

# EuroSlot

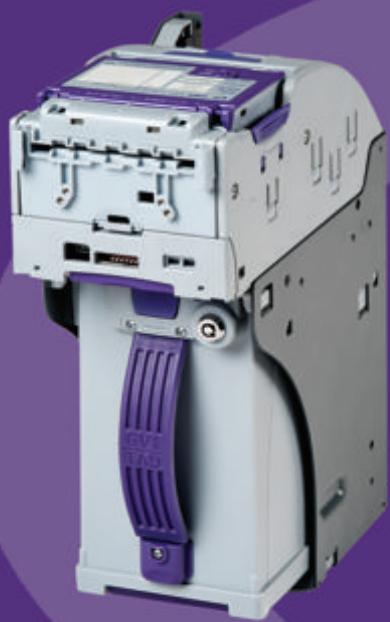
November 2011



GBA ST2



GBA GV1



Microcoin SP



## GBA

## Microcoin

Currency Validation

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- ▶ OEM-Kit: specific branding
- ▶ Child-suitable & easy to play



### Different types of Touch Toy:



FUNTASIA



PUNCH



TOUCH ME II



### New market opportunities

In addition to **classical locations** in amusement parks or restaurants, **Touch Toy** is also well for **alternative locations** in hotels, shopping centres, furniture shops, banks or doctor's surgeries.

**Touch Toy** can be set up with or without coin slots which opens up **new business segments** for operators: They can **operate** the children's terminals but also **sale, rent or lease** them – with very good success as the strong international growth in Europe and Russia shows.



# EuroSlot

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**PHOTOS:** p4: NASA. p13: seaside: Great Yarmouth Tourism.

# Is the party over?

We live, as the Chinese curse has it, in interesting times – and those of us in the eurozone particularly so. But our sector will, I think, both win and lose from the European crisis.



It will gain (at least in the long term) from this turmoil because governments will have no option but to allow more gaming in order to raise revenue and reduce debt. Greece is of course next with VLTs, and we can expect to see other liberalisations along the Mediterranean.

Where this sector will lose is on the other side of the coin: taxation. It is also probable that consumers will spend less on leisure as the crunch continues, although it is by no means certain that this will translate directly into a reduction on gaming and amusements spend – it may well be, for example, that people will give up expensive foreign holidays and new TVs, but console themselves with a few more visits to the local gaming hall.

The bottom line for this sector, then, is that – counterintuitive as it may seem – now is precisely the time for companies to invest: to get in first where new opportunities present themselves, and to create an attractive leisure proposition for the European consumer.

**Barnaby Page, editor**

THE INDEPENDENT VOICE OF THE AMUSEMENT AND STREET GAMING INDUSTRY

NOVEMBER 2011 3



# Events and exhibitions

## 3-5 November 2011

International Games & Amusement Fair (G&A)  
**Venue:** Zhongshan, China  
**Website:** [www.zsgaf.com](http://www.zsgaf.com)  
**Email:** [info@grandeurhk.com](mailto:info@grandeurhk.com)

## 14-18 November 2011

IAAPA Attractions Expo  
**Venue:** Orlando, U.S.  
**Website:** [www.iaapa.org](http://www.iaapa.org)  
**Email:** [convention@iaapa.org](mailto:convention@iaapa.org)

## 30 November-2 December 2011

Induferias  
**Venue:** Valencia, Spain  
**Website:** [induferias.feriavalencia.com](http://induferias.feriavalencia.com)  
**Email:** [feriavalencia@feriavalencia.com](mailto:feriavalencia@feriavalencia.com)

## 17-20 January 2012

IMA – International Trade Fair for Amusement and Vending Machines  
**Venue:** Dusseldorf, Germany  
**Website:** [www.ima-messe.com](http://www.ima-messe.com)  
**Email:** [info@ima-messe.com](mailto:info@ima-messe.com)

## 24-26 January 2012

EAG – European Amusement & Gaming Expo  
**Venue:** London, UK  
**Website:** [www.eagexpo.com](http://www.eagexpo.com)  
**Email:** [karencooke@eagexpo.com](mailto:karencooke@eagexpo.com)

## 24-26 January 2012

ATEI at ICE Totally Gaming  
**Venue:** London, UK  
**Website:** [www.atei-exhibition.com](http://www.atei-exhibition.com)  
**Email:** [kristian.fuller@clarionevents.com](mailto:kristian.fuller@clarionevents.com)

## 14-16 March 2012

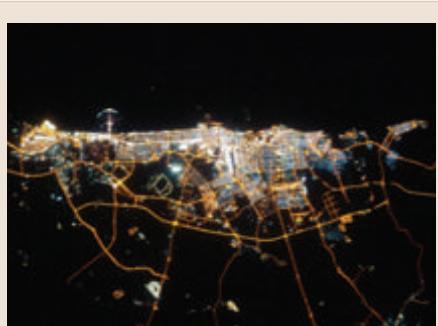
Amusement Expo  
**Venue:** Las Vegas, U.S.  
**Website:** [www.amusementexpo.org](http://www.amusementexpo.org)  
**Email:** [bjjaeger@wtglasgow.com](mailto:bjjaeger@wtglasgow.com)

## 14-16 March 2012

China Attractions Expo  
**Venue:** Beijing, China  
**Website:** [www.caapa.org](http://www.caapa.org)  
**Email:** [caapa@163.com](mailto:caapa@163.com)

## 21-23 March 2012

FER-Interazar  
**Venue:** Madrid, Spain  
**Website:** [www.grupointerazar.com](http://www.grupointerazar.com)  
**Email:** [info@grupointerazar.com](mailto:info@grupointerazar.com)



## 17-19 April 2012

DEAL – Dubai Entertainment, Amusement & Leisure Show  
**Venue:** Dubai, UAE  
**Website:** [www.themeparksdubai.com](http://www.themeparksdubai.com)  
**Email:** [jacob@iec.ae](mailto:jacob@iec.ae)

## 10-12 May 2012

GTI Asia Taipei Expo  
**Venue:** Taipei, Taiwan  
**Website:** [www.gtiexpo.com.tw](http://www.gtiexpo.com.tw)  
**Email:** [gametime@taiwanslot.com.tw](mailto:gametime@taiwanslot.com.tw)

## 22-24 May 2012

G2E Asia  
**Venue:** Macau  
**Website:** [www.g2easia.com](http://www.g2easia.com)  
**Email:** [yolinda.wong@reedexpo.com.hk](mailto:yolinda.wong@reedexpo.com.hk)

## 22-24 May 2012

GEB  
**Venue:** Belgrade, Serbia  
**Website:** [www.see-geb.com](http://www.see-geb.com)  
**Email:** [office@see-geb.com](mailto:office@see-geb.com)



## 6-8 June 2012

Asian Attractions Expo  
**Venue:** Hong Kong  
**Website:** [www.iaapa.org/expos](http://www.iaapa.org/expos)  
**Email:** [jparsons@iaapa.org](mailto:jparsons@iaapa.org)

## 9-11 October 2012

Euro Attractions Show  
**Venue:** Berlin, Germany  
**Website:** [www.iaapa.org/expos](http://www.iaapa.org/expos)  
**Email:** [jparsons@iaapa.org](mailto:jparsons@iaapa.org)

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## Bally forms e-division

**B**ally Technologies has brought together all its mobile, Internet, and social projects into a new division, Bally Interactive.

Among its goals is to offer mobile and online games – both play-for-free and pay-to-play – to land-based gaming operators.

And over the coming year, it will integrate its online and mobile technology with its existing tools for managing slot machines, customer relationships and business intelligence, to give operators "a single view of the player".

"This is a very exciting step in the evolution of Bally Technologies," said Richard M. Haddrill, the firm's CEO. "As gaming expands outside the casino floor, our technologies will enable operators to reach their patrons wherever they are."

"This integration will enable our customers to stay connected to player trends and behaviour, as well as give their patrons access to player's club accounts when they are at home or on the go," he added.

## Apex applies for AWP licence in Upper Austria

**A**pex Gaming has applied for a licence to operate AWPs in the Austrian state of Upper Austria.

The licence would apply both to arcades and to single-machine sites.

Said CEO and founder Johannes Weissgruber: "Apex Gaming can look back on years of experience in both manufacturing and operating gaming machines. Thus, we have developed a social charter on responsible gaming of the highest level. We are thus strongly positioned to potentially receive an operating licence for AWPs in the important state of Upper Austria, where our global headquarters are situated."

Conditions of the licence would include a deposit of €8000 per machine as collateral, and development of a responsible-gaming policy.

## Rank suffers in Spain

**C**hanging patterns in customer visits, the Spanish smoking ban, and the increasing popularity of mobile gaming have all helped to shape the fortunes of The Rank Group this year.

In the 42 weeks to 16 October, Grosvenor Casinos revenue rose three percent although it has lately been suffering from a lower win margin, which has hit revenue even while customer visits have risen.

Mecca Bingo was up one percent. Here, conversely, a slightly higher spend per visit has helped to offset declining customer numbers.

In Spain, Top Rank España has felt severely the effects of the country's dire economic situation as well as the smoking ban. Total revenue was down by 19 percent.

However, insisted the company, "while management's focus is on stabilisation, the Spanish gaming market offers long-term opportunities for Rank". For example, it has embarked upon a modernisation programme that has recently included the relaunch of a Madrid club.

Rank Interactive revenue was up 23 percent thanks in part to the strong performance of mobile, which now accounts for six percent of the interactive division's revenue.

For The Rank Group as a whole, revenue in the 42-week period climbed three percent.



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## IN THEIR OWN WORDS

**October's Enada expo in Rome illustrated vividly the huge range of products available to the amusements and gaming sector today – from the games themselves, to essential peripherals for functions such as cash handling, to the underlying technologies that power it all.**  
**We asked a selection of vendors to describe their Enada highlights...**

## Merkur Gaming

**E**nada brought great results for Merkur Gaming, a member of the German Gauselmann Group. The range of Comma 6a games and cabinets met customers' requirements. With more than ten game titles, Merkur Gaming offers a wide game library to meet all player preferences. Not only the Merkur gaming machines but in addition their high-class decorations for gaming halls – from branded machine separators to special massage chairs – attracted the attention of show visitors.

Merkur Gaming presented its product portfolio with a focus on the two brand-new multi-game packages: Merkur Mystery and Merkur Mystery II, as well as Merkur Magic.

The Merkur Magic I videokit compatible board gives operators the possibility to have these games in other manufacturers' cabinets.

"Our commercial strategy has been concentrated on one unique aim: give to our customers and potential ones all the reliability and technical know-how that our company has proved to have in all these years on both national and international gaming stage," said Roberto Ronchi, managing director of Merkur Gaming Italy. "All our products follow strict testing procedures directly on the field, to satisfy even the most hard-to-please player."



## Quixant

**T**aking centre stage for Quixant at Enada was the QXi-106, the PC-based platform which includes AAMS protocol and game storage integrated onto the motherboard, made specifically for the Comma 6a Italian market.

The QXi-106 uses the powerful ATI M690E | SB600 embedded chipset, in 1.6GHz Dual Core and 1.5GHz Single Core options. The hardware is dedicated to fulfil the Comma 6 requirements – Comma 6a library included. In addition, local technical support is provided by Quixant Italia, situated close to Rome.

Also on show was a new gaming platform from Quixant called the QXi-200, based on AMD's groundbreaking Fusion technology. The QXi-200 is compliant with all major gaming markets' jurisdictional requirements.

## Eurocoin Italia

**E**stablished in May 2010 with the goal of supporting clients operating in the new Italian VLT sector, Eurocoin Italia has quickly established itself as a serious and professional supply partner in the eyes of the Italian gaming industry.

"We have worked very hard to respond quickly to the requests and demands of the industry locally, during this important VLT startup phase," said commercial manager Maria Rosaria Parisi, "and we have been delighted with the support that has been given to us by our Italian customers."

Eurocoin is the exclusive distributor for Slot Tickets Inc. in Europe and Africa and has very successfully established Slot Tickets' thermal gaming tickets as the first choice for leading gaming and VLT operations in Italy.

Additionally, Eurocoin supplies the market-leading Epic 950 thermal gaming printer to machine manufacturers across Europe, and has secured the majority share of the installed printers in Italian VLT operations. Inspired Gaming, Bally and Spielo, for example, have all adopted the Epic 950 as their exclusive choice of printer in Italy.

Eurocoin director Colin Veitch, who has spent much of the past 15 months living and working in Italy, is pleased with the company's current position and future prospects.

"A great deal of hard work has been invested in the VLT sector in Italy by all those connected to the supply and operation of the new Comma 6b class of games," he said. "Our local office in Bologna has proved to be of great value and support to Eurocoin clients across VLT and gaming sectors, and we look forward to developing our Italian business further in 2012, as new products come on-stream."



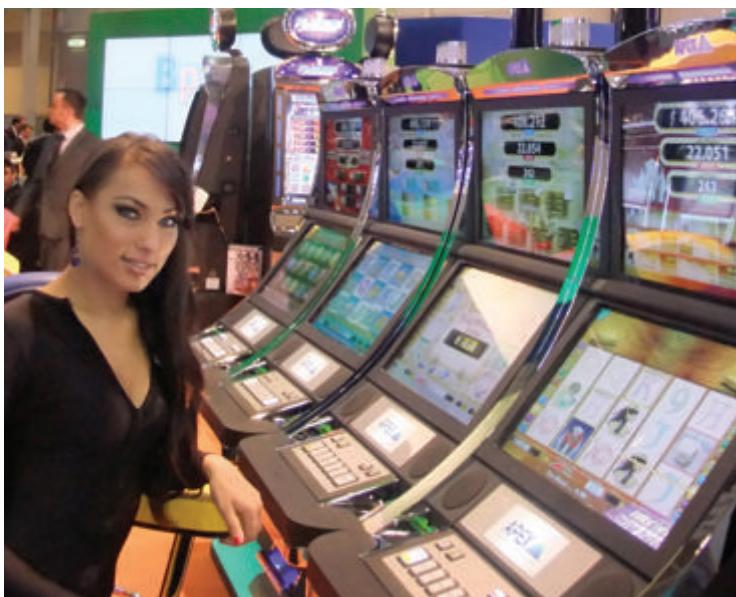


## Apex Gaming

For the second time this year Apex Gaming was present as an exhibitor at a major Italian gaming exhibition. Apex Gaming has much experience in manufacturing VLT terminals along with the accounting and jackpot systems that form the complete VLT solution. As a major player in the Czech and Slovakian VLT markets, Apex understands the stringent technical requirements and the way to turn complex maths into popular games.

Apex Gaming once again demonstrated its commitment to the Italian VLT market, exhibiting both the popular Pinnacle upright and Pinnacle SL slant-top cabinets. These were displayed together with the three-level wide-area progressive jackpot called Jackpot Mania.

Johannes Weissengruber, CEO and founder of Apex Gaming, commented: "Naturally no-one expected the licensing process to be so delayed in Italy. We invest long-term in our markets and thus visitors to both Enada exhibitions this year once again could see that players in Italy will be enjoying playing the great VLT games of Apex Gaming sooner or later."



## Comesterogroup

The event provided a strategic opportunity for Comesterogroup to introduce the quality and variety of its range of both change machines and winnings cash-in machines for all gaming locations.

After the success of recent months, the Smart change machines were back again as the main feature at Enada. Gaming manufacturers and operators appreciated in particular their simplicity of use and ease of management. The change machines have been called Smart Jolly and Smart Easy.

The Smart Hopper permits change machines to be recharged with all coin denominations by simply emptying the cash box of the gaming machines into the hopper, significantly reducing the amount of time required for intervention.

Smart Jolly and Smart Easy also have in common impeccable security performance. All peripherals are integrated by means of the ccTalk communication protocol to prevent all forms of tampering and fraud.

Special steel bars protect the lock and the main compartment. Moreover, they are both equipped with a 32-bit CPU with integrated Secure Digital (SD) card. This allows the configuration of a machine to be cloned to another, as well as the export of all accounting data and the machine events log.

## Crane Payment Solutions

Crane Payment Solutions showcased its expanded product range for AWP and VLT markets. The company displayed products from its core brands, NRI, CashCode and Money Controls.

Tony Morrison, Crane Payment Solutions' VP of European sales, said: "Enada allows us to meet with customers from Italy and across Europe to show them how we draw on decades of experience to create cutting-edge products."

Among the products on display were Money Controls' Universal and Compact Hoppers. The Universal Hopper offers unrivalled performance, reduced operating costs and an extended lifetime. Among the other attributes that make it so popular is its large capacity, which reduces the number of empty or refill cycles.

The Universal Hopper can hold up to 1200 euro or 950 £1 coins and is suitable for almost all global coin sets, including coins with holes, without the need for adjustment. The Compact Hopper, meanwhile, does exactly what the name says, providing a large capacity with a small footprint, making it ideal for many applications, including retrofit.

Also on show was Money Controls' Ardac Elite bill validator, CashCode's Bill-to-Bill 60 bill recycler and the NRI G-13 coin validator.

Among the innovations found on the Ardac Elite is the first and only field-proven imaging technology. If there are any disputes about the last bill entered, an image of the last note inserted can be displayed, either on the gaming machine's display, or by simply plugging in a PDA via the USB port. The Ardac Elite will accept "street money" in virtually any condition and inserted at virtually any angle, and is compatible with almost all gaming machines.

The NRI G-13.mft coin validator series has been designed to meet a multitude of coin-acceptance needs. Using multi-frequency technology for reliable coin recognition, the G-13.mft accepts up to 32 different coins. The G-13.mft is available in a multitude of different interfaces, including USB-ccTalk, which offers the potential for remote update of coin data, easily handling new coins or reacting to new frauds.

CashCode's Bill-to-Bill 60 was the industry's first 60-bill recycler designed for the European AWP market, and was also exhibited in Rome. The Bill-to-Bill 60 accepts €5 through to €50 bills and can then store and recycle €5, €10 and €20 bills to pay out as change or dispense as winnings. With it, AWP machines can maintain longer uptimes without having coin-hopper depletion. What's more, the banknotes used to pay out are the same ones the unit receives. Labour savings are also made by not having to refill banknote dispensers and/or coin hoppers.

Smart Jolly offers record-breaking coin capacity in a compact change machine: more than 4000 mixed €1 and €2 coins in a width of just 20cm. It can be fitted anywhere, even between two gaming machines. Smart Easy has a capacity of about 2500 mixed €1 and €2 coins and is suitable for installations in very small spaces, both on bases and standing on the counter.

The whole line of winnings cash-in machines was also greeted with great interest. Particularly in demand was Fenix. It offers a high dispensing speed and allows many change functions to be managed with maximum precision and reliability: winnings cash-in, bill breaking (changing larger banknotes for smaller ones), dispensing coins and tokens.

The powerful and capable banknote distributor Puloon is widely used in the banking field for its extraordinary reliability. Its dispensing capacity is enviable, to fully satisfy the requirements of all contexts that require frequent and intensive use of the machine: up to 2000 banknotes and up to 6000 coins.

Also in the spotlight was Rock, which made its debut at the show, an ideal opportunity to gather the first comments of operators.



## In brief...

NEWS IN BRIEF ... NEWS IN BRIEF ...

**A new Isle of Man-based company, Annexio, will offer consumers a chance to join syndicates playing European lotteries including British, Italian and Spanish games, through its Website [BigFatLottos.com](http://BigFatLottos.com).**

**The Channel Islands Lottery's electronic instant ticket system in Jersey, developed by The Global Draw, has now gone live.**

**121 participants from as far afield as Britain and India joined the third Webinar run by the U.S.-based Amusement and Music Operators Association (AMOA). The one-hour Webinar covered self-redemption strategies for street gaming operators.**

**New vending products from Allstar include the one-inch-long Frog Flingers, intended for a €1 vend, which can be fired like tiny slingshots and stick to whatever they hit. Also at a €1 suggested vend is the one-inch Cross Jewellery Mix.**

**Gaming Laboratories International has released a new standard for video lottery terminals (VLTs), GLI-23. Meanwhile, GLI says its lottery business in Asia is expanding, with recent projects including work in Beijing, Korea and Taiwan. It has also formed a dedicated worldwide lottery consulting group, based in New Brunswick, Canada, to co-ordinate the work of its regional lottery specialists.**

**Margaritaville Casino at the Flamingo Las Vegas has produced the world's largest-ever margarita, an 8500-gallon drink.**

**GameAccount Network, the online game developer, has been named as one of the 30 fastest-growing private technology companies in Britain.**

## Britain's biggest casino

**T**oday's Britons may chatter of double-dip downturns and quantitative easing as casually as they dissect the Premier League or The X Factor, but in the casino sector there is little sign of a serious slowdown.

Indeed, Aspers Group is about to open the country's largest venue, a 65,000-square-foot development in the new Westfield Stratford City shopping centre, near the site of the 2012 Olympics.

Attracting new or less confident players appears to be a priority for Aspers, with the gaming floor offering 92 betting terminals where customers can play table games electronically, as well as 150 slots.

Most likely, many visitors taking advantage of those will have also been lured to Stratford City by its other leisure facilities such as retail, dining, cinema, bowling and hotels: this is most unlikely to be an exclusive, high-roller-oriented venue.

The casino, opening in December, will also have 40 conventional tables offering standards such as American roulette, blackjack and punto banco; a 150-seater poker room; and a 60-seat betting area in the sports bar.

And Aspers is not the only operator investing in Britain. Rank's Grosvenor unit, for example, continues to roll out its G brand, with a mix of new sites and revamps. Latest is the Grosvenor G Casino Stockton, a 21,000-square-foot venue with 13 tables, 26 terminals and a 100-seat poker room as well as slots.

Casinos are beneficiaries of overall recovery in the British betting and gaming sector, although much of

that is thanks to strong performance by the National Lottery and remote gambling.

The sector was worth £8.86bn in fiscal 2010, according to market researcher Key Note. That represented a slight rise on 2009's £8.72bn, following a precipitous 12.2 per cent plunge in 2008-9.

The National Lottery, at £5.82bn, and remote gaming fared best – but this was at the expense of other markets such as Bingo, football pools and bookmakers.

Key Note predicts "small but consistent growth" in the next five years, with total spending on betting and gaming reaching £9.87bn (\$16bn) in 2015. Next year's Rugby World Cup and Olympics, as well as the 2014 Commonwealth Games, will add impetus.

And the optimistic outlook for gaming is consistent with other research suggesting that most British consumer and leisure businesses are expecting their turnover to improve over the next year much faster than the economy as a whole.

A survey by private-equity firm ECI Partners found that 76 per cent expect to see turnover rise by more than six per cent, while a third predicted an increase of more than 20 per cent.

By contrast, the British Chambers of Commerce expects that gross domestic product (GDP) will climb only 2.1 per cent in 2012. Casino operators like Aspers and Grosvenor, however, will be looking for a much sharper rise as consumers undaunted by financial doomsaying try a little quantitative easing of their own in new venues.





## New exhibitors sign up for EAG expo at ExCel

**J**anuary's EAG International exhibition in London is attracting some new names.

In the event's third year, said chairman Martin Burlin, "loyal third-time exhibitors will be joined by several companies exhibiting at EAG International for the first time, including Bing Boom, Digital Centre, Electrodriver, Fox Games, Lorica Insurance, Italian Services and PW Sales."

"Stand reservations are already ahead of this time last year. It's incredible to think that including representation agreements, visitors will be able to see products from over 150 suppliers," he added.

Exhibitors will come from Hong Kong, the U.S. and Latin America as well as EAG's core European market, from which Belgium, German, Italy, Poland, Russia, San Marino, Spain and the UK will all be represented. Around 80 percent of floor space is already booked.

Presented by trade body BACTA, EAG International runs 24-26 January at the ExCeL exhibition centre in east London.

As well as new and long-established exhibitors, visitors can also expect to see benefits from the shift of activity in the city from west to east, partly driven by the forthcoming Olympics, according to Burlin.

"The area around ExCeL is benefiting from the huge shift in focus from the west to the east side of London that is currently taking place. The ExCeL campus is about business and now offers six hotels, with a combined total of 1400 rooms. A further 1900 rooms may be found within a short walking distance.

"The area has benefited from a £3.5bn infrastructure overhaul, making it readily accessible by air, road and public transport. For the majority of visitors and certainly for exhibitors it makes perfect sense to stay nearby."

However, preparations for the Olympics and the popularity of the nearby Canary Wharf office complex in the financial services sector are putting pressure on accommodation in the area, EAG organisers warn.

## Games Media pub win

**M**arston's is to deploy more Games Media digital amusement terminals across its estate of around 2100 pubs.

Currently, about 40 percent of Marston's locations have the Games Media systems.

Said James Coxon, group machines and compliance manager at the brewer: "I think it's fair to say that our relationship with Games Media has completely revolutionised the way we approach leisure machines in our business.

"The main reason we are such fans of the digital platform is because it is very versatile. We are now linking the machines to our EPOS systems, capturing and tracking our players' details and promoting other areas of the consumer offer.

"The reason we are big supporters of Games Media is that we see them leading this whole digital innovation."

The Games Media terminals typically offer at least eight different games and jackpots. Currently, about 80 percent of installations are ticket in/ticket out, meaning that winnings are paid in the form of a ticket that can be redeemed for cash at the bar.

"We like the company and we like its thinking," said Alistair Darby, chief operating officer of Marston's. "Our average take using digital, when coupled with an enthusiastic licensee, is materially higher."

Other customers for Games Media in the licensed sector include Admiral Taverns, Enterprise Inns, Greene King, Orchid Group, Punch Taverns, Stonegate Pub Company and Whitbread.

## Starck photo booth

**P**hilippe Starck, the French designer known for his furniture, interiors and Alessi juicer, has created a new photo booth for Photo-Me.

The booth, already rolled out in France and recently launched in the UK at London's Saatchi Gallery, is "timeless and elegant with a neutral classic side, focusing less on the stereotypical methods of design" and taking advantage of the rectangular shape rather than trying to disguise it, according to Starck (pictured with Photo-Me CEO Serge Crasnianski CEO).

It uses augmented reality extensively, on an external interactive screen which detects when consumers are standing outside the booth, and also inside, where customers can mix virtual objects with real photography. They can also access Facebook, email, Picasa and Flickr accounts to add their own digital imagery.

Finished pictures can be output as postcards or as conventional ID-style photos.

Said Francois De Freitas, head of marketing at Photo-Me: "Together we have reinvented the photo booth, moving beyond simple functionality to a compelling entertainment event."

Meanwhile, Photo-Me is running a competition to find two new faces – one male and one female – for its 5000 booths across Britain. Fronted by Lydia Bright from The Only Way is Essex, the competition calls on consumers to register via Facebook and send in an ID picture taken in a Photo-Me booth.



## In brief...

NEWS IN BRIEF ... NEWS IN BRIEF ...

New slots from World Match include Maximum and Hollywood Film, both with 3D effects.

The Association of Gaming Equipment Manufacturers has six new members. They are Alfastreet, from Slovenia; British firms Eurocoin and JPM International; and U.S. companies Cooper Levenson, Rainmaker, and TransLux.

A September gaming competition at the Casino Royale in Goa, India, saw more than 300 players compete in Roulette, Indian Flush, Baccarat, Blackjack, and Texas Hold 'Em.

It will soon be possible to register .uk domain names for ten years, with the current two-year limit set to be extended next May. The .uk suffix is the second most popular country-specific one in the world, according to registrar Nominet, and a survey has shown that more than 80 percent of British consumers will opt for a .uk Website when given the choice of visiting that or a .com.

Rabcat, the e-gaming software firm, is to distribute its content via the Edge platform operated by Gaming Technology Solutions. Available to operators that use Edge, such as Unibet, Gala Coral and Sportingbet, will be a range of Rabcat games including The Legend of Olympus.

Global VR says it will stop manufacturing its Nascar Team Racing game at the end of the year and is now accepting final orders for the coin-op, which made its debut in 2007.

Sports activities aimed at 11-to-17-year olds, including swimming and tennis as well as teen exercise classes, will be a major growth area for 2012, predicts David Lloyd Leisure.



## "Players want variety"

Game developers must add more variety to their products to give consumers the choice they benefit from in other leisure pursuits, according to the managing director of Project Coin.

Tony Boulton argues that the firm's Jackpot King unit has enjoyed success precisely because of the wide range of games it offers.

"Compendium games found Stateside offer players a distinct choice of very different entertainment propositions which contribute to the aggregate gaming income, an approach not previously followed in the UK," he said.

"In the very early stages of the R&D for Jackpot King we took the strategic decision to have choice and variety as the cornerstones of the product offering.

"Providing consumers with a choice is a given in every other retail sector so why not in gaming? If you go to a five-screen cinema you don't expect it to be showing five horror movies or five westerns, for example. This fundamental point has, up until now, not been grasped by UK games developers who slipped in to the cautious 'same game different name' mindset which ultimately devalues totally the compendium product style."

Jackpot King includes Project's Wheel of Wins Mega Plays game, which it claims is the first nine-reel product to be offered in the UK. Wins are offered on three-wheel combinations and via a progressive jackpot.

Said Boulton: "Our games designers have been able to really develop the full potential of Jackpot King's interactive features courtesy of the Widescreengaming initiative that we pioneered. Widescreengaming, which delivers a huge space to present games, was developed precisely to get the full potential of interactive B3 games on a £2 stake. Games such as Wheel of Wins Mega Plays simply would not have been possible to present without Widescreengaming."

## Blasts from the past....

A custom-designed Sound Leisure jukebox is being rolled out to Dr. Martens stores in the UK.

The footwear brand approached Sound Leisure, which had previously produced another jukebox for Dr. Martens in the 1990s, with a request for a 1950s-style unit – and wanted it in just seven weeks, in time for the opening of a new store at the Westfield Stratford City shopping centre in east London.

The new model is named Rocket 88, after a 1951 song often considered to be the first rock and roll track.

It will also be installed at further Dr. Martens sites and is available to other Sound Leisure customers, with the firm reporting particular interest from overseas.

"I doubt there is another company in the world who could create a product like the Rocket 88 in such a short space of time," said Sound Leisure managing director Chris Black. "Thankfully we can handle every part of the production process in-house from design to metal and woodwork. The finished jukebox is truly a work of art."





## Fears for arcades....

**N**ext year's overhaul of the taxation system for amusement machines will lead to the closure of more seaside arcades, trade body BACTA has warned.

Machine Games Duty, which is a tax on gaming profits, is set to replace the current Amusement Machine Licence Duty, a simple per-machine levy, in 2013.



But a study for BACTA by Ernst & Young found that "the losers from these changes will face large, crippling new tax bills of £400,000 on average", with some liable for as much as £1m, said the association's president Derek Petrie.

"At present we have a taxation system that works and is understood by arcade owners. In front of us we have a proposal to discard that system and replace it with a new tax that will threaten the livelihoods of hundreds of operators at seaside resorts across the UK," he said.

"The new system will introduce further complexity and a burden of compliance to an already strained industry. We have seen over 200 amusement arcades close in the past two years, many of them small, family-run seaside businesses. While the government is busy promoting UK seaside tourism with one hand, the Treasury seems intent on taking it away with the other."

Earlier this year, the British Beer and Pub Association warned that its members would face an extra £12m annual bill when the new regime comes into force.

## ....and tears for piers

**B**ACTA's objections to the introduction of Machine Games Duty (MGD) are echoed by another trade group, BALPPA, which represents parks, attractions and piers.

It is concerned not only by the replacement of AMLD with MGD, but also by associated changes to the VAT regime.

After Andy Leggett, the deputy director for tobacco and alcohol strategy policy at HM Revenue & Customs, acknowledged last month that MGD "will inevitably create winners and losers", BALPPA's CEO Jeremy Reed countered: "It looks like our fears for the future of the British seaside are about to be realised. We had hoped that the [government] would listen to our warnings, which are backed by robust evidence, that their plans for Machine Gaming Duty needed a radical rethink in order not to negatively impact a part of the industry that can ill afford it. However, this admission from the MGD team that there will be losers is a very worrying development."

Individual operators also spoke out, not only concerned about the possible unfairness of MGD but also worried that another part of the government's plan, a proposed partial exemption on VAT for amusement businesses, would limit their ability to reclaim the VAT they pay out on major items of spending.

John Bollom, owner of Mumbles pier in south Wales, said: "To hear government officials to say that there will be losers from a change in tax and imply that this is okay in the overall scheme of things is absolutely galling. The pier has been in our family for three generations and restricting the recovery of VAT on our repair expenditure will only add to the spiralling costs maintaining these much-loved structures that are so vital to the seaside economy."

Michelle Michael, the owner of the Grand Pier in Weston-super-Mare, recently reconstructed after a fire, agreed: "Under the proposed new tax structure, we would have been unable to reclaim all the VAT expended on our rebuild, and this would have added £1.6m to our budget. But we were not in a position to fund any additional spend, so inevitably we would have had to scale down our plans or abandon them altogether."

And Gary Smart, owner of Harbour Park in Littlehampton, West Sussex, said: "I disagree fundamentally with the Treasury's analysis. To create a situation where businesses are penalised for investment is hardly fair. This looks like a rushed and ill-thought-out piece of potential legislation."

## Car designers tackle dodgem safety fears

**W**orld of Rides is offering amusement operators a new model of soft-impact bumper car to address safety fears over hard-impact dodgems.

The twin-seat car, suitable for children aged six and up, is fitted with a programmable timer that allows the operator to adjust speed, ride duration, and price.

Batteries can run for eight hours between charges, and sockets are fitted to minimise the need for setup when cars are charged overnight.

Says the firm: "Bumper car rides always enjoy constant multi-use by families, so their income levels are not dependent upon footfall alone, and neither are they weather-dependent, as they can also be safely operated either indoors or outdoors."

It cautions that they are not suitable for running on sand, but says its customers do include "coastal resort operators who make either wooden or plastic portable tracks to put on top of the sand".

Each car measures 175cm across and 100cm high, and weighs 115kg without batteries.

World of Rides recommends a minimum 7.5x7.5m track for five bumper cars, with a perimeter barrier 30cm high and safety railings 100cm high.





## Apple Industries

**A**pple Industries has spent more than two years developing its new software for photo booths, Face Place Smile 2.0.

Features include Internet connectivity; a touchscreen providing the user with navigational tools as well as a virtual keyboard; direct uploads to Twitter, Facebook and email; audio and video recording; and capture of email addresses for marketing purposes.

Also built in is a shopping-cart feature which enables operators to charge for options such as multiple picture selections and uploads.

The system supports audio and video recording as well as still images, and output of 4x6 prints as an alternative to strip formats.

Remote-management tools let operators check on supplies and set prices.

All Apple's new photo booths, except the Magazine Me units, will now be powered by Face Place Smile 2.0. Upgrade kits for existing photo booths will also be available.

Meanwhile, Apple has also introduced a new portable booth intended for use at weddings. The Face Place Wedding Booth features leather upholstery and silver appliqued mirrors, with a silver-and-white interior colour scheme. It is designed for easy transportation and uses dye-sublimation printing technology so no ink is required.

## LAI Games

**L**AI Games will debut six new products at IAAPA – three redemption games and three prize merchandisers.

In the redemption product Speed of Light, players are challenged to press lit buttons to earn points. Visitors to IAAPA will be able to take part in a competition featuring the game.

Pirate Battle, meanwhile, is a ball-toss game with simple rules and scoring to appeal to younger children. And Rainy Days requires players to catch real water drops from thunder clouds to win their tickets. However, no plumbing is needed – the water is recycled.

Among the merchandiser products, Balloon Buster is based on simple and quick gameplay to encourage repeat attempts, while Stacker Wall Street is a wall-mounted game for venues where space is limited, such as bars, clubs, and hotels. The merchandiser line-up is completed by Drop Zone.

## Digital Centre

**D**igital Centre, the maker of photo booths, is greatly extending its IAAPA presence this year to launch a new line.

Said CEO Josep Tarres: "We have made the biggest investment in 15 years, and developed four new products that will be displayed at IAAPA. They are innovative, creative and will put the industry to the next level."

Added national sales manager Freddie Torres: "Our creative and development department has been working tirelessly and we're ready to become worldwide photo-booth manufacturers."

The new units will further widen Digital Centre's range of photo booths aimed at both the amusements and party sectors.

Earlier this year it also showed at a Las Vegas exhibition its Party'N'Go model, equipped with a 22-inch touchscreen and new software. And it says its New Generation booth, launched six years ago, continues to sell well.

Founded in 1997, the firm is now exporting to 45 different countries and maintains a network of authorised dealers in nearly every major territory.

It first came to prominence internationally with the Dr. Face model, which allowed consumers to add their face to a range of different bodies. Dr. Face is still widely used around the world, according to Digital Centre.

And much more recently the company starred in the U.S. TV show Extreme Makeover: Home Edition, when a ski gondola (pictured) was converted to a photo booth before taking its place in the games room of a young boy who has undergone open heart surgery for blood disorders.



## Pan Amusements

**P**an Amusements, at IAAPA for the 16th consecutive time, will be showing its Professor Coggins gallery.

Said managing director Paul Whittaker: "Operators are demanding smaller, more economic attractions but with plenty of visual impact. Professor Coggins hits the mark perfectly. For an investment of under £20,000 an operator gets a marvellous gallery with a rapid payback time and all the superb animation, reliability and family fun that Pan is renowned for."

Professor Coggins features four guns and 14 interactive targets, four squirting water and nine providing sound effects.

The firm also

offers other

galleries

including the

multi-station

F.Aulty Repair

Shop and the

Cowboy,

Hillbilly and

Pirate designs.

Said

Whittaker:

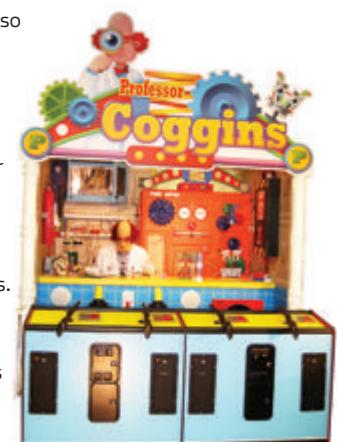
"The galleries

still have

massive

appeal with

theme parks and family entertainment centres but are now also regularly seen in retail, food and leisure venues. It's a traditional concept with an everlasting and universal appeal."



## TokensDirect

**F**rom TokensDirect comes GameAlert, a software system for managing token-based games in family entertainment centres.

It allows operators to see which games, categories and locations are most profitable, lets them change token prices remotely, and will provide alerts if ticket dispensers jam or a hopper is low on tokens.

Individual games within a location are linked to a server by a wireless connection to minimise installation hassles, and the GameAlert system is Web-based so it can be used remotely.

Says the firm: "We created GameAlert to give token-based family entertainment centres a viable alternative to card systems. The idea is to continue using tokens or coins in your business and yet still be able to track revenue, game performance and potential problems. Before GameAlert, the only option for this information was switching over to an expensive card system that required a large initial investment and many hours of facility downtime for installation."



## Court victory on VLT locations

**V**ideo lottery terminal (VLT) operators in South Dakota, one of the jurisdictions where the games have been legalised longest, are celebrating good news from the state's supreme court. They may now operate virtually anywhere the state allows, and cannot be excluded by local authorities, although they are restricted to liquor-licensed locations.

The ruling resulted from an operator's inability to open a VLT business, due to 2008 local zoning ordinances that barred new machines within 2000 feet of schools, parks or existing VLTs. The supreme court declared that local government could not make this ban, and that the South Dakota Department of Revenue and Regulation was the sole governmental entity authorised to regulate new VLT placement.

South Dakota VLT operators reported a decline of 17 to 35 percent in revenue this summer, blaming the new statewide smoking ban.

## 25,000 due at IAAPA

**A**pproximately 25,000 industry professionals from 100 countries are expected to attend the upcoming International Association of Amusement Parks and Attractions (IAAPA) at the Orange County Convention Center in Orlando, Florida on 15-18 November. More than 1100 companies – including 200 first-time show exhibitors – from almost 30 countries will feature new products, services and ideas.

The 450,000-square-foot convention floor includes 30,000 net square feet of outdoor exhibits. IAAPA's show is the international marketplace for owners, operators and managers of theme and amusement parks, water parks, family entertainment centres, zoos, aquariums, museums, science centres and resorts.

The 125 product categories also include rides (dry and wet), shows and productions, games and devices, play equipment, novelties and souvenirs, photography, food and beverage, displays and sets, facility and grounds maintenance, admission and financial equipment, and more.

## Another delay for Illinois

**I**llinois Governor Pat Quinn has again potentially delayed the start of the statewide operator-based video lottery terminal (VLT) programme. On 17 October, Quinn announced the formal adoption of a provision that mandates local opt-ins to the programme. If this measure is passed by the state legislature, expect additional postponements of the launch of the VLT market, and significantly fewer locations involved.

The opt-in language would require that before VLT terminals can be installed within a particular city, town or county, local authorities must formally approve the machines. This reverses the current VLT opt-out procedure, part of the original 2009 Video Gaming Act, which Quinn supported and signed, for local municipalities and counties.

The threshold would become much tougher for installations, as each jurisdiction would have to actively approve VLTs.

The 2009 Video Gaming Act permits up to five video lottery terminals to be installed in 21,000 licensed bars and restaurants, as well as truck stops and special sites that have state permits for alcohol consumption. The original estimates projected between 40,000 and 50,000 networked games, which would generate from \$375m to \$500m in annual taxes for Illinois.

## AMOA makes its mission statement

**T**he Amusement and Music Operators Association (AMOA) has adopted a new internal mission statement. It says: "The sole purpose of the AMOA is to continually leverage and optimise our collective resources, energies, expertise and knowledge in order to provide, promote and excite best interest business outcomes for all our members, creating a constant catalyst for industry growth and revitalisation, balancing entrepreneurial spirit and passionate professionalism, while inspiring knowledge through education, experience and entertainment excursions". The use of the term "excursion" emphasises that playing a coin-operated game or jukebox is like taking a brief trip into a world of entertainment within the location.

The AMOA has also publicised its 108-page disaster plan manual at its Website, [www.amoa.com/disaster](http://www.amoa.com/disaster). The plan details the need for a data backup and how to access that data in the event of a disaster.

"Most business failures are not due to catastrophic events like [11 September 2001]," the association stated via its email newsletter. "Rather, they're caused by foreseeable, yet unplanned-for, occurrences such as power grid or telephone failures, network crashes, corrupted data malfunctions, hurricanes, floods, fires, and on and on."

## The high cost of defence

**W**hile it was a great victory for operators last June when the Electronic Software Association (ESA) and the Electronic Marketing Association (EMA) won a legal decision against the state of California, it was an expensive undertaking to appear before the United States Supreme Court.

The ESA and EMA are now seeking reimbursement for \$1.14m in legal fees from California. Although the Supreme Court ruled against California, it kicked the issue back to the Ninth Circuit Court of Appeals in San Francisco in October.

It is rare that legal fees are decided at the Supreme Court level, but the ESA has a history of winning costs at the state level in Louisiana, Michigan and Illinois, so it could fare well with the appellate court in California.

In the landmark Brown vs EMA case, the court determined that California, and any other state that might consider such a course of action, cannot prohibit children's access to video games based on their "violent" content.

## Talking to Washington

**T**he American Amusement Machine Association (AAMA) is scheduling a series of meetings with U.S. congressional members. Three association leaders recently met to discuss the dollar coin and other issues that impact small business owners in the uncertain economic climate.

They stressed the need for a stable tax structure, controlling increasing healthcare costs and unclear future regulations. Unemployment will remain high and employers will not hire new workers if they have so many doubts.

The dollar coin has been at the forefront of the amusement and vending industries' focus for decades. An analysis shows that dollar bills wear out within three years or sooner. A coin's lifespan averages almost 30 years. If the dollar bill were phased out entirely, replacing it with a coin could save the government \$5.5bn over 30 years.



# WHO'S WINNING IN-PLAY?

**B**et365 appears well-positioned to lead the market for online in-play sports betting, according to a new report from GamblingData and Sporting Solutions.

With live betting on events while they take place the fastest-growing part of the e-betting sector, the battle for market share is being fiercely fought. But the new research shows that Bet365 comes first in terms of both the number of different sports covered and the number of specific events on which consumers can bet.

Examining the top five European operators over ten days, it found that Bet365 offered 18 different sports. It was followed by Ladbrokes with 14, Bwin and Paddy Power with ten apiece, and William Hill with just eight.

Bet365 also led in the range of specific events it offered, with a total of 229 available for betting over the ten-day period. William Hill came next, with 188 events, although the researchers observed that it "notably offered more markets per event on average at 24".

By this measure, Ladbrokes fared least well, with only 88 events covered.

The research also found, perhaps unsurprisingly, that soccer is the major attraction for in-play betting. Nearly half of the 795 events that the five operators collectively offered in

the period  
were  
football,  
“although  
it should

be noted that one game covered by all five operators counted as five events".

And, because of football's popularity, Saturday afternoons proved to be the peak time for in-play betting opportunities, when the most events were available.

"William Hill led the field with 48 football games to bet on the first Saturday and 40 available on the following Saturday. The next most prolific in terms of football was Bwin with 40 and 24 games. Bet365 had 34 and 30 respectively," according to the researchers.

Commented Scott Longley, managing editor of GamblingData: "As seen by recent financial results from the leading listed European operators, in-play betting is now the fastest-growing area of online gaming, and that looks set to continue as the operators look to grow and consolidate market share."

**LIVE BETTING**

- Live Now**
- Upcoming**

- Football (9)**

<b>LIVE</b>	Bursaspor..	0-1	Eskişehirsp..	
<b>LIVE</b>	Ankaraspor..	1-1	Sivasspor..	
<b>LIVE</b>	Trabzonspo..	1-1	Orduspor U2	
<b>LIVE</b>	Elazığspor..	1-0	Adanaspor..	
<b>LIVE</b>	Kayseri Er..	2-0	Mersin İdm..	
<b>LIVE</b>	Galatasara..	1-0	Karsiyaka..	
<b>LIVE</b>	Vorskla Po..	0-0	Zorya Luga..	
<b>LIVE</b>	Denizlispo..	0-1	Istanbul B..	
<b>LIVE</b>	Manisaspor..	1-2	Besiktas ..	

- Cricket (1)**
- Horse Racing (1)**

11 mins      13:00 Plumpton      **Hide All**

# Betting in brief

**Bookmakers are guilty of “predatory profiteering”, “preying on the poor” and “destroying communities”, according to Harriet Harman, the UK’s shadow secretary of state for culture, media and sport. But her comments were rejected by Dirk Vennix, chief executive of the Association of British Bookmakers, who said that there is no evidence that betting shops increase poverty.**

**William Hill has discarded its last Irish betting shops, selling them to Boylesports for a reported €1.5m. The Irish firm's CEO John Boyle said they would fit well with its existing venues and help to strengthen its position as the country's largest independent bookmaker.**

Breon Corcoran, chief operating officer at Paddy Power, is to take over as CEO at Betfair. The appointment concludes a five-month search for a successor to David Yu, who departs Betfair at the end of November.

Doping is overwhelmingly the largest issue in sport-related corruption, according to a study by Coventry University's International Centre for the Business of Sport, accounting for nearly 96 percent of cases. Match fixing accounts for less than three percent, and misuse of inside information for less than two percent. The study was based on a database of around 2100 cases of corruption in sport between 2000 and 2010. Said principal researcher Samantha Gorse: "We were particularly surprised, given the focus of much of the media coverage in recent months, that there was nearly as much non-betting-related match fixing as betting-related."

**Sports Betting Tech (SBTech) is partnering with Gaming Media Group to launch its sportsbook product in the Danish market.**

**William Hill has been signed as exclusive sponsor of ESPN's UK televising of Italian, Russian and Dutch football. Its branding will appear before the show, at the end of the break, and in preview and review shows.**

Nexcom, a maker of media players for digital signage, says that a Spanish bookmaker with more than 60 outlets is using its system for a centrally-controlled network of screens providing betting content to its customers. The screens are configured to show multiple events simultaneously.



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Adult gaming centres, Digital signage, Bowling, Sport



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Trade Events

How was it for you?

Published: 09 March, 2011

Europe's amusements industry came together at the end of January for the EAG Expo at London's ExCeL centre. But what did they buy there? We asked a selection of exhibitors to report on the new products and services they launched at EAG, and reveal some of the big hits



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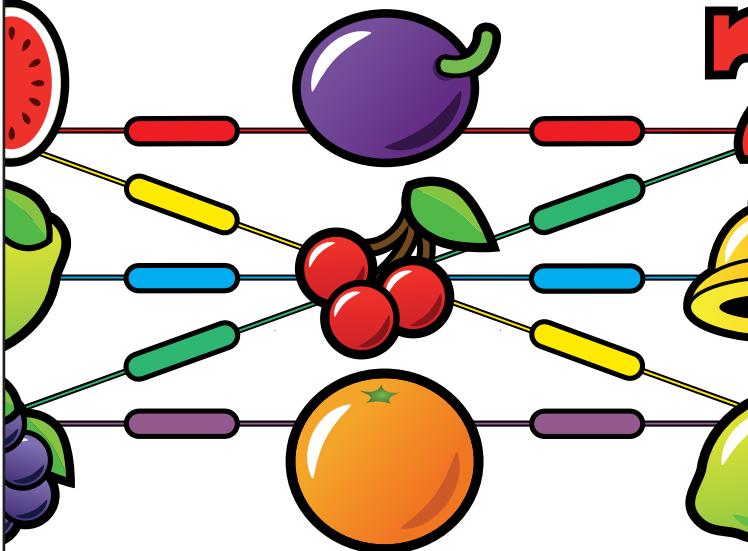
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The screenshot shows the Euroslot online website. At the top, there are several news thumbnails. Below them is a sidebar titled "Most read articles" with links to 10 different news items. To the right is a vertical navigation menu with categories like "Contents", "Editors Comment", "Industry News", "International News", "Trade Events", "Features", "Cash Handling", "Pool News", "Product Focus", "Photo Gallery", "Touchscreens", and "Music".

[euroslot-online.com](http://euroslot-online.com)

# Fresh Fruits



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# Ten-pin association names best of British bowlers

The 2011 British Tenpin Bowling Association (BTBA) Awards Dinner was held at the Inter County Finals Dinner at the Gateway Hotel, Nottingham on 5 November. The ninth annual BTBA Awards, during the 50th anniversary year of the BTBA, took place on the night and Paul LeManquais was master of ceremonies.

During the introduction, he reminded the audience that if they wish to make nominations for the 2012 awards, they should ensure that their league delegates and local associations are made aware of them.

The awards, nominations and winners were as follows:

### Senior Bowlers of the Year

**Nominations:** Women – Lynne Palmer (Middlesex), Angie Brown (Devon), Jan Hodge (London), Jan Steiner (London) and Wendy Payne (Lincolnshire). Men – Ray Lay (Hertfordshire), Steve Carnell (Kent), Ron Oldfield (Yorkshire), Brian Wilkins (Middlesex), Geoff Brown (Cambridgeshire) and Ken Burton (Hampshire).

Winners – Angie Brown and Geoff Brown.

### Adult Bowlers of the Year

**Nominations:** Women – Nikki Ainge (Yorkshire), Lisa John (Sussex), Hayley White (Hampshire), Anne Marie Williams (Middlesex) and Katrina Maciver (Derbyshire). Men – Dom (Barrett Essex), Ray Teece (Middlesex), John Wells (Surrey), Paul Moor (Yorkshire), Rob Thurlby (Derbyshire) and Matt Miller (Middlesex). Winners – Lisa John and Ray Teece.

### Junior Bowlers of the Year

**Nominations:** Women – Autumn Chamberlain (Dorset), Keira Reay (Yorkshire), Hannah Frost (Kent), Jennifer Lofty (Middlesex), Verity Crawley (Dorset) and Lorna Scott (Bedfordshire). Men – Tommy Spender (Middlesex), Elliott Crosby (Surrey), Jamie Elliott (Cheshire), Curtis Hooper (Derbyshire) and Chris Lam (Lancashire).

Winners – Autumn Chamberlain and Elliott Crosby.

### Team of the Year

**Nominations:** England EYC team in Munich – Autumn Chamberlain, Hannah Frost, Danielle Gates, Beth Hedley, Elliott Crosby, Matt Fidgett, Chris Lam and Michael Nock. England Triple Crown team in Norwich – Angie Brown, Autumn Chamberlain, Jo Cundy, Laura Ivory, Sarah Purnell, Alison Taylor, Dan Bonfield, Steve Miller, Chris Oates, Adam Purnell,

Mark Smith and Rob Thurlby.

Winners – EYC Team Munich and manager Terry Searle.

### Official of the Year

**Nominations:** Dave Godfrey (YAC chair and national council legal chair), Chris Buck (Team England manager and performance director), Colin Crouch (senior events manager), Terry Searle (NAYBC chairman), Jon Zadel (Team England ladies' coach) and Bernie White (competitive programme chairman).

Winner – John Zadel.

### Volunteer of the Year

**Nominations:** Brenda Teece, Terry Searle, Pat White, Dave Godfrey, Paul Rumke and Dan Bonfield.

Winner – Dave Godfrey.

# World Tour gets women's events

For the first time, two women's-only events have been added to the schedule for the World Tenpin Bowling Association World Bowling Tour.

Bowling's U.S. Women's Open and the United States Bowling Congress Queens are two of the biggest women's-only events in the world and the additions bring the World Bowling Tour schedule to 14 events for 2012.

"These are two major events for women bowlers, so it's only natural that they would want to be a part of the World Bowling Tour," WTBA president Kevin Dornberger said. "The growth of the World Bowling Tour has simply been incredible, and this is very positive for the sport on an international level."

The USBC Queens is scheduled for 19-24 April in Euless, Texas, at AMF Euless Lanes, which was the site of the 2011 U.S. Women's Open. The Queens is expected to feature a prize fund of nearly \$125,000.

"We are proud to add the USBC Queens – one of the most prestigious women's events in the world – to the 2012 World Bowling Tour," USBC executive director Stu Upson said. "International participants have a history of doing well in this event, and we look forward to even more international participation moving forward."

The U.S. Women's Open will take place in Reno, Nevada at the National Bowling Stadium from 21 to 27 June. The finals will take place on specially-constructed lanes beneath the famous Reno Arch in downtown Reno.

"As one of the premier female bowling events in the world it was only natural that bowling's U.S. Women's Open should be listed on the schedule," Bowling Proprietors' Association of America executive director Steve Johnson said. "We are truly pleased to be included, as last year we had 17 countries represented, and we expect even more

## 2012 WTBA World Bowling Tour Schedule

**6-15 January** Brunswick Ballmaster Open, Helsinki, Finland

**22-29 January** United States Bowling Congress Masters, Henderson, Nevada

**28 January-5 February** WTBA International Open, Henderson, Nevada

**7-11 February** International Bowling Championship 2012 supported by DHC, Hakata, Japan

**20-26 February** U.S. Open, North Brunswick, New Jersey

**27 February-4 March** Bahamas International Bowling Classic 2012, Nassau, Bahamas

**15-19 March** Kuwait Open, Kuwait City

**16-25 March** Brunswick Euro Challenge, St. Maximin, France

**19-24 April** USBC Queens, Euless, Texas

**16-21 June** Daejeon International Bowling Tournament, Daejeon, Korea

**22-28 June** Bowling's U.S. Women's Open, Reno, Nevada

**24-30 September** World Bowling Tour Thailand, Bangkok

**2-7 October** Columbia 300 Vienna Open, Vienna

**October (dates TBC)** AMF Australian Masters

Additional events may also be scheduled.

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## China, Italy boost IGS

IGS has maintained its leading position in both the online and commercial game sectors for many years, and has recently been aggressively engaged in the development of mobile games.

The company is benefiting from robust demand in the Chinese and Italian commercial game markets. Revenue in September increased by 6.75 percent, to reach a new high for the year – and indeed revenue at IGS has been rising for 17 consecutive months.

Recently, the firm has also been penetrating the mobile app market. Less than one week after it launched Rodeo King, this new game's download ranking surpassed that of many famous games such as Angry Birds, Godgame Mahjong, and Japan Life.

And now, to meet the needs of growing sales and expansion into new territories, IGS has also finished the new office building that it started constructing at its original location two years ago.

## Preparing for Taipei

Registration is now underway for the GTI Asia Taipei Expo 2012, taking place May 10-12 May next year.

Since its debut in 1994, the show has helped Taiwanese companies and products reach out to the world. When Taiwan gradually developed into an important provider for the global electronic game industry, GTI Asia Taipei Expo successfully built up international awareness and obtained the enthusiastic participation and support of many exhibitors and buyers.

Taiwanese companies have solid R&D capabilities and their products cover a comprehensive range including gaming, amusement and online.

For more information on registration, email [gametime@taiwanslot.com.tw](mailto:gametime@taiwanslot.com.tw) or visit [www.taiwanslot.com.tw](http://www.taiwanslot.com.tw).

## Sega outlines China plan

Sega's chairman Hajime Satomi has said that co-operating with Chinese enterprises, designing game product plans to suit the needs of the Chinese market, and reducing product development costs will be the three fundamental elements of Sega's expansion in that country.

But as well as manufacturing and selling products, the firm's joint venture in China, Sega Jinwin, will also gradually try to develop Sega Joypolis-like amusement establishments. Although the China marketplace is developing at a surprisingly fast pace, Satomi believes that many products still rely on cut-throat price competition and that it is difficult for enterprises to achieve higher profit margins. In the past, Japan has also experienced similar conditions. But, after a period of intensive competition, only companies that truly have the capability to develop high value-added products can survive.

Satomi and Ueyama Tatsumi, the executive director of JAMMA in Japan, visited the GTI Asia China Expo, Startoon City game industrial park, Wahlap's corporate headquarters, and the World Carnival amusement center in Tianhe Entertainment Plaza, Guangzhou.

## Nice work

The Taiwan-based Nice Group has moved into China's recreational and leisure market. Its subsidiary Janfusun Fancyworld decided at an October board meeting that it would establish invest \$46m in a family amusement park and culture innovation park in Jiyang, Jinan, Shandong.

The 485,000-square-meter site will include the Shandong Sun World Family Edutainment Park district and Shandong Black Pottery Culture Innovation Park. Construction is scheduled for completion by the end of 2014.



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# Is it legal?

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### ALDERNEY

The Gambling Control Commission in Alderney is to review its online gaming policies after the discovery that Full Tilt Poker, registered on the island, had misinformed authorities regarding its finances. The Gambling Control Commission only learned of the incident following the U.S. indictment of Full Tilt Poker executives. "What wasn't known to us is that the Department of

Justice had frozen funds associated with the operation of Full Tilt," said Andre Wilsenach, the regulator's chief executive. "The funds we thought were cash were not cash and were not available to players or to the company." Alderney has also revoked Full Tilt Poker's licence.



### EUROPE

The Remote Gambling Association (RGA) has published a document that offers advice to governments and regulators seeking to devise a legal framework for Internet gaming.

Said the association's CEO Clive Hawkswood: "The RGA's members include some of the foremost authorities on remote-gambling regulation and taxation issues, and disseminating that experience and expertise can only help the production and delivery of viable remote-gambling frameworks, in what is a relatively new area for many policy-makers."

"Our message to them is that working in partnership with responsible operators and building modern remote-gambling regimes that balance consumer interests and commercial opportunities presents the greatest prospect for new remote frameworks to be successful from a social and fiscal perspective."

The document, entitled Online Gambling: Key Objectives for a Successful Regulatory and Tax, is available at [www.rga.eu.com](http://www.rga.eu.com).



### GERMANY

The Remote Gambling Association, the trade body for e-gaming operators, has said it is "deeply disappointed at the continuing absence of a properly regulated and competitive German gambling market for private remote-gambling operators". It was responding to the German states' support for a plan that "limits operator licence numbers; would see the adoption of a wholly uncompetitive turnover tax regime; and [would see] an outright prohibition of casino and poker online games" as well as live betting. It said a preferred model would be that of countries such as Denmark and Spain, which allow nearly all kinds of remote gambling and levy a tax on gross profit rather than turnover, as Germany intends.

The draft German legislation calls for a limit of 20 licences and a turnover tax of five percent. Individual consumers' betting could be limited to €1000 per month.

Only one German state, Schleswig-Holstein, has broken away from the others and introduced its own regulatory regime for remote gambling. It also assesses taxes on gross profit.



### GREECE

Greece plans to delay the privatisation of the partially state-owned OPAP's online gambling business until next year. It will, however, carry on with the sale of the state-owned lottery, which it is hoped will raise €1.7bn. This and many other privatisations in Greece are conditions of the European Union's financial bail-out of the country.

It is feared that the delay in selling the online gambling business will further harm OPAP's share price, which has already lost half its value in six months.

Meanwhile, the Hellenic Republic Asset Development Fund, the body established to carry out the privatisations required by the bail-out, has opened the tender process for the licence to operate the Hellenic Lotteries for 12 years. Initial expressions of interest are due by 29 November. More information is at [www.hradf.com](http://www.hradf.com).



### PERU

Peru plans to require venues operating slots and casino games to report financial information over the Internet. The new rules, affecting roughly 800 locations, are intended to ensure that the correct amount of tax is collected. A law enacted in 2002 provided for real-time computerised links between operators and government, but implementation of that was postponed until next year; this latest amendment to the rules now means that the Internet rather than a dedicated data network will be employed.



## SPAIN

Spain's national gaming regulator has published a list of testing bodies that it has authorised to approve on-line gambling operators.

Potential operators must now have their Internal Control Systems – Spain's term for the technology which sends transaction data to the regulator – approved by one of these bodies before applying for a licence. The full gaming system must then be approved within a further four months.

Among the organisations receiving the regulator's approval are NMi and the European arm of Gaming Laboratories International (GLI). At GLI, managing director Phillip Barow said it would "take products previously approved for Italy, France, Alderney and other highly regulated markets and quickly and inexpensively certify those same products for Spain".

The application process for e-gaming licences begins on 16 November.

armed forces or the homeless population, and inadequate knowledge of the effectiveness of education and prevention as well as the role of electronic gaming machines, according to the RGF, which believes the conclusions of foreign studies may not always be applicable to Britain. Regulators and researchers need to work more closely together, it contends.



## UNITED KINGDOM

British policy-makers need more knowledge about problem gambling if they are to tackle it effectively, according to the country's Responsible Gambling Fund (RGF). In a new report, Map the Gap, it says there is not enough evidence about the value of treatments for different kinds of problem gamblers – for example, women, young people, and those who are also affected by substance misuse.

"Evaluation of self-exclusion programmes show promising results, but do not provide robust evidence of their effectiveness. There is even less evidence on the effectiveness of self-limitation strategies, and problem gamblers are least likely of all gamblers to impose limits on their playing," said the RGF.

There is also no research into the prevalence of problem gambling in the



## UNITED STATES

The American Gaming Association (AGA) has issued a white paper with proposals for streamlining gaming regulations. Major recommendations, intended to reduce the cost of red tape, include a minimum five-year term for all licences; more use of uniform licence applications; and exemption from licensing and registration requirements for institutional investors that own less than 25 percent of an operator.

"Our next step is education. We're going to be sharing the white paper with regulators, law-makers and members of the broader gaming industry," said AGA president and CEO Frank J. Fahrenkopf.

Meanwhile, a congressional committee has heard evidence that regulating online gaming would create jobs and government revenue while safeguarding consumers. "People are playing poker on the Internet in the U.S. for money today," Joe Barton, a Republican congressman from Texas, told the House Energy and Commerce Subcommittee on Commerce, Manufacturing and Trades. "It's not regulated and so these sites are offshore, overseas and, consequently, outside the ability for us to tax the winnings and make sure it's a fair game."

"By controlling online gambling the federal government could minimise the harm that this activity can inflict on the young and their families and could also make the use of these sites safer for them," said Dan Romer, an academic who has studied gaming among young people.



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# SAFE AND SOUND

**Arcades and other leisure venues face security challenges which can lead to vastly increased insurance costs – not to mention the risks of theft and damage. Jon Bruford investigates what operators can do to increase on-site security**

**A**ny venue that allows members of the public inside is open to all manner of security and safety issues. On top of that, any venue that employs staff is open to even wider security threats. How can a manager counter these?

Not all staff are dishonest – the vast majority of people are honest and decent – but the bad apples can have a disproportionate impact on a business. In investigating this article, Euroslot heard anecdotal evidence of leisure venues' operators writing off more than £100,000 per year in staff thefts...because to the operator, it's as though this money never existed within the business. They don't have to pay employer's National Insurance on it, or tax; and their staff are paid minimum wage, so they "understand" why it happens.

Minimum wage is certainly a part of the issue of thefts within leisure venues. A member of staff paid £6.08 an hour who is asked to handle umpteen thousands of pounds in cash per week, then sees their boss turn up in a Mercedes, might well feel bitter. Perhaps it's not the employer's fault, but where crime is involved you cannot discount human nature.

Increasing wages could be one answer, though of course not every business can afford to pay more. Still, take away the perceived reason to steal, and you'll likely see a drop in theft.

But it's unlikely that it would disappear entirely. And, particularly where there is a high turnover of casual or seasonal staff, who may not have much commitment to a long-term relationship with the employer, the best thing operators can do is make sure their premises are as safe as can be.

After all, the more secure the premises, the lower the insurance premium, at least in theory. Says Simon Lines, operations director of Insurelink East Anglia: "Any measure the client can take to reduce potential loss will be seen in a good light by an insurer."

## Money troubles

From an insurer's standpoint, the main problem is cash and the sheer volume of it that an arcade or other leisure venue might see in a given day. Explains Lines: "The main issue for amusement arcades and

## Lock and roll

**The first product manufactured by Safe Play Securities, the tried and tested Security Cabinet has gone from strength to strength. A half-shutter door allows the user to open and close the cabinet with just one turn of a key: no need to find and locate different locks, no aligning, no strain or bending to the floor, and all without compromise to security. The company also manufactures a security skirt, which locks around the bottom of a gaming cabinet to ensure protection against thieves.**

family entertainment centres is the amount of cash on the premises. Insurers obviously see that as being higher-risk, and insist on additional security measures which they wouldn't necessarily for your average shop. What they require from a theft point of view would be a Redcare alarm system, monitored by a central station [i.e. an alarm monitored by the police] – though requirements vary from venue to venue, obviously.



"Good levels of physical security are also required – the type of locks on the doors, on the windows, are there security shutters, grilles on accessible windows, how the alarm system fits into it, where do sensors cover – they are all things an insurer will look at. The more security a client can put into a premises, the better chance the insurers will look more favourably on it."

All that cash doesn't just stay in a venue, though; it has to be moved at some point. And insurance policies have custodian clauses in them, which stipulate that when money is moved, it must be done safely. For example, such a clause may specify that when more than £1000 is moved to a bank or night safe, it must be taken by two able-bodied adults. These are requirements which an operator may not be aware of, and if they don't comply it could affect any claim they make. Very large amounts of cash being moved would see an insurer require the venue to use a third party to transfer the money, for example Securicor.

An insurer would also not cover staff theft, unless extra cover was purchased for that; and in that case they would expect an employer to obtain references and take all reasonable measures to ensure staff are trustworthy. An operator could always credit-check potential staff as well as checking references, to give them some idea of the person's history. It might

## A cash box with smarts

JCM's Intelligent Cash Box (ICB) is for use with a bill acceptor that has an integrated stacker, so it's not for your average arcade, but it's worth looking at certainly. The firm's iVizion is ICB-ready, pre-fitted with the software.

ICB means that a member of staff might have access to the stacker in order to remove it, and replace it with an empty stacker – but not the key to open the stacker. ICB give the stacker the means to communicate, via RFID technology, exactly what is inside it. So the venue knows what is inside the stacker, by denomination, thanks to a ticket printed out from a docking station.

This can work superbly as part of a network or, crucially, it can work network-independent, so you can get a huge amount of data from the validator on a single machine without the need for a network installation.





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## Keeping track of keys

**Traka's iFob technology offers secure and reliable key management by means of a chip which gives each key a unique electronic ID. Keys are securely attached to the iFob with a tamper-proof seal and the iFob's electronic tagging enables each key user to be individually audited. Traka cabinets can house anywhere from ten to 360 keys, enabling key control for all areas of a venue – on large sites, multiple cabinets can even be networked around the building.**

**Traka's systems are controlled by the Traka32 software package, which connects all cabinets with a database to control the access permissions of different users. The software also provides a full audit of key transactions in easy-to-read on-screen and printed reports.**

**Traka can implement multi-level key authorisation for master keys and keys to particularly sensitive areas, such as counting rooms, drop boxes, chip stores and cash hoppers from slot machines. Access rights can be set individually for different employees, and each user is identified by a PIN code combined with a swipe, or a biometrics device from an existing access-control system. Even once the Traka cabinet is open, users are still only permitted access to designated keys.**

seem like a big step from references, but if your business is handling hundreds of thousands of pounds in cash every year, it's a small price to pay.

Insurelink's Lines also suggests use of CCTV, both to help monitor staff moving money, and elsewhere: "CCTV has been very useful in respect of spurious

public-liability claims, where people have claimed they slipped or tripped in an arcade or other venue, when they have not in reality."

### Cutting the risk

Another option is to minimise the amount of cash flowing through the business. Many venues both in Britain and abroad are going cashless, and the technology to do this is improving all the time. Eurocoin's Colin Veitch says: "Clients are increasingly interested in removing cash payouts from machines, they want to centralise payout in a nice secure way. Increasingly, they are looking to do it in an unmanned product. What's the safest place to keep cash? Something solid, made of metal, too heavy to steal, never needs a drink, holiday or toilet break...it's easy to see why many arcade operations are interested in this kind of hub instead of individual machines paying out, though this would need to be done hand-in-hand with networking a venue."

Smartcards are reasonably common in Europe, where the user tops up a card with cash on entering a venue, and then plays games or pays for goods with the money on the card. The UK would likely adopt these quicker than most countries, simply because we already use Chip & PIN debit cards almost everywhere we shop. That said, do people really want yet another card in their wallet alongside credit, debit and loyalty cards by the dozen? It might not be the most attractive option for all customers.

Ticket in/ticket out (TITO) is another option, where players put cash into a machine to play, but are then issued winnings or remaining cash via a barcoded ticket, which other machines in the venue accept. To cash out, they go to a single point – either a redemption terminal or a cashier's window. So in terms of staff handling cash, there is really only one point of insecurity, and it's much easier to monitor; and with TITO, machines have to be emptied far less often, though of course there is the expense of upgrading to the new technology.

### Virtual wallets

An exciting option seen recently at the G2E expo in Las Vegas is from JCM, the cash handling company

## Remote control

Cliq Remote uses Web-based software allowing machine engineers to have keys remotely authorised for use in specific operational areas within the existing master-key system for a pre-determined period. This ensures a high level of key control, as well as flexibility to ensure access by nominated key-holders in the event of an emergency. Cliq Remote provides comprehensive audit trails and the ability to remove lost or stolen Cliq Remote keys from the system.



The Cliq Remote system can also be set up so that user keys need to be validated on a daily basis, which means that should a key be lost or stolen, the machines that are operated by this key are only vulnerable for a short time.

Keys receive access rights and/or time validations through a wall programming unit or a personal programming unit connected to a mobile phone.

perhaps best known for its bill validators. On JCM's stand was an exhibition of mobile wallet technology – and the best thing about it is that the payment method always stays with the customer. In fact, it belongs to the customer: it's a mobile telephone.

M-commerce, as it's sometimes known, has been around for a while (notably in Finland, home of Nokia, where two Coke machines went live for payment by mobile phone in Helsinki way back in 1997), but has not been widely used within the public gaming sector. With JCM's in-progress solution, the player adds money to the phone using their bank card; the phone connects using a wireless network (presumably 3G or secure Wi-Fi would be needed for this to work flawlessly), and adds funds to the player's wallet.

The player then goes to a slot or amusement machine, enters a password on the phone, and moves the money onto the gaming system so that they can start playing. After the game, the player's wins or remaining cash come back to the phone. Quick, simple, and using an interface most people are very familiar with – and that they trust, because the gateway feels like it belongs to them. And as an additional benefit, in a large venue you can potentially have true customer-tracking, and all from the player's use of their own phone.

With the ubiquity of the mobile phone and the rise of the smartphone, this will ultimately become a very attractive option. Until then, operators of every size need to use all the technological and management devices they can find to protect the large amounts of cash that most amusement businesses generate.

## High-security hopper

**Innovative Technology certainly lives up to its name with the Smart Hopper, which the company says eliminates the need for multiple hoppers and coin sorters as well as reducing the cost of handling coins internally. A high-speed, high-security, multi-coin payout unit capable of accepting all coins passed through the coin mechanism, the Smart Hopper collects, sorts and stores coins for future payout.**

**The host machine can set the desired coin values needed for payout and all other values are transferred straight to the cash box. Before collection, the Smart Hopper also transfers excess coins to the cash box, leaving the desired float in the hopper. This self-regulating float ensures the host machine is able to pay out as necessary, while easing operator refill and collection.**

**With security features such as a single coin-entry point and a modulated coin-exit sensor, operators can have faith in the Smart Hopper's anti-fraud mechanisms.**



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## ITALY

**Population** 61m

**Under 15** 8.4m

**Aged 15-64** 40.2m

**Urban population** 68 percent

**Major cities** Rome (3.4m), Milan (3m), Naples (2.3m), Turin (1.7m)

**GDP per capita** \$30,500

**Business climate** Italy remains gaming-mad despite painful economic problems. Return to growth after the economic crisis has been marginal and unemployment is high. Organised crime and corruption are major issues. The divide between the sophisticated industrialised north and the poorer, more rural south is a sharp one. Urbanisation is relatively low for a modern developed nation.

The growth trend for the public gaming market in Italy was confirmed by the full year 2010, with revenues exceeding €61.4bn (approaching four percent of GDP), a rise of 13 percent over 2009.

The corresponding tax revenues were €9.9bn overall, of which around €8.7bn was derived from ordinary taxation on gaming and €1.2bn from extraordinary revenues represented by one-off payments from operators.

The overall figure quoted for 2010 tax revenues is net of the amounts paid by the operators for the introduction of video lottery terminals (VLTs), worth €425m, and the conclusion of the process of awarding instant lotteries concessions, worth €800m.

As confirmed by the Autonomous Administration of State Monopolies (AAMS), the regulator, overall payout was 71.6 percent of receipts. More than €44bn was distributed in winnings to players, against €37.6bn the previous year, a rise of 17 percent.

According to the AAMS, the following factors contributed significantly to this improvement:

- A further increase in activities aimed at preventing and hindering illegal gaming, as well as the introduction and improvement of electronic ancillary devices.
- The introduction of new rules, on an experimental basis, for the bingo sector, requiring – among other things – an increase in the percentage of takings reserved for distribution as winnings.
- A wider range of offerings for the betting sector and the introduction of new types of gaming machine, the VLTs.
- The establishment and growth of remote skill gaming, achieving revenues of more than €3.1bn, a rise of 34 percent on 2009's figure.

### 2011 growth

Takings from gaming in Italy during the first five months of 2011 amounted to €30bn and show a positive trend, according to figures from AAMS: the data, in fact, reveal an increase of 19 percent over the same period of 2010, when takings reached €25.3bn.

In the first five months of 2011, public gaming contributed almost €3.9bn to the treasury's coffers. The main contribution came from amusement machines, totalling more than €1.5bn. But lotteries were also big contributors – especially the Scratch & Win card, which poured €790m into the state's funds. The figure is slightly less with the Lotto, which contributed €730m.

### Share of market

Altogether, the gaming market in the five months of 2011 exceeded €30bn, 18.8 percent up on €25.2bn in the same period of 2010. The section with the greatest value remains that of the New Slots, which saw takings of €12.7bn, although this was some €10m less than in the same period of 2010.

The lotteries sector, represented almost entirely by Scratch & Win, did well – during the five months takings totalled €4.5bn, an increase of 10.4 percent over the same period of 2010. In third place were the VLTs; during the five months they recorded total takings of €4.2bn.

The entire machine-based sector – New Slots and VLTs – thus saw an increase of 33 percent over the 2010 figure and is worth over €16.9bn.

The Lotto, thanks to 10eLotto, posted growth of 40.9 percent, with takings in excess of €2.8bn (it was €2bn a year earlier). Games and sports betting came in at just under €2bn, marking a decline of 6.7 percent over 2010 (€2.1bn). Also in decline were games of skill (the sector dominated by online poker), which recorded a fall of approximately seven percent (from €1.4bn to €1.3bn), and lottery games (Superenalotto and Win For Life), losing roughly 23 percent (from around €1.4bn in 2010 to about €1.07bn).

Bingo remained stable (at more than €800m), while games based on horse racing fell 17.7 percent (down from around €800m to €653m in the first five months of 2010).

### Installed machines

The number of slots on the market is essentially stable, but the number of video lottery terminals (VLTs) is increasing and by mid-2011 totalled around 23,000.

There are 341,107 slots installed in public places. There is, however, a decrease in the number authorised.

### Regional breakdown

The regional rankings for gaming takings in Italy saw Lombardy in first place for the opening five months of the year, with revenues of €5.7bn (more than €1.1bn in May alone), followed by Lazio with nearly €3.5bn (€700m in May) and Campania with around €3.2bn (€610m in May).

Taking fourth place in the rankings is Emilia Romagna with around €2.4bn (about €500m in May), followed by the Veneto and Piedmont regions with €2.1bn and €2bn respectively (takings in May were €419m and €404m respectively).

The region in which people play the least is the Valle d'Aosta, with takings of €61m (€12m in May), behind Molise with €169m (€35m in May) and Basilicata with €221m (takings in May were €44m).

Over the first five months of the year every Italian spent an average of €497 on gaming, or €3.3 per day. (The per-capita

figure is based on the entire population of both adults and children.)

Splurging the most on gaming are the inhabitants of the Lazio region with an average expenditure of €610 each, or more than €4 a day. Not far behind are the inhabitants of the Abruzzo region at €588, and also on the podium with an average expenditure per capita of €581 are the people of Lombardy. The most virtuous are the Calabrians, who only spent €362 per capita (€2.4 per day) on average, followed by those from the Basilicata and Sicily regions, both at €376.

Although their region recorded the lowest total takings, residents of the Valle d'Aosta spend only slightly below the national level, with a total expenditure of €477 each over the five-month period.



#### COMMENT FROM SPONSOR

Last year at this time, JCM Global successfully demonstrated the security and accuracy of the UBA, ICB and Sentry bezel to a standing-room-only crowd of Italian VLT operators in Rome. Since then, Italy has continued to grow as an exciting market in the VLT arena, and JCM has grown with it. Change machines remain a critical part of operations throughout Italy, and many operators have found success with JCM's Taiko and Vega-RC products. Recently JCM introduced the UBA-RC. Built on the very popular UBA platform, the UBA-RC recycles two denominations, €5 to €200 notes, selectable via protocol command. UBA-RC uses innovative Roller Friction Recycling Technology to hold up to 100 bank notes in each recycling chamber. UBA-RC protects operators better than any other type validator because of its incredible anti-stringing protection, viewed by many as the best in the industry. Today, most of the leading change machine suppliers are testing UBA-RC. Meanwhile, JCM's UBA and WBA products have maintained a dominant position in the Italian VLT market, with more and more suppliers selecting UBA for their VLT builds. Outside of the VLT market, floor tests will be starting soon in Italian casinos with JCM's award-winning iVIZION bill validator. Further, in commercial markets, banking, kiosks, and similar operations, JCM's TBV is the validator of choice, and iVIZION is gaining considerable traction.

#### Regulatory developments

Further concessions for VLTs are due to be issued, although the date is uncertain.

A new anti-money-laundering law came into force for Italy's bricks-and-mortar gaming businesses on 1 March, despite concerns from the industry.

The AAMS developed new rules covering the games operated on till receipts that retail outlets and other businesses issue for consumer purchases.

Prompted by widespread operator fears, the AAMS moved to clarify the regulations regarding the use of so-called "totems", or gambling terminals, in betting outlets.



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# Q&A: Steve Priest

**From production to marketing to tech support to software development and finally to sales, Steve Priest has spent an entire career with cash handling specialist AstroSystems. In fact, he's done everything but drive the truck...**

## How did you first get involved with the amusements industry?

After finishing college at 18 I was very eager to get some money together so I started working as a production assistant at a local company, Diversified Systems International. How was I to know that almost 15 years on I'd still be there, albeit under the rebranded AstroSystems company name.

It has been an eventful journey and I've worked my way through the company from production to technical support to sales, with a bit of software development thrown in along the way.

## Why? What attracted you to this sector?

I didn't know anything about the amusement and gaming market at the time apart from the fruit machine in the pub, so it wasn't exactly planned, but once I'd had a taste of the industry, I guess I was hooked. I was lucky that I was able to go to trade shows and visit overseas customers in my fledgling career, so I got to experience the diversity of the industry early on, and that has retained my attention ever since.

**Do you think it has changed much since then?**  
The industry is still full of fascinating people, all of whom have a story (or two) to tell, but it is obvious that things are not what they once were. Legislation, for one thing, is changing markets overnight, and the economic situation isn't helping, so the dynamics have definitely changed. The recent onslaught of Internet gaming and home consoles has reduced the target audience further, but a number of manufacturers are embracing new technology which looks to bring a better experience, and more value for money, to the player.

## What are the biggest positive factors for the sector right now – the drivers of growth and development?

Currently the development of new technologies is a big positive for the sector, and it's something I am seeing more and more of across all the industries that I am involved in. The player experience is moving to a new level of interactivity, and anything that brings the player to the machine can only be a good thing. For example, a 3D screen is a feature that is still rare in the console market but could be used to effect in gaming machines.

## And what are the negative ones – the obstacles to growth?

If you listen to some people they will tell you we are all doomed. It is easy to see why they think this. We are in difficult economic times – people don't have the disposable income they used to, inflation has pushed up prices of everything, and alternative home gaming is easier to access. But as the markets stabilise and the cost of living lowers, people will start spending again.

## The smartest thing I've ever done was not going to university

## Looking at your whole career, what do you reckon was your smartest move (large or small)?

Strange as it may seem, the fact that I didn't go on to university. My parents taught me the value of money and I wanted to start earning it as soon as possible to pay my own way. Although I had the opportunity, higher education was never something I considered, I was more interested in the materialistic things money can buy...

## And your dumbest one?

Not something I'm going to admit to in this publication...

## Where do you hope you'll be, professionally, in ten years' time?

To be completely honest, I've not thought that far ahead. Having recently started a family and with work commitments snowballing, the past few years have been a blur. Obviously I'd like to progress my career further, preferably remaining in this industry, and in ten years' time I would like to be sitting comfortably, managing an international company.

## And finally – if you'd never embarked on this career, what other line(s) of work would you have liked to pursue?

When I was younger I always wanted to be a lorry



## Curriculum Vitae

### Born: 1977

### Education:

1993 King Alfred's School, Oxford  
1994-96 King Alfred's Sixth Form College, Oxford

### Career:

**1997-99** production assistant, Diversified Systems International  
**1999-2002** sales and marketing assistant, Diversified Systems International. Duties included overseeing the rebranding of the company as AstroSystems.  
**2002-04** technical support, AstroSystems. Assisting customers with installation of machines, and accompanying sales teams on technical visits. Providing training to customers on Microcoin coin acceptors and GBA note validators.  
**2004-07** software development engineer, AstroSystems. Overseeing the GBA note validator software development teams in both the UK and U.S. offices.  
**2007-09** technical sales executive, AstroSystems. Specialising in product integration in all industries. Developing new distributor and service agent networks across Europe.  
**since 2009** sales manager, AstroSystems. Overseeing introduction of a new range of GBA note validators while developing Microcoin coin acceptors to meet market requirements. Identifying growth markets and liaising with agents and distributors to expand sales across Europe, Africa and the Middle East.

driver, driving one of the large American Peterbilt or Mack trucks. Not sure why, perhaps it was inspired by Smokey and the Bandit.



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Boom Boom Pow

Gwen Stefani Hollaback Girl

MAX FIRE TOP 100

Austria Top 40

Rank	Artist	Song	Chart
1.	Gwen Stefani	The Sweet Escape	MAX FIRE TOP 100
2.	Kataklysm	In the Arms of Devastation	MAX FIRE TOP 100
3.	Iron Maiden	The Number of the Beast	MAX FIRE TOP 100
4.	Madonna	Hard Candy	MAX FIRE TOP 100
5.	Metallica	Ride the Lightning	MAX FIRE TOP 100
6.	Metallica	St. Anger	MAX FIRE TOP 100
7.	The Black Eyed Peas	The E.N.D.	MAX FIRE TOP 100
8.	Hypocrisy	Virus	MAX FIRE TOP 100
9.	Lady Gaga	The Remix	MAX FIRE TOP 100
10.	Motorhead	Ace of Spades	MAX FIRE TOP 100

PLAY



TOP 50

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