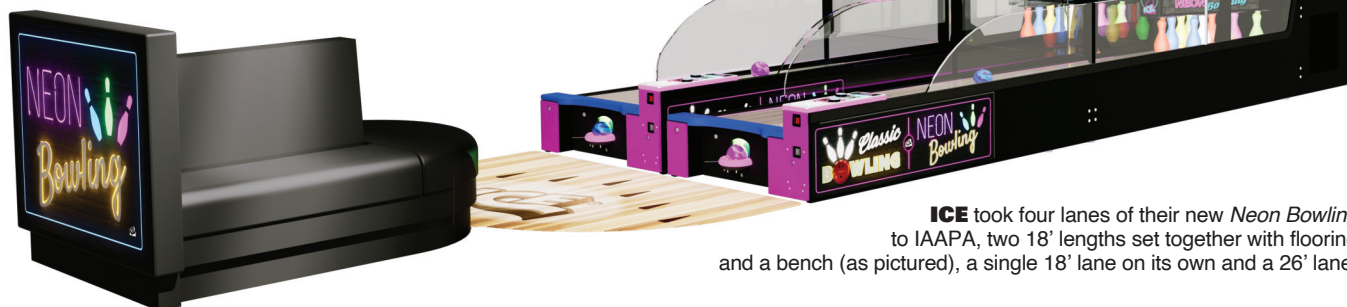




ICE took four lanes of their new *Neon Bowling* to IAAPA, two 18' lengths set together with flooring and a bench (as pictured), a single 18' lane on its own and a 26' lane.

ICE's *Neon Bowling* Shipping in January

Keep the good times rolling with *Neon Bowling*! That's the latest ICE game, an arcade bowler that allows up to four players to enjoy friendly competition on a single unit.

Players choose between Classic Bowling and Neon Bowling as the two different gameplay options. The Neon Bowling mode is made up of three different mini games with point multipliers and extra ball opportunities, whereas the Classic mode is your traditional bowling with normal scoring.

"The different game options have proven to keep players coming back for more and is helping drive repeat plays and fantastic weekly game revenues," explained ICE President Joe Coppola.

The game measures 18 feet in length with the option to buy an 8-ft. extension to make a single unit 26 feet in length.

The mechanics and physicality of *Neon Bowling* provides for a more realistic and better overall gameplay experience than some of the purely video bowlers on the market, ICE reported.

"At the same time, it has proven less complex and far more service-friendly than duckpin bowling, plus the installation cost is a fraction of duckpin bowling," Coppola declared.

Neon Bowling ships in three pieces that all fit through a standard 36" door and the factory says it can be installed by two people in less than three hours. The cabinet can operate on time-play so operators can charge their customers a flat rate fee to play the game for 30 min-



ICE's *Neon Bowling* on location. The bowler goes into production in January.

utes, an hour or more. It can also be operated on a bill validator or player card system, and it's operator adjustable for the number of frames.

ICE execs said, "Players will love the dynamic 75" monitor that displays their scores for any number of frames played. Operators will appreciate that the monitor is protected by 3/8 polycarbonate which is the same material used on riot shields and bank windows. There's no breaking these monitors!"

The ball itself is a "one size fits all" 4.5" handheld ball, good for players of all ages, they say. At just two pounds, the ball is the ideal weight for the younger bowlers out there, too.

On the technical side, there are some other features of note like the air cylinder system. Instead of using mechanical pinsetters like a duckpin system, ICE is using air cylinders to lift and position the pins.

"This technology allows for smoother, quieter and more precise pin movement and results in less downtime for the operator," Coppola said. "We're using an industrial grade air compressor, not an inexpensive consumer air compressor you might find in other industry games."

The game's integration with modern technology like LEDs and automated pin control contrasts with the more traditional, mechanical approach of duckpin bowling, which ICE said offers a more engaging, exciting and visually appealing experience.

"The air cylinder system simplifies maintenance compared to the more complex mechanical pinsetters of other competitive games," Coppola added. "Fewer moving parts means less wear and tear and easier upkeep. Again, less downtime for the operator equals more revenue."

He concluded: "We think *Neon Bowling* will be the best new attraction introduced to the market in 2024. It's an attraction for all types of venues ranging from full scale FECs, sports bars and many of the popular social gaming concepts. Neon Bowling will even complement existing bowling centers, offering a casual gameplay the whole family can enjoy."

Visit www.icegame.com for more on ICE's products.

