

BSR gearing it up in Italy

BOB'S Space Racers has been working with Italian distributor Elmacw for six years and at this year's ENADA Spring Show in Rimini, the two companies were presenting Gear It Up, a new redemption title.

The game, explained BSR's Dave Sandstrom, was first unveiled at IAAPA in November and was making its Italian debut at the event. It is designed to be entertaining and challenging for players of all ages, easy to understand and offer various levels of difficulty. It also boasts a bonus wheel with a progressive ticket payout.



Dave Sandstrom

Injoy on hand to support Elmac

TAIWAN'S Injoy Motion is building its profile in Europe thanks to its partnership with local distributors, such as Italy's Elmac, said the company's Cynthia Lai.

Speaking to *InterGame* at the ENADA Spring show in Rimini, Italy, Lai explained that the company had been working with Tiziano Tredese's Elmac for the last two years. At the show, Injoy presented its ATA Allied Tank Attack video simulator and Kiddy Dido children's ride on the Italian distributor's booth.



Injoy's Cynthia Lai

"Elmac is famous in Europe so we now know many more customers," Lai said. "Tiziano is very experienced and we continue to learn a lot and make improvements to our products."

ATA, for example, is now available with Italian language options.

"Italy is still a video market and we're establishing our place here," said Lai. "It's not a big market, but it is stable."

Attending the ENADA show was important, she added, to provide support for Elmac.

Bryant praises local support

LAI Games' international sales manager Steve Bryant praised the efforts of Italy's amusement distributors to keep the industry afloat.

The company was showing its Mega Spin redemption game on the stand of local distributor Faro Games. The game is performing well on test, he said, with "really good" results so far. It is also performing well in the US, Middle East and the UK, he said.

The Italian amusement market is "more seasonal than anywhere else in Europe," Bryant said, noting that with few in-land locations opening, the business is largely concentrated in seaside resorts. A lack of clear regulation is widely considered to be holding the family amusement sector back, with video redemption operating in a grey area.

The likes of Faro, Tecnoplay and Elmac, through their continued investment and commitment, are supporting the business, he said.



LAI's Steve Bryant



Pedro Melendo, general manager at R Franco, with company president Jesus Franco and Rafael Catalá, Minister of Justice, at the formal reception on the eve of the FER show

R Franco celebrates 50 years

FIFTY years in the industry were celebrated by major AWP manufacturer R Franco during the Madrid FER trade show, held March 24-26.

The week began for the company with a formal event, a gala dinner at the Casino de Madrid, on the evening before the show opened. Company president Jesus Franco and his general manager Pedro Melendo welcomed some very senior guests from industry, politics and major commercial undertakings. They included Minister of Justice Rafael Catalá, the president of the Madrid Chamber of Commerce and the general directors of gaming from almost all of Spain's 17 semi-autonomous communities.

Senior representatives of the Spanish trade associations and major customers of the group over the years were also invited. Both Jesus Franco and Pedro Melendo addressed the assembly and talked of the evolution of the company and some of its most outstanding milestones, including early successes such as Baby Fruit, which sold 60,000 units, right through to the industry-leading AWP of 2014, Gnomos Mix.

That was followed on the Wednesday evening, the mid-point in the exhibition, when hundreds of other guests from the industry, both in Spain and other countries, were invited to a reception at the Barceló Theatre in the centre of Madrid. This was less formal and included entertainment and a casino with tables and gambling chips for fun sessions later in the evening.

Faro bringing 'latest and greatest' to Italy

A TOUR of the Faro Games booth at the ENADA Spring show in Rimini, Italy, provided an opportunity to see the latest and greatest new games hitting the amusement market this year.

Faro, as the company's Anna Glumi asserted, works with leading manufacturers to bring these new games – mostly video and redemption – to Italian operators.

Taking centre stage on the stand were Bandai Namco's Star Wars and Raw Thrills' Jurassic Park games, while Betson's Fishbowl Frenzy and Jennison's Ocean Pearl offered the latest in video-redemption technology.

ICE was well represented, with its Kung Fu Panda game sitting alongside its Skill Wall, comprising Down The Clown and the latest addition to the line, Gold Fishin'.

There were a strong number of games from Chinese manufacturer UNIS, including Safari Ranger and Monkey Shake Down, and LAI presented its striking Mega Spin game.

Faro had a second booth at the show dedicated to games for younger children to "test the interest" among operators, Glumi said.

Generally, ticket redemption is proving popular within the Italian market and operators are interested in sourcing new games, she said.



UNIS' Safari Ranger on the Faro Games stand