

Adrenaline Amusements

SOMETHING 'really different' – the quest for most visitors to a trade show, and they will get it at the DEAL show from Canadian company

Adrenaline Amusements.

The new TouchFX could not be more different to look at – a futuristic design for the cabinet which is like nothing ever seen in the industry before. And it will be on the Warehouse of Games stand in Dubai.

The company's Marc-Antoine Pinard told us that the game comes in two different versions, one with a single screen and another with three screens, which was shown at the IAAPA exhibition in November.

Additionally, the company will feature its Kaboom amusement machine which is already familiar to Middle East operators.

Adrenaline is into its second year of supplying to the Middle East region. "The UAE was on our expansion route from the moment we launched Kaboom at the AMOA show in late 2010," said Pinard. But Pinard is acutely aware of the necessity to avoid treating the Middle East just like any other market. "It is one of the most advanced commercial environments in the business. That should not be surprising as there were merchants active in that region 3,000 years ago! They are better at speaking English – the best commercial language – than many in eastern Europe and Asia, so for us communication was easy." He added: "They are commercially pretty aggressive too; they will try to squeeze you as much as they can, but that is all part of the game! But if you invest in relationships there you will achieve a successful business over time and make

great long-lasting friendships."

Pinard will be at DEAL, supporting Nabil Kassim, his distributor at Warehouse of Games. "It is on my schedule each year at least two or three times, in order that we may support our partners there. Our international sales agent, Frank Ballouz, has many contacts there."

TouchFX is now in its first locations and the company is awaiting test results and the first units will shortly go to the Middle East to begin tests in the big FEC locations.

The new device was shown at the spring trade show in Las Vegas with great success. It has been consistently in the five top-earning games for several weeks. Fresh games for the device will be made available by the next IAAPA this November. One hundred units were ordered at the spring show – a promising start.

BE PART OF THE EXPERIENCE

TOUCH FX

FRUIT NINJA FX

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FRUIT NINJA FX

"Like playing on a 46inch iPad:
an arcade new era"

Michael J. Green, UDC