

Adrenaline Amusements



FOR Canadian manufacturer Adrenaline Amusements, the strength of the US coin-op amusement industry is also its weakness.

Historically, it has had a pool of entrepreneurs, individuals who are not afraid to build from the ground up new or reinvented business models. However, for Adrenaline's Marc-Antoine Pinard, it is those same people that have become the industry's weak point. "There are people out there that have not been able to manage a generation shift at the operation level," he told *InterGame*. "With video games evolving so fast, some operators didn't have the energy to keep pace with such an evolving industry and some of the best managed locations have stopped investing. Some of them are leaving the

business but luckily, fresh entrepreneurs are there to pick up the concept, refurbish it to suit today's customer expectations and make it rise from the ashes."

The essence behind Adrenaline Amusements was to bring a new breed of product to suit new customer expectations. A child, teenager or a young adult that spends time playing at the piers, FECs, bowling or other more traditional game rooms is, these days, difficult to impress.

"With all their gadgets such as iPods, smartphones, tablets and other console games, their game play habit is almost unmatchable because of their complexity," said Pinard.

"The real challenge is to bring something that stands out from the norm and more importantly that represents something the player can not even dream of owning. This was the motivation behind our first product Kaboom, which delivered an unmatched physical experience, and more recently Touch FX featuring a 46ins touchscreen." The Touch FX, featuring skill game FruitNinja,

has now been seen at numerous trade shows around the world and is available in various arrangements – with single, dual or triple screens. It has already been well received by operators and two new games are planned as well as two limited edition versions themed around the games themselves, as done with FruitNinja.

“The essence behind Adrenaline Amusements was to bring a new breed of product to suit new customer expectations. A child, teenager or a young adult that spends time playing at the piers, FECs, bowling or other more traditional game rooms is, these days, difficult to impress”

Adrenaline Amusements has been active in the US coin-op amusement market for the past two years. However, some of its executives hold more than 10 years' experience in the industry and they have seen some significant changes in the market during this time. Most notably, the shift away from distributors by some manufacturers.

"The distribution scene has suffered badly from manufacturers going for the direct route and as a result we've seen some of them close their doors," said Pinard. "Some of the states are covered very lightly or not at all. We have to work on a hybrid approach which we would prefer to avoid.

"The FEC sector is also continuing to prove attractive with families, the food is getting better and the price range is quite impressive – suiting any budget. Moving forward we hope to see new entrepreneurs open FECs and refurbish the local esteem for products by showcasing the most recent product rather than ones from the 90s.

"There will always be room and interest for entertainment in all of its forms. The industry simply needs to do something – somehow it failed to react to previous and current trends but one thing is certain, there is potential there and the 'young guns' are up to the challenge..."

