

## Sega enjoys 'best ever' EAG

AT EAG International Expo in January, Sega Amusements enjoyed its best show yet at the London ExCel venue.

Taking the largest booth at the event, Sega presented a host of product across a number of categories. This included the driving game Grid, prize merchandiser Key Master, video redemption game Doodle Jump and the new interactive photo booth SuperBooth.

"The strength of the show brought the visitors in and the strength of our product reputation brought them to our stand," said Sega's Justin Burke. "Clearly there were many obstacles that were potential concerns for exhibitors and the show organisers such as MGD for the UK trade and then the weather the weekend prior, but in testament to the operators and customers who are serious about their business they came and they came in good numbers from all regions of the international market."

Licensed brands proved a strong draw at this year's show and at the Sega booth titles based on leading apps, such as Cut the Rope and Doodle Jump, were on show alongside Hello Kitty merchandise and Sonic the Hedgehog branded plush and amusement sports games.

Elsewhere on the stand Sega Prize Europe launched the newest additions to its Tokio electronics range and Sega Total Solutions' new redemption ticket was well received.

With the 2013 edition of the show, said Burke, EAG has now "earned its place on the international stage."



Justin Burke

## Instance and UNIS positive, but wary of drop in footfall

**THIS year Instance Automatics had its biggest stand yet at EAG. Managing director Ian Eason was hopeful that the investment his company had made on the stand at the exhibition would give the company a better space to display the range of machines that it manufactures and distributes.**

Steve Perkins at Instance Automatics was "disappointed that the weather may have kept a few of our Irish customers away, that along with the uncertainty on MGD and the economic climb. There seemed to be a drop in attendees, but all in all I felt we had a pretty good show."

"Orders generated by the show have started coming in, operators are looking to install new machines for the holiday season. Fruit Mania looks like a sure-fire winner along with our well-priced range of kiddie rides, including Puffin' Billy, which certainly attracted many people over to the stand."

Steven Tan from UNIS, who was on the Instance Automatics stand, added: "The foot traffic was down sharply due to weather and the timing of the ICE trade show, which normally overlaps. I really hope in future the two trade events overlap, which I believe could greatly influence attendance."



The E-Service team

## E-Service lights up EAG

THE team at E-Service lit up the bar during and after the EAG show, with the new range of LED lighting as well as free drinks for customers on the company's stand, which was situated next to the main exhibition bar.

"We caught up with a good number of customers and it wasn't just the colourful characters who lit up our bar this year, we also demonstrated light fittings and coloured strip lights and even sold quite a few from the stand," said Paul Smith, sales director for the company.

The lighting range is designed to save costs and improves ambience in venues and has been introduced to complement the full range of components, accessories and repair and maintenance service.

"All our services have been developed to make life easier for our customers and this new range of lighting really raises the bar," said Smith.

"The exhibition was very successful for us yet again. We measure success in terms of new customer relationships and sales from the stand and the show has already paid for itself."

## Namco showcases extensive range

THERE was an abundance of new product on the Bandai Namco stand, which proved one of the busiest at the EAG event.

One game making its world was Dead Heat Riders, a motorcycle racing game that was a major draw for visitors throughout the three days of the show. Dead Heat Riders can link up to four players and offers a choice of five motorbikes and four different tracks

– all presented on a 42ins HD screen. The game also includes a camera enabling players to take their own photographs to display on screen when playing the game. This means that they can also see their competitors' faces when racing.

There was often a line of people waiting for their chance to experience Namco's Dark Escape 4D interactive simulator throughout the show. The game utilises 3D HD graphics, multiple air canons, a rumble seat and Dolby 5.1 audio to "intensify" the gameplay. The game has gun grip sensors that detect a player's heart rate so that every time a player's heart rate jumps, it is called a 'panic attack.' The Total number of panic attacks are displayed at the end of the game so players can see who was frightened the most.

Namco was presenting a number of Pac-Man branded games, including Pac-Man Smash, a multi-puck air hockey game. The multi-puck feature is triggered randomly to add greater excitement to the game.

Elsewhere on the company's booth was Ball Spectacular, a new redemption game that challenges players to skilfully release a ball as it moves from right to left into a moving gate directly below it. If the ball falls through the moving gate, five additional balls cascade down the game, falling through ticket gates marked with specific values. Located at the bottom in the middle is a ticket gate labelled 'jackpot', which can trigger up to 50 balls to pass through more ticket gates.



Namco's John Brennan