

Products & Services

Coinslot Classifieds

Herondata	12
For Sale	15
Wanted	15
Business Opportunities	15
JNC Sales	16
Leeds Leisure	17
Recruitment	18
Directory & Service Point	18
Surreal Soccer	20



TALKING HEADS

Why is redemption back in favour?

With an increasing number of FEC operators turning back to redemption equipment to bolster their entertainment offering, **Nick Norton** asked why it is again proving popular?

With it looking as if the government would like to see gaming machines out of FECs completely, we decided that we needed something that could replace our AWP's. We also wanted to change our customer base to bring more families back into the arcade, as we had noticed a downturn in the number of families entering the premises in the last few years, probably because there was very little equipment left that catered for them - it was really down to just pushers or videos. Redemption fitted the bill perfectly because, as long as a person is old enough to press a button, lift up the mallet or throw a ball, a redemption game appeals to every generation of the family, from child through to grandparent. The quality of product is out there and in the last two years there has

been a dramatic increase in the range of redemption product available. This year's ATEI was certainly very redemption oriented. This trend does seem to have spread, as most of the large arcades in the Weymouth area have put redemption back in their offering.

DAVID FISHER
Manager
Harry's Amusements,
Weymouth

Operators have lost the large income they had from £500 jackpot machines in the adult-only areas, with custom now largely transferred to bookmakers, and thus had to find other areas to invest in. Although it might have been quite an effort to return to redemption, as a lot of floor space is required, it has given operators a good return on

that investment. The redemption games available on the market today offer value for money and, if operated correctly with the right prizes on offer, will encourage repeat play and bring customers into an arcade and hopefully draw them to the full range of equipment available within it. Redemption has been a godsend for manufacturers and distributors, especially in the months since ATEI 2008, because other types of equipment are not selling in significant volume. Redemption machines are comparatively cheap at a time when operators are working with restricted budgets, and it is very simple for arcade owners to see if they are producing the level of return on investment they require.

COLIN MALLERY

Marketing Manager
Harry Levy Amusements Ltd

I think that seaside operators have realised that in today's market they have to cater for the whole family. The trend back to redemption is one that we anticipated with our 'Just The Ticket' catalogue at ATEI 2008, where much of the equipment on our stand was redemption games. The reaction since then has confirmed my belief that this is the year of the redemption machine and operators who have either gone into it for the first time or returned to it after a number of years have all been very happy. Redemption provides fun for the families that are a seaside arcade's core customers. We are now hearing that when people visit a seaside resort they actively



favour an arcade that has redemption equipment in it, because redemption offers entertainment for the whole family and the opportunity to win a prize to take away with them. There is no doubt that it encourages repeat play, as when there are high-

end prizes on offer players will return to try and win the required number of tickets to claim them.

MICHAEL GREEN
Sales Director
United Distributing
Company Ltd

newproducts



Open all hours

**OPEN DVD v3
FATSPANNER**

FatSpanner has launched the latest update - DVD v3 - for its OPEN multimedia terminal. This DVD brings the total of games on OPEN to 100, including major titles such as Deal Or No Deal, The Big Reds from BFG, Celebrity Who Wants To Be A Millionaire? 1v100, Nuts, Scrabble, Fantasy Football from RES, X Factor from Alternative Universe, Frogger from Konami, the latest version of Bullseye, Super Smashin' Great from Cosmic Concepts, and FatSpanner's own The Great Pretender Trivia Quiz featuring Chris Tarrant. There are now 19 content development companies licensed to supply games for the OPEN terminal and more are in the process of joining.

Spanish success is no Trebol

**EL TREBOL DE LA SUERTE
BELL-FRUIT GAMES**

The recent Malaga show saw the launch of Bell-Fruit Games' new machine El Trebol de la Suerte, the follow-up to the phenomenally successful Sirenas. BFG's Spanish distributors Comatel created a real buzz on their stand, said the Nottingham manufacturer, continuing the 'lucky shamrock' theme with an Irish band, leprechaun characters, and a constant flow of Guinness! Said BFG: "The game itself is also causing quite a stir, with test figures showing El Trebol's performance to be even stronger than that of Sirenas; so it looks as though the Spanish success story is set to run and run."



Take a peek at the latest from Merit

**SNEAK PEEK
MERIT ENTERTAINMENT**



Merit Entertainment has announced the release of its latest Sneak Peek Game - Lucky 11's. This high-voltage romp through the vaults of Las Vegas automatically downloads to all MegaNet-connected Megatouch IONs. In Lucky 11's, the player is challenged to tally casino chips that total 11 and clear the board as quickly as they can. The stunning graphics and fast-paced game play are sure to make it another Megatouch sensation. Sneak Peek Games like Photo Pop and Beer Pong 21 have been proven earnings boosters, so operators can bet on Lucky 11's to give them the same great results. Sneak Peek Games are free to all MegaNet-connected IONs (including the Aurora). Merit reminds operators that MegaNet itself is free for any broadband-connected Megatouch linked to an AMI jukebox. "With the advantage of Sneak Peek Games, MegaNet operators always have the freshest content," said Colin Higbie, Merit's director of marketing. "Megatouch IONs already out-earn the competition. Sneak Peek pushes earnings even higher on connected machines by automatically downloading the hottest new games months before anyone else get them."