

EuroSlot

March 2008

The Independent Voice Of The Coin-Op Industry

Play by remote-control*

**Multi-game
15 games**



- Proven in many countries
- Long years in operation
- Available with many options
- Yields high return on investment
- Teamed with the best support
- Reasonably priced
- Internationally recognized
- X-TERA board inside

Visit www.playtrix.com for more details

Over 25 years of experience in gaming

www.playtrix.com
PLAYTRIX

www.playtrix.com

Casinos

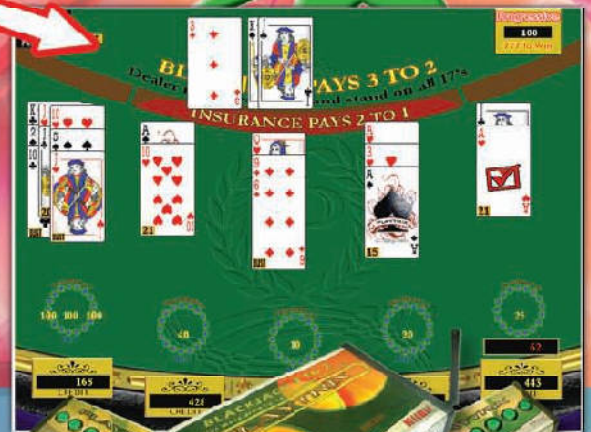
Lounges

Bars

Hotel rooms

Cruise ships

**Also Available
5 player
Blackjack**



* Patent pending

THE LATEST NEWS, VIEWS AND FEATURES FROM THE COIN-OP INDUSTRY

EuroSlot

3	CONTENTS
4	INDUSTRY NEWS The latest this month from around the globe
26	COMPANY PROFILE Qubica/AMF: the super bowl
28	SHOW REPORT IMA 2008 - it's boom time
30	COMPANY PROFILE Funworld enters a new era
32	ATEI REVIEW Eight pages of leading products
44	ATEI FROM SPAIN by Antonio Ingles
48	PICTURE STORY Photo showcase
50	CALENDAR

Comment

In all families there are rivalries and jealousies and the sister industries of coin-op and casino are no exception.

This month, the sometimes uneasy relationship was put into the spotlight at both the IMA and the ATEI shows. Firstly, in Dusseldorf, Paul Gauselmann spoke of the German casino lobby having been instrumental in persuading the government to introduce a new amendment to the gaming law for A/WPs, due to concerns over their similarities to casino slot machines.

Then, at ATEI, once again there were grumbles about the amusement sector being sidelined upstairs while the gaming machines took pride of place on the ground floor.

The problem is that the two sectors overlap but they are not properly related at all. If anything they are like a step family. Comparisons between the two are inevitable but not helpful.

Casino and coin-op are subject to widely differing rules and regulations and therefore like any brothers or sisters not allowed to do the same things, they will complain from time to time, "It's just not fair!"

Stephanie Norbury

Editor
Stephanie Norbury
Contributing Editor
Rowan McIntyre
Advertising Sales
Geeta Kesur
Contributors
John Coates
Antonio Ingles
Maurizio Brodo
Sharon Harris
Publication Manager
Paul Ryder
Managing Director
Parvez Kayani
Published by:
Datateam Publishing Ltd,
London Road, Maidstone,
Kent ME16 8LY
Tel: 01622 687031
Fax: 01622 757646

Euroslot@datateam.co.uk
www.euroslot-online.com

Cover Story



Playtrix Research Inc. creates, builds and develops unique, advanced, reliable technologies for the gaming industry and has sold thousands of games all over the world: Playtrix designs are known to be robust and reliable.

From casinos, to gaming rooms, to street operation, Playtrix products can increase your profits and offer your players a simple and easy interface with a powerful game behind it.

Contact us by email:
infotel@playtrix.com
Tel: +44 (0)20 7993 6318

HEBER

GAMING CONTROL SYSTEMS



Pluto

Embedded



AXIS

PC (XP or Linux)



LINE

USB Peripherals

- Reliable
- Secure
- Innovative
- Flexible I/O
- High-performance
- Worldwide supply

www.heber.co.uk

Astra has all markets covered

Astra showed a wide variety of UK and overseas product at ATEI. There was a selection of video and reel based Category C games; the evergreen themes of Party Time and Bullion Bars were re-incarnated in a new Platinum presentation, complete with a new Category C overhaul. These games were accompanied by Astra multiplayer "Locomotion" – which introduced a compelling presentation enhanced via three 32" LCD top screens; mixing a Wild West train theme with an innovative top feature for the UK market.

Category B3 was represented by a host of exciting new product, again in the form of multi-game compendium Party Slots, which introduced new game Bullion Bars 500 and the Megaslot feature enhancement Double Action Slotto with its "Gamble" feature lived up to the pre-show hype.

Astra devoted two thirds of stand 620 to the ten markets – Belgium, Czech Republic, Denmark, Germany, Hungary, Holland, Italy, Poland, Spain,

Slovak Republic – that make up its export sectors.

Czech Republic saw Riverboat Gambler 750 and Hi Energy 750; The Netherlands introduced the Multi Game compendium in the Mk5 cabinet for street locations; House of Fortune for Denmark, a growing performer, made an appearance; Belgium presented Royal Riches and Party Dice in the Games Palace compendium, as well as multiplayer Las Vegas Dice; A strong Eastern European showing with Slovakia – Riverboat Gambler 300, Poland – Riverboat Gambler 500 and Hungary – Fortune Sevens, was met with a very positive response by Astra's partners in each of the countries.

Spain, a market where Astra has been establishing a brand presence with an expanding range of games, featured exciting new product tinged with the passion and colour of the Mediterranean. Game of Fortune ably represented Italy, and new market Germany presented a trio of "Wall Cabinet" games in addition to the Multi Game Upright concept aptly named Party Games.



Playtrix takes orders from around Europe

Playtrix continues to bring new ideas to the gaming and amusement business. Its many years of experience in the field and innovative research and development department are paying off for the company. Playtrix introduced the wireless Blackjack at the ICE show last year, where the players use remote-controls to play, and it expanded its products range even more at ICE this year. Products now include the wireless multi-game of 15 games, the five-player blackjack, and the five-player baccarat.

The company reports an excellent show, with orders from major operators from around Europe as well as significant interest from its regular customer base in North America. "Our production line has been running at full capacity since last December!" said George Samaha, company CEO. "Our wireless games are small to ship and easy to install anywhere. But don't let their size fool you! They are real gaming machines for real operators. And most of the games are proven for many years in operation in countries around the globe. You may remember seeing this or that game in an old "wired" cabinet somewhere? Well, now look for it in the "wireless" configuration."



Playtrix is advertising its games to casinos, lounges, bars, hotel rooms, and cruise-ships. "We signed exclusive distributorship agreements for a few countries in Africa and South-America," added Samaha "At ICE, we also signed contracts for rental of our five-player games," he continued. Playtrix offers the possibility to rent the games by fixed rent or profit sharing. "It is simple; the games connect to a mobile phone and report statistics by sending and receiving short messages. The operator sends an SMS from their mobile phone asking for the report and, if the phone is already registered with the game, it replies with the statistics. The rental game stops if it fails to communicate with its internal mobile phone and you also have the possibility to shut it down wherever it is in the world. Of course, these are options for the rental games," said Mr. Samaha.

"We got a lot of casinos interested and we are now working on the approval of the blackjack and baccarat in their countries and jurisdictions." He said. Besides casinos, Playtrix has entered into negotiations to place their wireless games in cruise-ships and hotels rooms.

General information about Playtrix can be found on: <http://www.playtrix.com/aboutus.php>