

UNIS brings diverse redemption range to EAG

UNIS is among the leading suppliers of amusement games and in the UK and Ireland the company works with distributor Instance Automatics, headed up by Ian Eason.

The company's Steven Tan explained that, like UNIS' distributors in the US, for example, Eason and his team provide feedback on new products "at an early stage" to ensure they meet local requirements.

Among the range of large redemption titles on display at the show, many of which were first launched at the IAAPA Attractions Expo in November, were Duo Drive and Beat the Goalie.

Duo Drive is a one or two-player video redemption game for young children that has the benefit of a small footprint. At less than 6ft tall, the simple, yet engaging gameplay involves racing on either a car or motorbike picking up golden tickets along the way but avoiding obstacles in the way.

Beat the Goalie, meanwhile, is another smaller machine that according to Tan proved a real winner with the buyers at the show. With head-to-head scoring for one or two players, this soccer-themed redemption game is attractive and fast paced. Players are challenge to aim and shoot the balls through individual holes and beat a goalie before the time runs out.

Also on show were Safari Ranger, which builds upon the technology utilised in UNIS' successful Pirate's Hook game, and the latest carnival-inspired games, Monkey Shake Down and Barrel of Laughs. The Gold Rush-themed Panning for Gold, where players attempt to collect as many gold nuggets as possible and then weigh them in order to win tickets, also provided a unique twist on the redemption genre.

"This year," said Tan, "there is such a diverse range of products but all are doing very well."



Maria Vincent and Steven Tan with UNIS' Safari Ranger game

F5 Vortex to go on test in the US

THE F5 Vortex ticket booth is to go on test with a major operator in the US, Marcus Sheehan of Birthday Blaster said.

"We have agreed to supply machines to Namco US, which has agreed to site with a national chain to evaluate the revenue performance," he said. The booth will then be shown at the Amusement Expo in Las Vegas.

The machine was shown on the stand of UK-based distributor RLMS.

"We are extremely pleased with our partnership with RLMS for the UK, which in turn is extremely excited about the market opportunities the F5 Vortex brings to both existing and new customers," Sheehan said.

Internationally, the company is planning to show the machine at the DEAL show in Dubai in partnership with distributor Warehouse of Games, he revealed.

"We have had a fantastic response to the F5 Vortex ticket booth from a wide variety of locations, including holiday parks, bowling alleys, FECs and coastal locations," he said. "People have been really impressed with the gameplay and quality of the build."



Marcus Sheehan



The Genesis Games team at EAG

Genesis and Amatic strengthening UK and Irish presence

GENESIS Games, the sales and service partner for Amatic Industries in the UK and Ireland, was on hand at EAG International to support the Austrian company's growing interests in the local market.

Both companies have enjoyed joint success for almost 15 years in the UK and Ireland. The Performer C22 upright and Performer Grand Arc slant-top gaming machines are both well placed in the Cat B and Cat C market segments.

"The team at Amatic has a great understanding for the international markets and aligns the game design to local needs," said Steve Bierrum, director of Genesis Games. "A good example is the game Diamond Cat that is a favourite among female players. Dragon Pearl is also very popular alongside the Hot games series. It is this mix of winning games that covers the broad basis of player preferences. Add the latest cabinets, especially the Performer Grand Arc slant-top, and this explains why 2014 was a year marked by strong growth."

"We have a loyal and dedicated partner in Genesis Games," said Thomas Engstberger, sales manager at Amatic. "Steve and Hans have intrinsic market knowledge and we always have an open ear for their requirements. As a family-owned company we are in a position to channel the necessary research and development in providing the right solutions for the UK and Ireland and we are proud on the position we have reached there which is still continuing to grow".

Strong interest in Sound Leisure range

SOUND Leisure enjoyed another strong showing at this year's EAG International in January, demonstrating a variety of products, including digital jukeboxes, handcrafted classic nostalgia jukeboxes and novelty prize vending equipment.

"The VHub range continues to be our best-selling digital jukebox product and we pushed the envelope still further at EAG with the latest HD model. This received a great deal of interest and good feedback at the show," said Sound Leisure managing director Chris Black.

The range of classic jukeboxes always attracts people to the company's stand. This year, the range also took pride of place at the Classic Car Show held at Excel the week before EAG. "We have taken some good orders over the two shows for the Classic range, we are very pleased," said technical sales manager Alastair Tevendale.

Happy Little Ted, the company's prize vending machine proved to be a hit with visitors to the show.

Said business development manager Nigel French: "We had a lot of interest in Happy Little Ted from European operators. From the UK we had companies who operate in pubs, FECs and shopping centres along with a confirmed rollout to one of the leading brewers."



Chris Black