



Supercharging UK entertainment

Sega Amusements International keeps its offerings supercharged to adapt to a growing UK amusements market

THE UK continues to prove itself as a powerhouse in the world of family entertainment, arcades and social venues, and because of this, the demand for fresh, innovative experiences is only growing. Industry stalwarts, Sega Amusements International, is always on the lookout for ways to keep amusement players buzzing with excitement. From cutting-edge arcade machines to plush toys, it provides operators with new ways to stand out.

Take its latest crane game, High Five, for instance. Crane games have been fan-favourites for decades, but Sega's High Five brings a whole new twist to the classic experience. With a five-claw mechanism, this is no ordinary crane game. Players can now aim for up to five prizes at once, turning what used to be a one-prize challenge into a thrilling multi-prize frenzy. It's eye-catching, too. The frameless transparent front, edge lighting and mirrored backdrop turn High Five into a real showstopper. It stands out in any venue, giving players a visual treat as well as the chance to win big.

High Five is also incredibly operator friendly. With a large prize capacity and easy front-entry access, restocking is quick and simple. The prize lanes are customisable, meaning you can tailor the prizes to your audience – from small plush bag clips to larger plush items.

In a lively UK market where players are always searching for something new, High Five is ideal for venues looking to inject a bit of extra excitement and attract more footfall.

For the younger crowd, Double Dribble brings all the excitement of basketball in a kid-friendly package, and it's an ideal fit for the UK market. This game is designed to make every shot count,



offering single-player, two-player and competitive modes that keep kids coming back for more. Scoring is straightforward – players earn two points in the first 30 seconds and three points in the final 15 seconds, but the real fun kicks in during the tie-breaking bonus round. If two players are tied after the initial 45 seconds, they enter a thrilling 15-second showdown to declare the winner.

The cabinet is cleverly designed at a lower height with smaller six-inch basketballs, making it perfect for younger players. With lively music, bright LED lighting and transparent side panels, Double Dribble ensures endless entertainment. Whether operated on redemption or for pure fun, it's a slam dunk for the UK market, where family-friendly attractions are in high demand.

A real crowd-pleaser is Win Fall Revolution, a prize game that has been taken to new heights. This game is designed to grab lots of attention as it is available in striking red, blue and yellow cabinets. Win Fall looks best as a set of three, creating a visual spectacle that will attract players from across the arcade. The transparent cabinet and rotating prize pedestal showcase all the

prizes up for grabs, making it almost impossible to resist.

The gameplay is simple as well. Players just need to time their button press to release the clip and drop a prize into the win zone. It's easy enough for all ages to enjoy, but with enough excitement to keep them coming back, which is essential in a market where operators are constantly competing for attention.

Of course, no arcade experience is complete without great prizes. Sega's recently launched new plush lines are already creating a buzz. First up, we've got the Bears in Disguises, featuring adorable characters like Connie Cobb and Murray Mushroom, who are having a blast playing dress-up in their quirky vegetable outfits. Then there's the Crossbody Friends, featuring cute characters like Freya Frog and Cody Cow, who double up as zip-up crossbody purses. These plush toys have been a hit, and operators love how quickly they draw players in.

Let's not forget the Tetris Plush collection either. With 2024 marking the game's 40th anniversary, these iconic Tetromino plush toys are perfect for adding a bit of retro fun to any venue.

The UK's entertainment scene is thriving and Sega Amusements International is committed to leading the charge. It is bringing exciting innovations to its UK customer. From immersive new games to cuddly toys and seamless cashless systems, Sega helps operators deliver unforgettable experiences that keep players returning.

The company will be showcasing its latest offerings at ACOS on October 22-23 at the ILEC Conference Centre, Earls Court, London, on booth 40.