

FOUR NEW FROM BENCHMARK



BENCHMARK Games was set to showcase four new games at the IAAPA Attractions Expo as *InterGame* went to print, including its latest title **Trap Door**, which offers a low-maintenance, high revenue merchandiser game with LED lighting. Fire & Ice Red Hot, Tickets-to-Prizes and Wheel Deal X-Treme, which was launched at last year's show, were also due to be on display. Wheel Deal X-Treme allows four players to test their skills as they send glowing play-pucks down a brightly lit pathway into the spinning wheel, trying to land in the colourful ticket-value-market win zone targets.

DEAD HEAT

NAMCO'S *Dead Heat* is bringing social networking to the coin-op amusement industry, with its features designed to encourage four-wheel exchanges even when players go solo. PIN code entry and a Nam-Cam photo avatar – popularised by Mario Kart Arcade GP2 – personalise each car, giving instant recognition of competing drivers in the field. At the same time, Namco's patented software technology analyses driving styles and accurately mimics registered 'ghost' drivers, allowing other drivers to race against absent opponents. Repeat play between two or more players is automatically registered, creating new friend networks. Cars are powered by Nitrous Oxide Systems with first-time PIN registrants rewarded with bonus NOS bottles, encouraging extended play.



TOUCHFX

ADRENALINE Amusement has launched new product *TouchFX* – an arcade video game, multi-touch platform that brings the arcade video game to a new era. The first module was due to be shown at IAAPA in Florida as *InterGame* went to print and offers three games, for three players, across three screens (single or linked) covering 46ins. "The real challenge was to offer the multiplayer/multi-screen format in an optimal footprint," said Marc-Antoine Pinard, Adrenaline's vice president of business development. Adrenaline teamed up with multi-touch games designer Halfrick for this game and has been able to convert iPhone game *Fruit Ninja* into a suitable format for the game. Other game studio partners will be announced by Adrenaline in the coming months.



NEW FROM SPE

SEGA Prize Europe is preparing to launch various new plush lines for 2011, including *Withit* characters Cheeky Monkey, Glamour Puss, Eay Tiger, Top Dog, Mad Cow and Dozy Mare, who will make their move from UK high street fashion and stationary retailers into the world of plush for the very first time. The prizes will be available for the UK and Ireland by spring 2011, in an array of sizes to suit all operator requirements. Also new for spring next year will be a range of girl's accessories and stationery items perfect for redemption counters characters. Ai Ai and Mee Mee from Sega's *Super Monkey Ball* game, are also set to make their debut - produced as plush and stationery and will be available by the summer. The Hello Kitty phenomenon is also set



to continue with Sega Prize Europe's introduction of the Garden Fairy range, which will feature Ladybird, Bumblebee, Strawberry, Flowers, Stars and Butterfly.

COVER STAR

APPLE Industries will unveil a brand new photo booth called *Magazine Me* when the doors of IAAPA Attractions Expo open today. A single purpose photo booth, *Magazine Me* puts a person's face onto a large array of magazine covers. The machine is constructed out of an extra-strong steel cabinet built specifically for heavily-trafficked locations like shopping malls, resorts, amusement parks and FECs. *Magazine Me* has a large foot print of 36ins wide by 79ins long and prints the magazine cover in a 6ins by 8ins format. The photo booth encompasses a user-friendly interface that allows the customer to choose among several different magazine covers on which to upload their image.



FRICITION



CHRIS Cotty of Coast to Coast Entertainment has teamed up with Friction Game Studios to present the industry with *Friction*, a new two-player gun game that was released at the IAAPA Attractions Expo. The game will be initially released in kit form and a dedicated large screen version will then follow. Game play sees players shoot robots intent on exterminating mankind. The kit comes with everything necessary to convert any CRT cabinet. The game will be on show at booth 2004. No image was available at the time of printing.