

Elmac's WinKiddy showing success

ELMAC'S concept of adding ticket printing capabilities to kiddie rides via the company's WinKiddy product is proving successful, Tiziano Tredese revealed.

On hand at ENADA Rome in October to showcase its latest line-up of amusement rides, games and ticket eaters, Elmac presented its WinKiddy concept on a new ride called GoGo Pony. With WinKiddy, riders are rewarded with redemption tickets that can then be used within the redemption area of the arcade.

Tested in arcades up and down the Italian coast, Tredese explained that the system transforms rides, which tend to be located outside arcades, into ticket redemption games that draw in customers who may never have thought of stepping inside before. This, he said, leads to customers discovering additional games and increasing their spending.

Having tested WinKiddy on site with a handful of rides at each location, the success of the concept prompted operators to ask for the device added to all of their rides.

In one children's amusement park in Pompeii, Tredese said, there are now 50 rides featuring WinKiddy and these are channelling customers to the arcade that sits around 100m away.

"Now all the people that go around the amusement park know about tickets," he said.

Elmac has been promoting a similar product, WinBowl, which rewards bowlers with redemption tickets at the lanes, for several years now.



Tiziano Tredese demonstrates Elmac's WinKiddy ticket dispenser deployed on the GoGo Pony kiddie ride

Faro brings Lost Land Adventure to Italy

ITALIAN distributor Faro Games had an array of family-friendly amusements on its stand at ENADA Rome in October, including Lost Land Adventure, the new video-based shooting game from Bandai Namco.

This was on show in Italy for the first time, having successfully launched at the Euro Attractions Show in Amsterdam, Netherlands.

Alongside this, Faro exhibited Bunny Pond from UNIS, a smaller version of its popular Ducky Splash game, the carnival-themed Whack N Win and Down The Clown from ICE, and Kiki Fun, an interactive and educational children's game that challenges young players to complete puzzles and pictures.



New vending ideas from Luca

LUCA was one of several vending and novelty specialists exhibiting at the ENADA Rome show in October and the Italian company was presenting its new vending machine, Fowl Fever.

The company's Debora Lancianese explained that the new product is designed to present prizes in an attractive new way. Luca also showcased its latest Motorcycle kiddie ride and a new slide for both indoor and outdoor playgrounds.

Although the market is only "so-so" at the moment, she said, because the company works both in Italy and internationally it has continued sales.



Bridging the gap between operators and the state

ONE of just two gaming machine concessionaires to exhibit at the ENADA Rome show in October, BetPlus, was on hand to promote its network services.

The company has around 1,500 clients operating 80,000 gaming machines connected to its network across the country. It also has 11,000 video lottery terminals within its portfolio. These slots are located in arcades, bars and dedicated VLT-only venues.

The company's Salvatore Gullotto explained that the company bridges the gap between the operator and the states, monitoring operations to determine the correct level of taxation due on each machine.



Jon Jayal (centre) with members of the Quixant Italia team

Italy still waiting for Comma 6a+

COMMA 6a+, a new set of regulations that will require the replacement of thousands of gaming machines in Italy, has yet to come into effect, much to the frustration of the industry.

"What we're finding is obviously customers are nervous about the fact that the law hasn't come through yet and they don't want to start investing in new machines and new equipment until then," said Jon Jayal of gaming platform developer Quixant.

His company's latest platform, the QXi-306, has been designed to comply with Comma 6a+, using the very latest AMD x86 technologies. Speaking to *InterGame* at the ENADA Rome show in October, Jayal explained that the new product is "upwards compatible," meaning machine manufacturers can build a machine that is compliant with the draft specifications for Comma 6a+, but for now include a game based on the existing Comma 6a regulations.

"If they're using the 306 then the hardware is upwardly compatible with the new law," he said. "That's partly why we've had more interest in new gaming platforms than in the past. It's taken so long for this to come through that people are saying they have to do something and maybe that's a route that can get machines deployed and still not have a massive upgrade cost when the new law comes in."

Quixant's Italian operation is a "multi-purpose" one, he said. "Clearly Italy has a lot of machines so from a sales perspective it is an attractive market, but actually our Italy operation is an engineering and support function."

The company has a large R&D team based in Italy, which supports customers across the globe.

"From a market perspective, Italy is something we've known we've needed a presence in order to be able to access the customers here, but equally we also run our R&D for the rest of the group here," Jayal said. "Our growth as a company overall hasn't really been affected by the Italian regulation but obviously we want to make sure that we benefit from that regulation in the local market when it comes in. We hope it will contribute to our growth in the future."