

Adrenaline Amusements - Getting the right mix

THERE has been a significant improvement in the state of the North American market since 2009, says Marc-Antoine Pinard of Adrenaline Amusements. The recession may not be over, but there are definite signs that within the amusement business community there is a gradual return towards confidence and re-investment. This is being translated into greater levels of success for Adrenaline's redemption products.

Adrenaline is fortunate – or perhaps by design – that it concentrates in the one sector of the coin-operated amusement industry which has been constantly stable. Redemption, says Pinard, has proved to be the backbone of the industry, particularly in North America and notably in both the street market and FECs.

Adrenaline's Kaboom redemption game, will be on show at IAAPA in its latest format. Shipping only began in August of this year and refinements will continue up to the new year so it will remain

the centerpiece of Adrenaline's product range at the Orlando show this month. But Pinard promises that the schedule will offer something really new and invigorating for the market in 2011. He said that it would be a prize merchandiser with an unusual twist and that it would be followed by more new product as 2011 progresses.

"I don't think that the economic storm is over by any means," said Pinard. "But I see examples of operators being prepared to try something new rather than stick with the more classic product categories. I just feel that the streamlined and highly professional industry which we now have will make it through. Redemption is the area of growth, but let's not underrate video games; there are new ones coming out which can enhance any location – it is all a question of the correct mix."

Like many other suppliers going to Orlando for IAAPA this year, Pinard sees the contraction in the

number of North American shows as positive. "From the manufacturer's standpoint, the strategy which has emerged can be seen as the means to simplify everything to do with shows. In a nutshell, less logistics and less cost. It permits us to invest more into the two remaining shows and in Orlando we can see operators in their own, correct environment. It also permits us to review our sales versus product release strategy. Vegas is a great place to hang out, but Orlando is where great business can be achieved."



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