

# ADRENALINE AMUSEMENTS - INDUSTRY NEWCOMER

**NEWCOMER to the industry Adrenaline Amusements launched at the recent Amusement Expo in Las Vegas with new product Kaboom. While the company may be new, the people behind the scenes have been involved in the industry for more than 10 years.**

David Lachane, chairman at Adrenaline, previously worked with Triotech and will now have the opportunity to invest his energy in leading the innovation team – a task he will share with Stephanie Pichette, who also has a substantial amount of experience in the industry.

Adrenaline Amusements plans to focus on redemption – a strong, fast growing niche, which also offers great innovation potential. “In order to offer a new breed of redemption experience we need to offer an added value to the end user and give them more than what they could experience on their

iPhone,” said Marc-Antoine Pinard, Adrenaline marketing vice president. “People tend to forget that innovation, most of the time, generates incremental revenues. To promote Adrenaline’s vision ‘Experiencing the Experience’ we have decided to develop a more user tailored marketing offering. We need to orient amusement buyers toward the fast and evaluating day-to-day product experience the young user is exposed to.”

For Adrenaline the industry needs to focus more on delivering high quality and outstanding full size game play experience rather than displaying more traditional low cost games. “Yes, some of them will deliver short-term income but on the other hand will result in killing the customer buying habit towards amusement parks and FECs,” said Pinard. “The games, which are usually found on a console are now featured on the iPhone and other hand-held devices.

The industry should try to avoid these console games for coin-op.”

Kaboom offers the operators’ customers a short but new experience – tearing down disaffected structures. Once the skill test is passed by stopping a running light underneath five specific blocks they have the opportunity to push on a real, full size stainless steel detonator. A 3D animation film displays the player’s achievements while other effects include wind, a low tone subwoofer effect as well as ground vibration proportional to their score and the related film, which are created using two powerful wind blowers, a 10ins subwoofer and a 1,000 watt shaking platform.

Adrenaline Amusements is more than an industry manufacturer – it is a business solution. Launching Kaboom is just the beginning and more products are to follow in the next 18 months.



## ADRENALINE AMUSEMENTS

Through KABOOM Demolition Company, Adrenaline Amusements offers your customers a new career opportunity: load and detonate explosives to tear down disaffected structures for the good of upcoming real estate projects.

A dreamed experience while earning redemption tickets!

For more info visit [www.adrenalineamusements.com](http://www.adrenalineamusements.com)  
or contact us at [info@adrenalineamusements.com](mailto:info@adrenalineamusements.com)

