

ICE plans DEAL unveiling

Redemption specialist ICE has a new basketball game ready for DEAL

It has been reasonably calculated that around 60 per cent of the bottom line in a modern FEC comes from ticket redemption machines.

Arguably the greatest exponent of that genre of amusement device is the Coppola family and their company, ICE. The company specialises in innovative, creative, imaginative, fun-filled, colourful, intriguing, competitive – all the adjectives – but at the bottom of it all, high earning games.

Director of international sales, Gene Brogowski, is the universally known frontman for the company and for years has travelled to some of the most unlikely places in search of new contacts and fresh lines of business. These days he is accompanied by the latest Coppola generation, Ryan, who is already exhibiting the same degree of passion for creative and entertaining games.

They will both be in Dubai, UAE, for the DEAL show this year, on the company's own booth and also on that of distributor Warehouse of Games.



Brogowski and Coppola will be flanked by two of their best technicians, Francois Mevs and Voicu Nicorici.

This high-ranking team acknowledges the importance of the region to ICE. Brogowski has travelled to virtually every country in the region where many operator-customers have become personal friends.

In Dubai's World Trade Centre, the team will present new game Double Dribble for the very first time, a new two-player basketball game with great attract mode credentials. "It has all the 'bells and whistles' that kids love," said Gene. "It has been earning wonderfully well at our test locations."

It will fit, he believes, into just about every type of FEC in the Middle East. "The region is an important target for us and as it develops with even more and larger multi-faceted venues, the redemption game will remain the king.

"Carnival games are the type that attracts families and that is our speciality. Our range of NBA basketball games are always popular and this new one fits the market perfectly and complements the line."

ICE has a long list of winners in the Middle East; games such as Deal or No Deal, Striker Pro, Monopoly Roll 'n' Go, NBA Hoops, NBA Gametime, Tons of Tickets, Down the Clown, Whack a Clown, Iceball FX, the list goes on and on. Brogowski would like to add to them another newcomer, World Football Pro, a new soccer game that he forecasts will provide another Middle East milestone.

As a keen observer of the market, Gene reckons that the business can close the chapter on the pandemic and its aftershocks. "We can move into a more stable future," he said. "Most operators are busy remodelling their stores or adding new locations with all the newly available mall space and logically, we have seen full recovery."

He sees many of the active exercise FEC locations opening up, focusing on trampolines



and climbing walls and augmenting them with redemption games.

And are the redemption games of the near future going to follow technological advances? "Interesting question; truly in the world of children and redemption games we represent the traditional gameplay activities which may use some new lighting and scoring technologies, but the basic skill game is fun for the full family to play together."

Beyond DEAL, ICE is looking forward to the main US domestic amusement machine event, Amusement Expo in Las Vegas – also this month. ICE will have another new game ready for that show, based upon American football. "It will have a truly amazing way to play with new style scoring.

Apart from that, the ICE schedule will take the team to the SEA show in Saudi Arabia in May with distributor Warehouse of Games and using it to show World Football Pro.

"Both DEAL and SEA have their strengths. DEAL is more international and can surprise us with visitors from all over the globe, while SEA is for the Saudi-centric community."

