

ICE Age

New York Game Maker Debuts *Ice Age* Video Redemption Game Plus *Deal or No Deal* Mega Kits and New Merchandisers

Popular game maker Innovative Concepts in Entertainment has big plans for this month's IAAPA parks show in Orlando. In fact, they will be embarking on a new era with the release of their licensed game *Ice Age*, trading one of Hollywood's most recognizable licenses. Fittingly, the game was developed in partnership with PlayMechanix, the sister company to this month's cover story subject, Raw Thrills.

Ice Age is a two-player video-redemption piece. "With a new movie coming out



in the summer of 2012, it will instantly become a centerpiece attraction for any gameroom," declared the factory, which was reticent to share too much more about the game until its formal unveiling at IAAPA.

ICE will also be showcasing its new *Deal or No Deal* Mega update kit. This game was developed in conjunction with Play Mechanix as well. *Mega* is an update to the thousands of *Deal or No Deals* throughout the world or can be ordered on any new *Deal or No Deal* game. It features a new bonus feature that allows the player to trade in their winning case for a chance to win up to 5,000 tickets, new software with updated graphics, models and new stage.

Additionally, ICE will be debuting newly designed cranes. The first, called Emporium, is a two-player deluxe crane featuring an exciting new look and the factory's latest features. ICE has also re-themed *Winner Every Time*, the firm's classic plush crane with the secondary scoop of candy prize, offering new fea-



tures and fresh and trendy appearance. "These two higher-end cranes were built to last and will be great additions to any merchandising lineup," declared ICE.

Lastly, ICE will be unveiling a new merchandiser called *Lift Mania*. ICE partnered with Komuse on *Lift Mania*. The game, which features four fully customizable prize levels, has been testing well on location, according to the factory.

To learn more about these new games, stop by the factor's 3,600-sq.-ft. mega booth (#1006) at IAAPA or log on to www.icegame.com.

