



## INNOVATIVE CONCEPTS IN ENTERTAINMENT, INC.

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**Press Release – ICE’s “Waterfuls” Brings a Life Size Version of an Iconic Game to the Arcade**

Waterfuls, an iconic game from the 1980’s has been transformed into a life-sized version ready for arcades and FEC’s worldwide. ICE developed this skill redemption game utilizing unique technology in order to replicate the feel of the real water used in the original consumer game. The effect is truly amazing as players push the button attempting to skillfully land the rings on the pegs. With every successful ring that lands on the pegs more points are accumulated and more points equals more tickets won by the player. Additionally there are also multicolored “mystery rings” which when successfully landed on the peg, give the player either more time, more bonus points, or more rings. This is truly a dimension to the game that adds even more fun and excitement for the players.

There are multiple bonus opportunities which complement and complete the overall gameplay. The first of the bonuses include rings with letters. When players hook the “letter” rings, they are one step closer to completing the word W-A-T-E-R-F-U-L-S. Once the progressive bonus is completed, a surprise “celebration show” occurs, again adding to the excitement and inviting players to get in on the action! The second bonus players are shooting for is the current POINTS high score and if they beat that they will again win the big bonus of tickets. Both bonuses combined hook players to the game.

Waterfuls uses a unique holographic technology, which is patent pending, to display the video rings on the backlit physical pegs. This unique technology helps to bring a special allure to

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the gameplay when combined with the backlit physical pegs. Waterfuls is easy to learn but tough to master, allowing for a challenging gameplay that begs the players to come back for more, but at the same time provides a casual player with a great experience.

Joe Coppola, VP of sales for ICE stated, "Waterfuls has been out on test now for over 6 months and the results have been excellent. The data we've collected shows a high level of repeat play and the feedback from the player base has been very strong. No doubt players feel they get better as they play more and we've seen first-hand it's a game the whole family enjoys!"

Waterfuls has been creating buzz across the coin-op industry with a featured article in *Arcade Heros* and a YouTube video highlighted by popular YouTuber MATT3756. Matt3756 in his YouTube video claims, "It's just like the real thing!" Tomy Waterfuls is the next big skill redemption game set to hit arcades this fall.