



GEORGIA Amusement JOURNAL

Dedicated to serving the Georgia COAM industry
Endorsed by the Georgia Amusement and Music Operators Association
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Aug. 20-22 in Duluth

Expo offers full agenda for industry

By Paul Tash

Georgia Amusement Journal

The Southern Amusement & Entertainment Expo (SAEE) has it all – a tremendous trade show featuring the very latest in new COAM games and products, rare educational opportunities focusing on kiosk technology and new regulations, an awards banquet honoring the best in the business, and an immensely popular auction and casino night benefitting an awesome charity.



“SAEE offers so much for those in the COAM industry,” said Christina Kaiser, executive director of the Georgia Amusement and Music Operators

Association (GAMOA). “It is the leading coin-op trade show in the Southeastern United States. It really is a can’t-miss event.”

Set for the Gas South Convention Center Aug. 21-22 in Duluth, GA., the Expo’s trade show will be at full capacity.

“We don’t have any more booth space,” Kaiser said. “We have nine Diamond sponsors. That’s the most we’ve ever had. There’s been a lot of interest.”

People can register online at www.sae-

See EXPO Page 10

Primero on a roll



BARRY RUTHERFORD, CEO of Primero Games, discusses the company’s new

Zeus game recently at Primero’s new headquarters in Norcross. *Paul Tash photo*

Manufacturer in strategic growth mode

By Paul Tash

Georgia Amusement Journal

Primero Games continues to establish itself as one of the most influential and innovative gaming manufacturers, not just in the Georgia COAM market, but in the entire country.

Primero is in a strategic growth mode, developing and launching a tremendous number of new games this year, forming strategic alliances, solidifying current markets and entering new ones. The company now operates four development studios across the world,

and the Norcross-based company is keeping all of them hopping. Two of the studios are located in its new Norcross headquarters with one focusing on kiosk development and the other on game development. Another game studio is located in Drummondville, Quebec, and a fourth, called Storm Gaming Technologies, is located in Birmingham, England.

Primero, which is a leader in the Georgia COAM market, has another winner with its Joker Party game released in April. Primero CEO Barry Rutherford said the game “has

See PRIMERO Page 14



Jenka Lab launching products at Expo

Georgia Amusement Journal

Georgia-based gaming manufacturer Jenka Lab is going big with releases of several new products at this month’s Southern Amusement & Entertainment Expo in Duluth.

“We’ve been working very hard to get those products done,” said Chief Executive Officer Evgeny Bronnikov. “This is a big level up for our company and for our products. We spent significantly more time on them to improve the overall quality, especially graphics.”

Jenka Lab released its first games in the Georgia COAM market in 2020. Its signature products include the Aurora and Northern Light game suites. Bronnikov said Jenka Lab is launching three new products exclusively at the SAE Expo this year that will provide “a better experience” for players:

- Aurora XPerience – a skill-based nudge-game product with seven new games.
- Northern XPerience – a skill-based five-reel multi-

See JENKA Page 15



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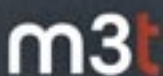
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GACS all set for convention

Georgia Amusement Journal

The Georgia Association of Convenience Stores (GACS) will host its 2024 Annual Convention Aug. 16-18 at the Omni Amelia Island Plantation in Amelia Island, FL.

Registration is still available at www.gacs.com/events. This year, convention-goers will see several changes to the agenda based on attendee feedback that will enhance their experience: a welcome reception on Thursday night, recreation



on Friday morning (when it's not so hot outside), musical entertainment after the awards dinner on Friday night, two legislative panels, a legislative recep-

tion – including special time set aside for Young Professionals with the legislators, a revamped beach party on Saturday, and a motivational speech on Sunday morning by professional speaker Tyler Enslin.

Now in its 51st year, GACS is continuing to celebrate with the theme “There’s No Place Like GACS!”

“GACS is a unique combination of fellowship, family and service to the industry, unlike any other organization in our state,” the convention brochure states. “Membership in GACS, with its advocacy platform, education and networking opportunities, and essential services, is becoming key to success in the convenience industry. There’s much to celebrate!”

The convention will not offer a formal teen/children's program this year. Should there be enough interest, GACS staff can assist in making arrangements for registered children.

Email the GACS office, admin@gacs.com, for more information.

Schedule of Events	
Thursday, August 15, 2024	
Time	Event
3:30 - 6:30 PM	GACS Registration Open
5:30 - 6:30 PM	Welcome Reception
9:30 - 12:30 AM	Hospitality Suite
Friday, August 16, 2024	
Time	Event
7:30 AM - 7:00 PM	GACS Registration Open
8:00 AM	Fishing Tournament
8:30 AM	Golf Tournament
10:00 AM - 2:00 PM	Table Top Set Up for Vendor Showcase
2:00 - 4:00 PM	GACS Board of Directors Meeting
2:00 - 3:00 PM	GACS Supplier Committee Meeting
3:00 PM	General Supplier Meeting (open to all GACS Supplier Members)
6:00 PM	Cocktail Reception
7:00 PM	Awards and Recognition Dinner/ Music Entertainment
9:30-12:30 AM	Hospitality Suite
Saturday, August 17, 2024	
Time	Event
7:00 AM - 7:00 PM	GACS Registration Open
7:30 AM	Breakfast and Education Sessions
8:00 - 9:30 AM	Speakers/ Education Tom Kloza, OPIS, <i>The Future of Fuel</i> Jeanne Amersen, Enmarket, <i>Marketing That Delivers Results</i> Jill Van Pelt, RaceTrac, <i>HR/ Employee Centric Culture</i> Stephanie Stuckey, Stuckeys, <i>Doing More With Less</i> Michelle Weckstein, SW Georgia Oil, <i>F&B Brands</i> Amy Wood, Friendly Express, <i>Designing the Next Gen C-Store Formats</i>
10:00 - 11:30 AM	Legislative Panel
11:30 AM - Noon	Association General Program
Noon - 1:30 PM	Lunch With the Vendors and Vendor Showcase
2:00 - 4:00 PM	Beach Party
5:30 - 6:15 PM	Young Professionals Reception with the Legislators
6:15 - 7:00 PM	Legislative Reception
7:00 - 9:00 PM	Legislative Dinner
9:00 PM	Hospitality Suite open until 12:30 AM
Sunday, August 18, 2024	
Time	Event
7:00 AM - Noon	GACS Registration Open
7:30 AM	Legislative Breakfast and Motivational Speaker
8:00 AM	Motivational Speaker Tyler Enslin
9:45 - 11:15 AM	Legislative Panel
11:15 AM	Closing Remarks
11:30 AM	Lunch "To Go"
<i>(Note: Silent Auction will close at 11:30 AM)</i>	

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Southern Amusement & Entertainment Expo

Gas South Convention Center
Duluth, GA - Booth 404
August 21-22, 2024

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Journal Opinion

Program to help ‘Energize Your Network’

Lori Schneider
AMOA Executive VP

AMOA’s On the Road program, this year titled “Powering Connections: Energize Your Network,” is set for Oct. 24-25 in Itasca, IL.

The popular event will provide presentations on a variety of timely industry-related topics, including:

- “Dominate Your Competition,” featuring keynote speaker Tony Leone, creator and CEO of Whole Brain Selling
- “Navigating the Interview,” moderated by long-time AMOA-Notre Dame program HR expert Bob Abel
- Diversify into Retail Sales
- High-Performing Arcades
- ... The Street Footprint
- What’s Hot in Redemption
- Optimizing Connectivity
- What’s New and How to

Get More Out of Your ATMs

AMOA’s On the Road program also features an area factory tour; legislative luncheon and election preview from AMOA legislative counsel Dentons Global Advisors; and the Associate Member Product Spotlight event.

Registration and specific



Lori Schneider

AMOA’s On the Road program also features a factory tour, legislative luncheon, and election preview from legislative counsel.

program details will be available in the coming weeks at amoa.com. The event will be held at the Westin Chicago Northwest. In addition, AMOA’s On Campus program will be held Oct. 24-26 at the same location.

Mark your calendars for

these other events sponsored by the AMOA.

Tech School lineup

The AMOA Regional Tech School is scheduled for two more locations for 2024:

- September – Denver, CO
- December – Orlando, FL

The one-and-a-half day school features tech sessions by both TouchTunes and AMI on the jukebox, as well as sessions on pinball, cranes, ATMs, payment systems and more. Be sure to visit amoa.com for a full synopsis on each tech session and registration information.

State Council meeting

Jan. 23-25, 2025
 Marriott San Antonio Riverwalk, San Antonio, TX



Amusement Expo

March 17-20, 2025
 Las Vegas
 Education Program – March 17-18, Westgate Las Vegas
 Trade Show – March 19-20, Las Vegas Convention Center, South Hall

For more information, visit www.amusementexpo.org. Be sure to engage with AMOA at www.amoa.com for details on these and many other AMOA programs.

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COAM calendar

— REPORTING DATES —

Aug. 20: Each monthly report should be submitted by Location License Holders in electronic format via the www.gacoam.com website as required by the GLC by the 20th of each following month.

— MEETINGS/OTHER —

Aug. 16-18: GACS Convention, Omni Plantation, Amelia Island, FL
Aug. 20-22: Southern Amusement & Entertainment Expo, Gas South Convention Center, Duluth
Oct. 7-10: Global Gaming Expo (G2E), Venetian Expo, Las Vegas

Write us

The Georgia Amusement Journal welcomes letters to the editor. Letters must include the writer’s name and address. The word limit is 300. Mail to Georgia Amusement Journal, P.O. Box 4307, Butte MT 59702, or you can email us at paul@tashcommunications.com. The Journal reserves the right not to print letters it finds objectionable.

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COAM board talks investigation, licensing

Inspector fired following bribery complaints

By Paul Tash

Georgia Amusement Journal

The COAM Advisory Board discussed a variety of topics in a quick but efficient meeting July 16 that included an update on the new multi-licensing process and concern about an investigation over a COAM inspector that led to his firing.

“I think that’s really, really unfortunate,” said Emily Dunn, board chair, regarding the inspector investigation. “I hope you can get to the bottom of this.”

John Heinen, COAM senior vice president, said when the Lottery discovered the potential seriousness of the complaints, it turned the investigation over immediately to the Georgia Bureau of Investigation (GBI).

“They really took the ball from there,” he said. “We are turning over anything they need to conduct their investigation, but it’s really up to them.”

The ongoing investigation in-

volves a complaint that a COAM compliance inspector took bribes from at least three stores to pass their inspections, the GBI has said. Michael Kessler Sr. was charged earlier this year with bribery for accepting three \$2,000 payments from Henry County locations.

“We took swift action,” Heinen said. “That person no longer works here.”

Dunn said she was concerned that the board “was not made aware” of the investigation. She also wanted assurance that inspectors “are all trained adequately and administering their job in a consistent manner.”

“If they’re not trained properly, they can do a lot of damage,” she said.

Lead COAM investigator Andrew Pippin responded with that assurance.

“I can tell you and the board that they are trained adequately,” he said. “They all come from backgrounds of federal law enforcement, state law enforcement and local law enforcement.”

He said the COAM inspection unit is “an incredible team,” but that “you really can’t foresee things that happen that way.” Some in-



Paul Tash photo

SHAWN FELLOWS, left, talks with Greg Woolard after the COAM Advisory Board meeting July 16 in Atlanta. Woolard is the newest member of the board and attended his first meeting.

spectors have 700 or 800 licenses that they’re responsible for, he said, “so we do put a lot of trust in our inspectors.”

“I think they do a great job,” he said.

Gretchen Corbin, president and CEO of the Georgia Lottery and a member of the COAM Advisory Board, said she “was very pleased with the action and response” from the COAM Division in handing the investigation immediately over to GBI.

The COAM Division handled the matter “efficiently and in the highest level of concern and professionalism.” Once the investigation is over, she said, she hoped to have a GBI representative provide the details to the COAM board.

“I appreciate your swift action and that you’re taking this seriously,” Dunn said.

Multi-year licensing

In other business, COAM Vice President Mike Parham said the multi-year licensing option that was part of sweeping COAM legislation that passed earlier this year has been incorporated into the Lottery’s online licensing system.

“It is a core change to our licensing system,” he said.

As of July 16, Parham said, 46 multi-year licensing applications have been received. Once the multi-year licensing process has been finalized, the Lottery will contact all multi-year applicants to provide details “of what the next steps” will be, when they will receive their updated license, and what to do with machine decals, he said.

“Decals will still need to be ordered each year,” he added.

Parham and his staff were rec-

ognized for their work in implementing the multi-year licensing process.

“I can’t say enough about Mike and how he took the bull by the horns on this multi-year licensing thing,” Heinen said. “Just a phenomenal job.”

COAM numbers

Heinen later provided the latest COAM statistics as of June 30, which is the end of the fiscal year. He said the Georgia market had 37,996 Class B COAMs in 6,856 locations.

“Those numbers were as high as they’ve ever been,” Heinen said. “They were up about 300 or so machines compared to last year, and up about 750 or so locations. Those numbers continue to grow every year.

Regarding the Lottery’s gift card program, Heinen said that as of June 30, \$94.9 million had been loaded onto about 352,000 gift cards in almost 3,000 locations.

“There’s a lot of gift cards out there,” he said.

The average gift card load is just over \$270, he said. Heinen added that the COAM Division is still asking master licensees to “get the word out” to locations that have been approved to use the gift card for redemption to do so.

“We still need to push locations that have the gift card to actually use the gift card,” he said. “That number is still under 50 percent.”

In other business, Heinen confirmed that the runner-up in April’s auction for a Class B master license has accepted the license after the winning bidder declined it. The new person, who paid \$2.5 million for the license, has been approved

(Continued on next page)

An advertisement for Bulldog Gaming gift cards. It features a hand holding a black gift card with the Bulldog Gaming logo and the text "WE'RE BETTER THAN EVER!". Below the card, there is a red box with white text that says "Partner with BULLDOG GAMING The new home for Tom's Amusement & Island Games". To the right of the box, there are images of slot machines and a kiosk. At the bottom, there is a red box with white text that says "Bulldog Gaming Offers Our Partners a Proprietary Gift Card Kiosk" and "Players can now redeem winnings onto a Gift Card!". At the very bottom, there is a red box with white text that says "Let us help you take your business to the next level, the right way!" and "Contact us today and see why we are experts in the Georgia Skill Gaming Industry! Call 678-928-7720 or visit us at www.BulldogGaming.com".

(Continued from previous page) and “is conducting business.”

Heinen said. Auction rules state that the winning bidder would get the opportunity to apply for a 2025 license during the 2025 licensing period.

In his report to board, Parham also provided some licensing statistics. The number of enabled licenses as of June 30, the end of the fiscal year, were:

- Class A master licenses – 282
- Class A location licenses – 2,223
- Class B master licenses – 198
- Class B location licenses – 7,222
- Manufacturers licenses – 34
- Distributors – 4

He added that renewal rate, as of the July 16 meeting date, for the 2025 licensing period was about 93 percent. The licensing period opened May 2. Parham noted that since the licensing period started, the COAM Division has sent “at

least weekly reminders” via email sent to current licensees to renew their license.

“We just inundate them with emails on a weekly basis,” he said.

Another communication effort that has been “very effective,” Parham said, are the emails to master licensees that include a list of their specific Class B locations that have not yet renewed for the current licensing year.

“The masters are very good at responding ... and communicating with their customers to make sure they get renewed,” he said.

Dunn complimented the COAM Division for those reminders.

“The masters do appreciate those emails,” she said. “It’s very proactive of you to do that, and it’s very helpful for us.”

Board member Shawn Fellows also commended Parham and his staff on the renewal reminders to master licensees, calling them “un-

believably valuable for us.”

“It’s a very effective tool,” he said, “so I appreciate it.”

Controller installations

Installation of new G2S site controllers that promise more functionality and less complications continues to progress, Parham said. As of July 16, 1,292 new site controllers had been installed in the field, he said.

The controller eliminates some of the cumbersome cabling that master licensees have had to deal with, including the problematic octopus cord. The new controllers have 10 designated ports to connect the machines directly to the controller. The controller also allows Intralot to provide some maintenance remotely, easing the need for technicians to visit locations as much. The controllers also come with software enhancements to improve functionality, regulators have said.

Improvement discussions

Heinen said the COAM Division and some COAM Advisory Board members have had “several meetings with Intralot,” the Georgia Lottery Corp.’s vendor that manages COAM infrastructure, to “brainstorm some areas of opportunity we can improve on operations and customer service.”

“I think it’s been a great discussion that we’ve had with Intralot and the industry,” Heinen said. “It’s really a good time to have that conversation.”

At the start of the meeting Heinen introduced Greg Woolard as the COAM Advisory Board’s newest member. Heinen said Woolard will bring “a wealth of knowledge” from the location side and the master side.

“I think he will be a great addition,” Heinen said.

“It’s good to be here,” Woolard said. “I’m excited about being here.”

Bad Dog adds account manager

Innovation leader and COAM gaming manufacturer Bad Dog Games recently announced the hire of Hunter Booker as a Georgia-based account manager.

Booker will serve existing master licensees assisting ongoing deployments, new product introductions, and general augmentation of business development lead Nia Lazard, a Bad Dog Games press release said.

“Introducing dedicated account management will allow Bad Dog to expand its well-received customer-centric approach,” it said.

Booker comes to Bad Dog from a large HR solutions firm, having successfully managed a portfolio of diverse customer sizes and needs. Booker excels in developing and fostering partnerships with executives and business leaders to grow topline revenue and bottom-line profits for his clients.

“The master license community has embraced Bad Dog and our innovative approach to the Georgia COAM market. This has brought tremendous growth and introduced a need for professional account management, for which Hunter is a perfect fit,” said COO Greg Hammond. “In a short time, he has already proven to be a tremendous resource for our business development lead Nia Lazard and our licensee partners.”

Booker is a native of Georgia, moving to the Atlanta metro area to attend and graduate from Georgia State University with a Bachelor of Business Administration and Management.











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NEW RELEASE

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Expo

from Page 1

expo.com through Aug. 18 for a discount. Onsite registration at full price will be available during the Expo.

The Expo allows attendees to see the latest in technology and offers operators and others a chance to compare products side-by-side, talk to manufacturers, and actually play the newest games available. The Expo show runs 10-5 on Wednesday, Aug. 21, and 10:30-2 on Thursday, Aug. 22.

The Expo will feature several new exhibitors this year, and attendees can expect several exhibitors to debut new products at the show. In addition, some will be offering special Expo pricing.

The trade show will feature several new events this year, including cash giveaways totaling \$7,000. All registered operators and their employees are eligible for the cash drawings to be held randomly during trade show hours on Thursday. Two drawings for \$500, one drawing for \$1,000, one for \$2,000 and another for \$3,000 will be held.

“You must be present to win,” Kaiser emphasized.

Another new event at the trade show will be a COAM tournament on Wednesday sponsored by Bad Dog Games (see related story on this page). In addition, several exhibitors will host open bars after 2 p.m. on Wednesday.

A “very-informative education day” is scheduled for Tuesday, Kaiser said.

The first session at 1 p.m. will feature Paul Jenson with Taft Law Firm, who will lead an interactive presentation on state gaming laws. The second session at 3 p.m. features a panel discussion on a variety of topics, including kiosks, player cards and COAM gift cards, TITO ticketing systems, and how best to implement this new technology into a distributed route business. AMOA Past President Sam Westgate will moderate the industry-driven discussion.

Kiosk technology is exploding in the COAM industry. Kaiser said four exhibitors at the trade show are showing only kiosks.

“If you want to know about the kiosks,” she said, “you need to come to the panel discussion on Tuesday.”

The SAEE will also feature an online silent auction, a live auction, a reception, the GAMOA Awards Banquet, and a charity casino night on Wednesday.

The GAMOA Awards Banquet will feature presentations of several awards: the Coin Operator of the Year Award, the Lifetime Achievement Award, and the Cutting Edge Award, which honors the developer of a top new product or service for the Georgia COAM market. In addition, Betson Enterprises and Goldfinger will present the Marshall Hartmann Technician of the Year Award at the dinner. The application for this award can be found at www.sae-expo.com. Manufacturers interested in vying for the Cutting Edge Award can contact Kaiser.

Following dinner will be the traditional live auction featuring donations from GAMOA's biggest sponsors and managed by spirited auctioneer and manufacturer Jonathon Culverhouse. Proceeds from the auction, always a highlight of the Expo, will benefit GAMOA and its mission to promote and serve the state's COAM industry.

The Ginger Foshee Casino Night following the banquet will again benefit Bert's Big Adventures, a non-profit organization that sends chronically and terminally ill children and their families to Disney World for a “magical” five-day vacation, all expenses paid. For more information on this organization, go to www.bertsbigadventure.com.

“We encourage everyone to play, have fun, and support a great cause,” Kaiser said.

A specialty drink will be available for casino-night players for free “until it runs out,” she added.

Players are encouraged to buy their chips online through the Expo website, www.sae-expo.com, or at the Bert's Big Adventure booth at the trade show. A ring-toss to win wine or spirits will also be available at the booth.


“All proceeds for all of that goes to Bert's Big Adventure,” Kaiser said.

The Ginger Foshee Casino Night is named in honor of the late wife of Butch Foshee, a former COAM operator in Georgia and past president of GAMOA.






2024 SOUTHERN AMUSEMENT & ENTERTAINMENT EXPO

Agenda



Time	Event	Location
Tuesday, August 20th		
8:00 am – 11:30 pm	Exhibitors Move in	GSD Hall A&B
1:00 pm – 2:30 pm	Kiosk/Player Card/TITO Systems <i>Moderated by AMOA Past President Sam Westgate</i>	GSD Magnolia A&B
3:00 pm - 4:30 pm	Gaming Legislative Update <i>Featuring Paul Jenson</i>	GSD Magnolia A&B
5:00 pm – 7:00 pm	Sponsor/Exhibitor Appreciation <i>Seminar Attendees Welcome</i>	Westin Amethyst Ballroom
Wednesday, August 21st		
10:00 am – 5:00 pm	Expo Open	GSD Hall A&B
5:30 pm – 8:00 pm	GAMOA Awards Banquet	Westin Jasper Ballroom
8:00 pm – 9:00 pm	Live Auction <i>Everyone Welcome</i>	Westin Jasper Ballroom
9:00 pm – 11:59 pm	Reception	Westin Jasper Foyer
9:00 pm – 11:59 pm	Ginger Foshee Casino Night <i>Benefiting Bert's Big Adventure</i> <i>Everyone Welcome</i> <i>Silent Auction ends</i>	Westin Jasper Foyer
Thursday, August 22nd		
10:30 am – 2:00 pm	Expo Open	GSD Hall A&B
11:00 am – 2:00 pm	Giveaways you don't want to miss Prizes valued up to \$5,000 <i>Operators only, you must be present to win</i>	GSD Hall A&B
2:00 pm – 3:30 pm	COAM Seminar <i>GA Lottery COAM Division & Intralot</i>	GSD TBD
3:30 pm - 4:00 pm	GAMOA Annual Business Meeting <i>GAMOA Members Only</i>	GSD TBD

Proudly Hosted By:

Bad Dog hosting COAM tournament

Bad Dog Games is hosting a COAM tournament Aug. 21 in Booth 201 at the Southern Amusement & Entertainment Expo. All registered attendees of the show, excluding other exhibitors, are eligible to play for free.

The tournament begins at 11 a.m., and one round per hour is scheduled with the last round at 4 p.m. Return to Booth 201 at 4:30 p.m. and watch the winners go for \$25,000! Here are the details:

- Contestants will play Bad Dog's latest game, Lucky Lil Piggy.
- Five 15-minute rounds are scheduled, and up to 12 players per round can compete.
- Each player will receive a player credit TITO ticket.
- The top earner of each round will play for a chance at the grand prize.

Expo attendees can register now for the tournament. and see if you can get a Lil Lucky. Contact Bad Dog sales at 855-522-3364 or sales@bad-doggames.com for more information or to register.



On Thursday, a presentation by the Georgia Lottery Corp. (GLC) COAM Division and Intralot is set for 2 p.m., followed by GAMOA's annual meeting at 3:30.

At press time, rooms were still available at the brand-new Westin Atlanta Gwinnet that adjoins the Gas South Convent Center, the Embassy Suites by Hilton (Atlanta NE Gwinnett Sugarloaf), and the Home2 Suites by Hilton.

The Southern Amusement & Entertainment Expo has become a regional show with attendees and exhibitors from all over the Southeast encouraged to attend. GAMOA is again hosting the event with two other organizations, the North Carolina Coin Operators Association and the North Carolina Citizens for Free Enterprise, a group of business owners and supporters working to create a fair skill-based game environment in North Carolina.

For more information, contact Kaiser at (770) 284-6593 or christina@sae-expo.com to register. Go to www.sae-expo.com for the full itinerary.

“Register today for SAEE,” Kaiser urged. “It will be an awesome show.”

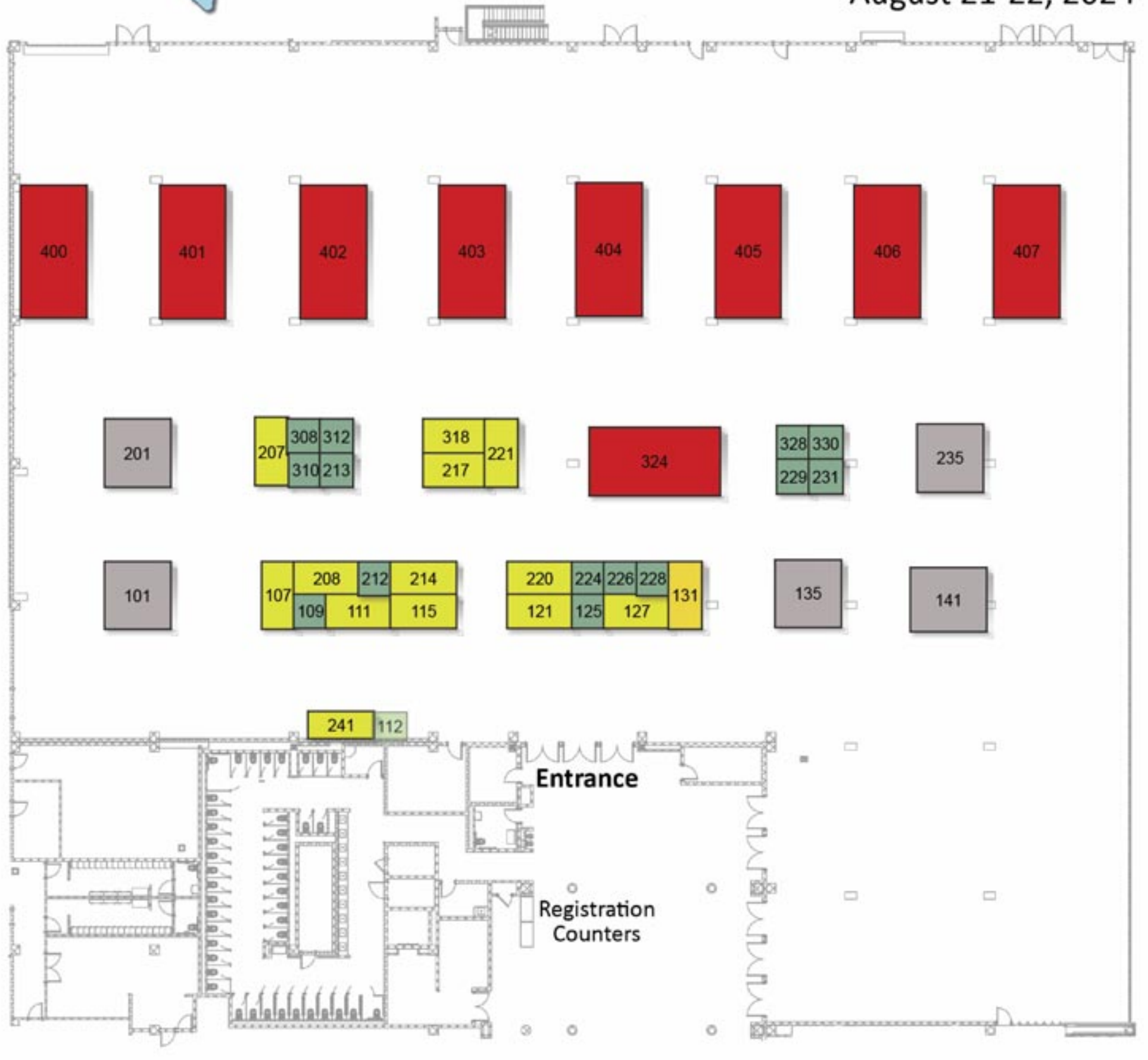


2024 Southern Amusement & Entertainment Expo

Gas South District – Halls AB

Duluth, Georgia

August 21-22, 2024



Exhibitor	Booth	Exhibitor	Booth	Exhibitor	Booth
4Leaf Technologies	241	CB Sales & Distributing	126	Moss Distributing	318
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Aristocrat	101	Fish Game Kings	403	Novomatic Americas	111
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Baton Lock & Hardware Co., Inc	310	Intuitive Financial Solutions	228	Southern Gaming Solutions	135
Betson	324	Ivey Promotions LLC	207	Toccata Gaming International,	220
Big Daddy Games, LLC	212	Jenka Lab LLC	406	Trustworkz	224
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C3 Gaming	401	Lock Dogs	231	Winners Marketing	400
Cadrex Gaming Solutions	214	Locking Systems	109	WTWireless	312

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Contact Rick Murphy for More Information:
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Visit us at the Southern Amusement & Entertainment Expo Aug. 21-22

Primero

been a hit with players and performs well over the Georgia daily average.” The dual-SAS game is one of several that Primero has released already this year.

“We’ve released a record breaking nine games year-to-date – all which are dual-SAS ready,” Rutherford said, “with more entertaining games coming.”

SAS is the protocol that allows Georgia’s amusement machines to communicate directly with the state’s central system, and that process requires a dedicated SAS port. Manufacturers can use a secondary SAS port to offer several features that benefit both player and operator through advanced gift-card kiosk systems.

Dual-SAS technology “is a game changer for Georgia’s COAM market,” Rutherford said, adding that the advanced kiosk systems allow players to redeem for gift cards themselves using TITO (ticket-in ticket-out) technology without the assistance of an attendant. The kiosks can also provide player tracking and player reward programs.

“Joker Party, along with Cadillac 1 and Cadillac 2, are some of our top-performing dual-SAS games,” Rutherford said. “We’re excited to be releasing Piggy Bank Deluxe, Winning Wheel and Disco Party to the Georgia market soon. All have proven to have tremendous player appeal and incredible performance in markets where they have been placed.”

Primero is also introducing a subscription-based content package for gaming operators that is a first in the Georgia market and one of the first in the entire country. The subscription content will be available on a brand-new game called Piggy Bank Deluxe, developed in Primero’s UK studio. The subscription package will be available in the fourth quarter of this year.

“This is a unique concept which adds tremendous value to the operator, the location and the player,” Rutherford said.

With the purchase of Piggy Bank Deluxe, operators receive eight games in the suite. In addition, he said, “they can subscribe to premium content.” The subscription content plan secures an additional title every two months that is delivered to the machine via the internet.

“It’s like a Netflix subscription,” Rutherford said. “It keeps it fresh for players, and the locations see new content every two months.”

Besides the potential for an enormous number of available games, Piggy Bank Deluxe and its



Photo courtesy of Primero Games

DAMON Westenhofer, creative lead for game development, demonstrates his artistic talents with designs for some of Primero’s new games. At right, employees work in Primero’s production facility at its new headquarters in Norcross.

subscription-based content provide other benefits, as well.

“As part of the subscription, operators will have access to an online portal to manage all of their games remotely,” he said.

Another new game Primero is excited about is Zeus, developed specifically for the first-in-market Nova Wings cabinet. The game will be featured prominently at the Southern Amusement & Entertainment Expo this month in Duluth. Zeus features two progressive wheel bonuses and three different interactive portrait monitors, creating an immersive gaming experience for players.

“The quality and innovation of Zeus on our Nova Wings cabinet is a must-see at the show,” Rutherford said. “Its casino-quality graphics and animations paired with the excitement of the progressive wheels creates anticipation and thrills for the player.”

In addition to all of its software upgrades, Primero has made significant strides in its cabinet design. The Nova series is the company’s “premier, luxury line,” Rutherford said. The company is also excited about its new Astro series.

“We’ve made a very slim-lined metal cabinet ... that’s built with the street operator in mind,” he said. “We wanted to meet the needs of our customers by offering them a high-quality image while maintaining affordability.”

The Astro cabinet fits 43-inch,

32-inch or dual-screen monitors and is lightweight and “easy to transport from location to location,” he added. It accepts any bill acceptor or printer.

“This is a cabinet I think is really going to fly,” Rutherford said.

Another Primero enhancement uses a Cubix monitor that allows legacy games that don’t have vertical screen capability to use a dual-screen monitor to physically appear to be a vertical screen.

“We’re excited to use this monitor for our older-style games that players still like to play,” he said. “It also gives operators the ability to get a few extra miles out of their MIG boards.”

One of the most exciting new products for Primero is a social gaming platform called Gold Rush City that allows players to play at home on their mobile phones via an app, play on a website or play in a location via a kiosk. Primero recently announced a strategic partnership with GiG, a world-class iGaming platform provider, to integrate their market leading online platform with Gold Rush City. Social gaming has grown about 85 percent in the United States during the last four years, and though not currently legal in Georgia, the product will go live in about a dozen states in October. Primero plans to offer it eventually in all 40 states that allow the game.

“It’s absolutely huge,” Rutherford said. “It’s where everything is

going.”

The Georgia Amusement Journal will have more on the social gaming product in its October issue.

Primero’s innovative backbone should come as no surprise. Primero’s owner is industry legend Mike Macke. Macke’s 40-plus years of experience include becoming one of the largest operators in the Southeast and extensive knowledge of game design and production. His roots in the industry date back to 1980, when the first company he was involved in created the hit countertop bar game Little Casino. He also founded Cadillac Jack, a company that transformed Class II gaming, and he brought the “nudge” concept to the US market. He also created a hand-count concept that allows the games to comply to the \$5 Rule. When Governor Roy Barnes shut the industry down years ago, Macke brought Nudge games to the market which helped save and rebuild the industry.

Following a recent tour of Primero’s 50,000 square-foot headquarters in Norcross, Macke said Primero has much more amusement innovation coming for Georgia and across the country.

“We’re pushing the Primero brand to new heights,” he said. “We’ve got the team to do it.”

“He’s been an incredible mentor,” Rutherford said of Macke. “This is a fun industry to be in.”



Paul Tash photo

Jenka

from Page 1

line version of its signature game.

- Arcade by Jenka Lab – an innovative Class B multigame arcade redemption machine.

The new Aurora XPerience and Northern XPerience now support LED animations controlled by game software, he said. The LED lights around a cabinet will change colors and animate based on what's going on in the game.

“As far as I know, this is unique to our market since all the other manufacturers use automatic/random LED controllers, which are not synchronized with the game software,” he said.

The Northern XPerience is a five-reel multi-payline version of the new skill games. Although the games look similar to Aurora XPerience, Bronnikov said. “the gameplay is totally different, providing a new layer of excitement.”

The Arcade by Jenka Lab is a completely unique product de-

signed for the COAM market.

“This is our vision of what skill-based gaming should be,” Bronnikov said.

The product includes six completely different arcade video games balanced for prize redemption and compliant to Class B technical standards, he said. The games offer the same winning experience as any other COAM products, he added, but “are super engaging and very fun to play.”

“We believe this concept will be very successful in all locations and we look forward to building more products like that in future,” Bronnikov said.

Jenka Lab is also introducing a new generation linked-progressive jackpot system.

“This system sup-

ports all Jenka Lab products released so far, including the new ones,” he said. “Operators can link multiple machines into the progressive controller to build the progressive faster.”

Jenka Lab games are distributed in Georgia by Ivey Promotions.



Evgeny Bronnikov

**COIN OPERATED AMUSEMENT MACHINE
LOCATION SWEEP AND MASTER PUSH CALENDAR**

JULY-DEC 2024

ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
28-Jul-24	03-Aug-24	07-Aug-24	13-Aug-24
04-Aug-24	10-Aug-24	14-Aug-24	20-Aug-24
11-Aug-24	17-Aug-24	21-Aug-24	27-Aug-24
18-Aug-24	24-Aug-24	28-Aug-24	04-Sep-24*
25-Aug-24	31-Aug-24	04-Sep-24	10-Sep-24
01-Sep-24	07-Sep-24	11-Sep-24	17-Sep-24
08-Sep-24	14-Sep-24	18-Sep-24	24-Sep-24
15-Sep-24	21-Sep-24	25-Sep-24	01-Oct-24
22-Sep-24	28-Sep-24	02-Oct-24	08-Oct-24
29-Sep-24	05-Oct-24	09-Oct-24	16-Oct-24*
06-Oct-24	12-Oct-24	16-Oct-24	22-Oct-24
13-Oct-24	19-Oct-24	23-Oct-24	29-Oct-24
20-Oct-24	26-Oct-24	30-Oct-24	05-Nov-24
27-Oct-24	02-Nov-24	06-Nov-24	13-Nov-24*
03-Nov-24	09-Nov-24	13-Nov-24	19-Nov-24
10-Nov-24	16-Nov-24	20-Nov-24	27-Nov-24*
17-Nov-24	23-Nov-24	27-Nov-24	03-Dec-24
24-Nov-24	30-Nov-24	04-Dec-24	10-Dec-24
01-Dec-24	07-Dec-24	11-Dec-24	17-Dec-24
08-Dec-24	14-Dec-24	18-Dec-24	24-Dec-24
15-Dec-24	21-Dec-24	26-Dec-24*	02-Jan-25*
22-Dec-24	28-Dec-24	02-Jan-25*	08-Jan-25*

*Indicates sweep or push date has been changed to accommodate holiday
Note: Holidays on a Thursday and Friday may delay the availability of the Location Period Accounting Report on the following Monday

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G2E returns to Venetian Expo Oct. 7-10

Registration is open for G2E 2024, gaming’s premier global event, scheduled for Oct. 7-10 at The Venetian Expo in Las Vegas.

"This year's expo will feature the latest advancements in the gaming industry alongside value-driving innovations to the expo itself, once again making G2E 2024 the platform for the global gaming industry to convene, connect, and get business done," said Korbi Carrison, G2E's event vice president at RX.

Supported by the Association of Gaming Equipment Manufacturers (AGEM), G2E 2024 will highlight the continued evolution of every aspect of the industry – from traditional and online gaming to digital payments and new technologies.

"G2E will both reflect gaming’s continued momentum and be the catalyst for further industry growth," said Maureen Beddis, American Gaming Association senior vice president. "We eagerly anticipate hosting the global gaming community in Las Vegas this October, where we'll spotlight the

games, solutions, and ideas that will shape gaming’s future and make G2E the industry’s can’t-miss event of the year."

G2E 2024 will reflect the industry’s growth with a wide range of offerings. More than 350 exhibitors and participating companies will show off

the latest gaming technologies and solutions from around the world, all in one place.

G2E’s 2024 education program will offer insights from gaming’s top leaders and experts, featuring more than 95 sessions and 300-plus speakers. Content partners for this year’s program include Global

Gaming Women, Indian Gaming Association, International Association of Gaming Advisors, NEXT.io, and more.

With featured show areas dedicated to bringing the gaming industry together, G2E offers an unparalleled opportunity to connect with your peers, find new business partners, and discover the latest technologies. Experience these featured areas and more at G2E:

iGAMING ZONE – Navigate the G2E show floor with ease and discover online gaming solutions in this designated area. Attendees can start in the iGaming Zone and then explore more iGaming technologies at other suppliers throughout the show floor.

THE LAB – As the launching pad for emerging trends for the entire gaming ecosystem, the evolved

destination formerly known as The Innovation Lab, will serve as a hub for thought leadership and networking opportunities that explore the future of gaming.

NETWORKING LOUNGE – Check out the expanded G2E Networking Lounge, featuring themed meetups and events for the G2E community to engage and connect.

NEW EXHIBITOR ZONE – The New Exhibitor Zone is a dedicated area for first and second time G2E exhibitors. This is the perfect area to check out new exhibitors to G2E that you haven’t been able to meet in year’s past.

G2E will donate \$25 of every all-access education pass purchased and \$50 for every booth sold to the International Center for Responsible Gaming (ICRG), G2E’s charitable partner. ICRG’s mission is to help individuals and families affected by gambling disorder and to prevent the onset of gambling problems through high-quality scientific research and evidence-based educational programming on gambling disorders and responsible gambling.



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Register to be one of the first to play Lucky 'Lil Piggy and a chance to win **\$25,000** at booth 201. All 2024 SAEI attendees' are eligible but slots are limited - contact our COAM team at 855-5-BADDOG or scan the QR Code and register now!



Retail Matters

Snickers kicks off AI ad campaign

Danielle Romano

Convenience Store News

Snickers launched a first-of-its-kind generative artificial intelligence (AI) campaign, marking a big step forward in the personalization of brand campaigns and cocreation with consumers, the company stated.

With the help of José Mourinho, one of the world's most renowned soccer managers, the campaign features an authorized AI clone of Mourinho, who will coach soccer fans out of the "Own Goal" mistakes they score this summer.

To create personalized videos of Mourinho for any fan submitting an "Own Goal," Snickers partnered with T&Pm and Helo, powered by ElevenLabs, Synclabs and Open AI GPT 4.0. The campaign sees eight separate stages in the AI pipeline create a unique "chain of thought" architecture, including safeguarding, to ensure consistently entertaining and brand-safe original content, helping each output to feel unique without relying on tem-

plated content.

Snickers also teamed up with Meta to integrate this bespoke AI-powered Mourinho with WhatsApp, an integration that allows consumers to bring their personalized interactions with the football manager into the communities and conversations they care about most.

No other AI-powered campaign has used the technology in this exact way before: trained to deeply mimic the personality of a major talent, to generate limitless pieces of original video content and designed to be shared to many, according to Mars Snacking.

"At Mars, we believe in building 'Brand Worlds' where iconic brands create remarkable experiences for their fans and communities inviting them to engage and cocreate together. Always at the

center of culture, always moving at the speed of technology," said Gülen Bengi, chief growth officer, Mars Snacking and lead chief marketing officer, Mars Inc. "Our first-of-its-kind Snickers campaign stands as a testament to this, delivering consumer cocreation and personalization at a scale that was

unimaginable until very recently, before GenAI became part of our toolbox.

"I'm very proud of our brand builders embracing possibilities, enhancing creativity and doing it responsibly. As we navigate this new frontier of AI-enhanced brand building, it's crucial that we keep a pioneering mindset tempered by caution, always putting safety and ethics first," she continued.

The campaign has been teased with social videos of the real Mourinho on his and Snickers' social channels during the Champions

League Final and in the build-up to the Euros. The tool, which is currently only available in the United Kingdom, went live on June 25.

"This campaign is indeed a special one. A great brand, an iconic coach and innovation at its heart – using AI to create mass-personalized entertainment in a way that has never been done before and could never have been done before – all made possible with [a] human intelligence team of over 70 people," said Toby Allen, chief creative officer at T&Pm.

Unlike typical soccer tournament sponsorships, this fan-centric approach uses fans to amplify the brand's message. The campaign is part of Mars Wrigley's strategy of putting personalization and fandom at the heart of its "world-building" strategy for Snickers. By involving fans in the cocreation process, the brand can develop a deeper relationship with consumers, driving exponential social sharing and conversation, Mars said.



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