trade event.

**Simon Liddle**



**DEAL 2014**  
Dubai, UAE  
April 8-10

## DEAL delivers once more

**THE Middle East has overcome its recent economic difficulties and is now back on track – that was the general consensus among exhibitors at the Dubai Entertainment, Amusement and Leisure Show last month.**

Taking place at Dubai's World Trade Centre on April 8-10, the DEAL event was widely praised by exhibitors from the amusement and attractions sectors. It is viewed as a tremendously effective launch pad for both new companies and new products into the local market. The show, ranked by some as now the most important after the mammoth IAAPA Attractions Expo in the US, is, as one exhibitor put it, all about "quality not quantity." The majority of those *InterGame* spoke with suggested that foot traffic was down on previous years. All were keen to stress, however, that the show attracts serious, motivated buyers and very few "tyre kickers."

As such, although the aisles and the majority of booths can feel relatively sparse at times, everyone was confident that the show would have produced new business. In fact, a number of exhibitors had sold the equipment they had



Show floor

on show directly from their stands and were taking fresh orders from visitors. Foot traffic is less of a concern here because there are really only a handful of major family entertainment centre operating groups – Al Othaim Leisure and Tourism, which operates the Saffori Land and Faby Land brands, Sparky's operator Al Hokair Group, Magic Planet operator Majid Al Futtaim and the Landmark Group which runs the Fun City chain. There has been market consolidation, with these groups having grown considerably in recent years, but the sector continues to attract new entrants. Such is the demand for indoor leisure activities that new retail malls – each housing at least one FEC – are being developed throughout the Gulf and northern Africa. This means that the demand for complete turnkey solutions, including everything from FEC design and management, to amusement equipment and prize stock is high.

The Arena at the WTC, which houses the show (other halls were occupied by a Middle East investment conference and a timber expo), was dominated by the two largest equipment



Andy Xie of Golden Dragon



Mario Kart by Namco on the ASI stand



Falgas' latest rides



Triotech's XD Dark Ride



Crazy Speed 2 by UNIS



The Intercard team