



# Expo ‘all ready to go’

Show is Aug. 19-21  
in Duluth center

By Paul Tash  
Georgia Amusement Journal

A record number of trade show exhibitors, several new educational opportunities and the hugely popular awards banquet await attendees of the Southern Amusement & Entertainment Expo (SAEE) Aug. 19-21 at the Gas South Convention Center in Duluth, GA.

“We’re all ready to go,” said Christina Kaiser, executive director of the Georgia Amusement

and Music Operators Association (GAMOA), which is managing the Expo. “It’s going to be a great show.”

Kaiser encouraged those interested in attending the Expo to register online at [www.sae-expo.com](http://www.sae-expo.com) before Aug. 15. Online registration ends after that date, and although people can register at the Expo, “the price goes up at the door,” she said. In addition, no banquet tickets will be available after Aug. 15.



The Expo will feature several enhancements this year. The agenda will expand to include an extra education day to allow for seminars geared specifically toward Class A operators. Kaiser said organizers want to attract more Family Entertainment Center

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## Intralot implements service changes

By Paul Tash  
Georgia Amusement Journal

In response to a variety of complaints about inadequate service to the state’s COAM industry, Intralot representatives told the COAM Advisory Board July 15 that they have implemented several changes to resolve many of those problems.

One of the main complaints that surfaced during previous board meetings was poor performance by

call-center operators trying to troubleshoot problems for licensees and their technicians. Shayne Heap, Intralot’s senior service manager in Georgia, said the company has “created and implemented” a Technical Escalation Team at the call center. The team is composed of three of its “most experienced and technically advanced” operators that now handle the more difficult calls for “escalated” troubleshooting and resolution, he said.

“The results have been very positive over the last 30 days,” Heap said. “And our goal is to double the size of that team from three to six operators (in six months).”

Call center improvements are important because the volume of calls it receives has exploded from 4,538 in June 2024 to 7,926 in June 2025.

Heap also provided a “road map” for coming efforts to further

See BOARD Page 7



Paul Tash photo

EMILY DUNN, left, receives a framed commendation from Gretchen Corbin, Georgia Lottery president and CEO, July 15 in Atlanta.

### Dunn resigns, Yadav takes reins

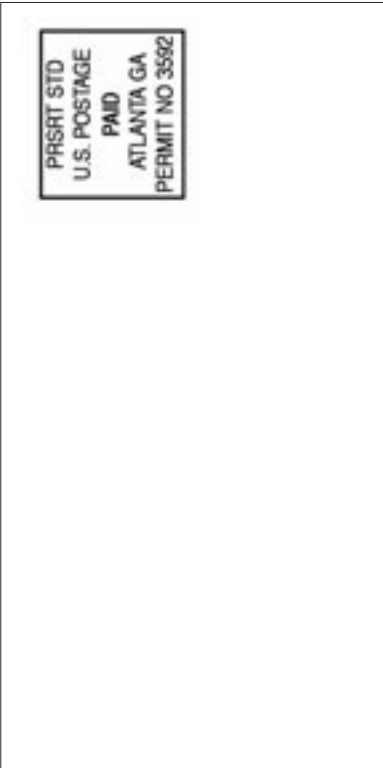
By Paul Tash, Georgia Amusement Journal

The COAM Advisory Board elected CB Yadav as chairman at a meeting last month to replace Emily Dunn, who has chaired the advisory group for five years.

Gretchen Corbin, president and CEO of the Georgia Lottery Corp., praised Dunn for her leadership before presenting her with a Georgia peach made of glass and a framed commendation from the Lottery.

“This is a great opportunity for all of us together to say thank you to

See LEADERSHIP Page 7





# THE WINNING TOUCH THAT'S AHEAD OF THE CURVE



A large, modern gaming machine with a wide screen displaying the 'Winning Touch Georgia' interface. The screen shows various game thumbnails including 'Cash Climb', 'Hot Hit Ignite!', 'Cash Eruption', 'Fiesta', 'Samurai 888', and 'Wild Life African Nights'. Above the main screen is a smaller display showing the 'Winning Touch Georgia' logo. The machine has a coin slot and a bill acceptor at the bottom.

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A stylized illustration featuring three characters. On the left is a woman in a blue and yellow outfit with a large, flowing blue mane. In the center is a roaring lion with a golden mane. On the right is a man in a blue and yellow outfit with a large, flowing blue mane, holding a lasso. The background is a solid red color.

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# JVL innovation is operator-focused

By Paul Tash

**Georgia Amusement Journal**

The motto of gaming manufacturer JVL is “We Take Our Games Seriously,” but it’s more than just a tagline.

Since entering the Georgia COAM market in 2021, the company has earned a strong reputation for delivering high-performing products that drive revenue and exceed operator expectations, said Felipe Miranda, senior sales executive. He said JVL’s success stems from a clear understanding of what operators truly need.

“We build machines that aren’t just reliable and efficient – they’re engineered for results,” Miranda said. “Everything we do is focused on maximizing uptime, optimizing gameplay, and delivering strong returns. Whether it’s SAS integration, TITO compliance, or payout structure, we bring it all together into one scalable, revenue-focused platform.”

JVL offers a robust lineup of COAM-certified cabinets and mixes. The Flex D27 dual-screen cabinets feature Georgia Peach Games 1, 2, and 3, while the Flex V43 vertical cabinet includes Georgia Peach Vertical 1 and the recently launched Diamond Link. Upcoming releases include Jackpot Rush and Georgia Peach Games 4.

“Each mix contains six carefully selected titles, all designed to balance volatility, regulatory compliance, and entertainment value,” Miranda said.

To keep players engaged, JVL has introduced advanced gameplay features like the new Nudge Highlight system, which draws attention to potential wins. The company has also optimized hands-limit tracking logic for AFT compliance and re-worked game pacing for smoother, faster gameplay.

“The improvements are subtle but effective,” Miranda said. “We’re seeing longer player sessions and better retention without overwhelming the user.”

**Self-service kiosk**

One of JVL’s most notable innovations is Flex-Pay, a self-service kiosk designed to support the industry’s shift toward cashless systems.

“Players can deposit cash, generate a secure QR ticket, and redeem their balance on a prepaid gift card,” Miranda said. “It’s fully compliant, intuitive, and requires no staff involvement.”

Working alongside Flex-Pay is Flex-Port, a compact device installed on any COAM machine that manages bill validation and cash-out functionality.



Paul Tash photo

**FELIPE MIRANDA**, senior sales executive for JVL, stands next to the gaming manufacturer’s Flex D27 dual-screen cabinets recently at the company’s facility in Lawrenceville, GA.

“It adds password protection, ensures secure data exchange, and tracks every part of the player session,” Miranda said. “Most importantly, it enables a fully cashless workflow without requiring operators to replace their existing machines.”

JVL’s ability to adapt quickly is exemplified by its fast response to Georgia’s TITO requirements.

“It wasn’t part of our initial plan for this market, but TITO is something we’ve done successfully elsewhere,” Miranda said. “We acted quickly, restructuring our software, implementing secure TITO and AFT handling, and optimizing our SAS game tables. The goal wasn’t just to meet compli-

ance – it was to deliver a stronger product.”

**The road ahead**

Looking forward, JVL is committed to continuous improvement and innovation.

“We’re not just meeting requirements,” Miranda said. “We’re focused on elevating game engagement, operational flow, and serviceability. Our roadmap includes deeper Flex-Port integration, improved troubleshooting tools, and new gameplay mechanics that are both compliant and fun to play. Georgia is one of the most demanding markets, and we thrive on that challenge.”

JVL is also investing heavily in transactional products – technologies that simplify how players interact with machines and venues.

“This isn’t a side project,” Miranda says. “It’s a core part of our roadmap. By 2026, we’ll be supporting operators with scalable, reliable, and fully compliant transactional tools.”

As Miranda puts it, success means anticipating where the industry is headed.

“We’re building not just one product, but a complete ecosystem of solutions that solve real operational challenges and enhance the player experience. That’s the future we’re working toward.”



# Journal Opinion

## Tax-reform revisions good for business

**Lori Schneider,**  
**AMOA Executive Director**  
After lobbying for tax reform in favor of small business during its June DC Fly-In, AMOA was pleased to see the favorable revisions made to the final bill signed by the president in early July.

AMOA encourages members to connect with their professional tax advisor/accountant to review the new tax laws and what they mean for your business.

AMOA has also been advocating for the preservation of cash and payment choice. AMOA would specifically like to commend Sen. Kevin Cramer (R-ND) and Sen. John Fetterman (D-PA) for introducing a bipartisan bill, the Payment Choice Act, supporting these efforts. AMOA urges all members to contact their senator and ask them to support this vital piece of legislation, so we can move it across the line and into law this Congress.

AMOA's next Washington, D.C., visit is slated for October, when we will continue our efforts on the "debanking" issue and the extreme overreach it continues to place on members. Of course, we continue to keep an eye on tariffs and any other



Lori Schneider

AMOA encourages members to connect with their accountant or tax advisor to review the new tax laws.



legislation impacting small business.

### Optimize your future

AMOA's On the Road program will be held Oct. 22-23 at the Westin Chicago Northwest in Itasca, IL, and will feature keynote presenter Tony Leone of The Constance Group.

On the Road seminars will help:

- Optimize your portfolio by creating a backup plan.
- Optimize your music and game apps.
- Apply AI to optimize efficiency in your business.
- Optimize risk management with cyber security best practices.

Also planned are industry round tables to optimize your bottom line.

This year's program also features a factory tour to Arachnid 360, legislative luncheon and update from Washington from AMOA legislative counsel, and the Associate Member Product Spotlight event. Program details are available at [amoa.com](http://amoa.com).

The AMOA On Campus Program runs in conjunction with the On the Road event. On Campus features all of the above sessions plus two more seminars – one that discusses wage and hour law and another that helps "identify and cultivate talent for a lasting legacy."

### Save the date!

#### AMOA On Campus Program

Oct. 22-24, 2025  
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#### AMOA on the Road Program

Oct. 22-23, 2025  
Westin Chicago Northwest  
Itasca, IL

#### AMOA State Council Meeting

Jan. 28-30, 2026  
Orlando, FL

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Paul Tash paul@tashcommunications.com (406) 491-0100

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#### Georgia Amusement Journal Business and News Office:

P.O. Box 4307, Butte, MT 59702  
• TEL: 406-491-0100 • E-MAIL: paul@tashcommunications.com

Paul Tash, *Editor/Publisher*  
paul@tashcommunications.com  
Phone: 406-491-0100

Ad Production • paul@tashcommunications.com

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## COAM calendar

**Oct. 20:** Gross retail receipts for July, August and September are due. The gross retail receipts must be submitted electronically through the COAM website at [www.gacoam.com](http://www.gacoam.com). Failure to report on time may result in penalties.

### — MEETINGS/OTHER —

**Aug. 15-17:** GACS Convention, Omni Plantation, Amelia Island, FL

**Aug. 19-21:** Southern Amusement & Entertainment Expo, Gas South Convention Center, Duluth, GA

**Oct. 6-9:** G2E, Sands Expo Convention Center, 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 the Georgia Amusement Journal, P.O. Box 4307, Butte MT 59702, or email us at paul@tashcommunications.com. The Journal reserves the right not to print letters it finds objectionable.

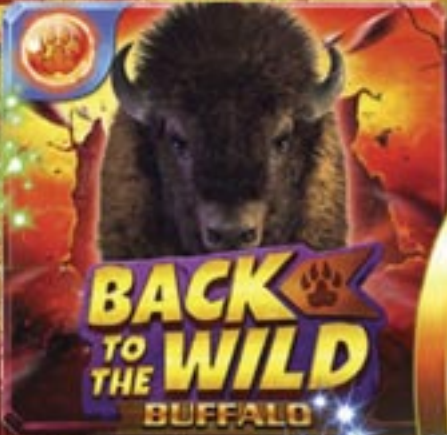


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Board

Leadership

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from Page 1

improve operations. The three-month plan to enhance service includes:

- Evaluating the size of the “field services team” and increasing the number of field technicians from 16 to 20 to cover retail expansion statewide.
- Increasing base salaries across the board to attract better employee candidates.
- Expanding hotline staff from 17 to 25 with additional staff to cover peaks and call outs.

The six-month plan to enhance service includes:

- Installing new routing software to better allocate technicians to open calls and appointments.
- Doubling the size of the Technical Escalation Team from three to six operators.
- Launching the new “8x8” call center tool that will provide call-back and survey options.
- Reviewing by an external source all documentation, procedures and processes to identify “any holes or weaknesses.”

**Intralot, which** manages lottery products and services, including COAMs, for the Georgia Lottery Corp. (GLC), also has ad-

Emily,” Corbin said. “You’ve done an incredible job of facilitating ... the discussions of this advisory board.”

Dunn, an original member of the COAM Advisory Board created in 2013, said it’s been “an honor and a privilege” to serve.

“I’ve enjoyed this board,” she said. “I appreciate the cooperation that all the board members have shown throughout the years.”

In addition to choosing Yadav as chairman at the July 15 meeting, the board also elected Shawn Fellows as vice chairman and Greg Woolard as secretary.

dressed other issues that surfaced during the March meeting of the COAM Advisory Board, Heap said. In the last few months, he said, Intralot has:

- Released a software update for site controllers that corrected a problem regarding controllers disabling games. That remote update is complete, Heap said, and has resolved the problem.
- Hired a full-time employee to help conduct financial audits to clear a processing backlog. It also



CB YADAV

contracted with an outside audit team for five months to expedite the backlog clearance. The actions have provided a “significant improvement” in the auditing process, Heap said, and Intralot now expects the audit process to take less than 10 days.

- Launched an online appointment request system for Master License Holders (MLHs) to improve communication with master licensees regarding service appointments. The online request form can

be submitted to secure appointments for a variety of services, including new installs, changes of owner, site controller migrations, and several others. Heap said the online appointment request system will first acknowledge the request for service, then send an automated email stating the time and date for the service and contact information of the technician handling the service call.

The system will “help streamline operations” for both master licensees and Intralot, Heap said, “and just improve the communication with everyone.”

“We will continue to look for ways to refine that process,” he said, “to make us more efficient and more effective.”

Emily Dunn, who resigned as chair of the board at the July 15 meeting (see related story on Page 1), said she appreciates Intralot’s efforts.

“The Lottery has really responded to us,” she said. “You’re making progress.”

She added that continued improvements in service will be expected because “it really affects our day-to-day operations.”

**Record numbers**

Earlier in the meeting, John Heinen, COAM senior vice president

**(Continued on next page)**

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(Continued from previous page) dent, provided “some great news” as he shared the latest COAM statistics as of June 30, the end of the 2025 fiscal year.

“We’ve had a record year,” he said. “Revenues keep climbing.”

He reported that the Georgia market enjoyed a record number of machines and locations at the end of the fourth quarter FY25 – 41,216 Class B COAMs in 7,372 locations, compared to about 38,000 machines in 6,800 locations at the same time last year.

“Those number continue to climb,” he said.

He said the COAM industry enjoyed its third-highest revenue month ever this past May when it earned about \$140 million in net revenue.

“The growth continues to amaze us all,” he said, adding that the first few weeks of July were trending higher, as well.

In his report to the board, COAM Vice President Mike Parham provided some licensing statistics. The number of enabled licenses as of June 30 were:

- Class A master licenses – 296
- Class A location licenses – 2,303
- Class B master licenses – 198
- Class B location licenses – 7,681
- Manufacturers licenses – 35



**SHAYNE HEAP**, Intralot’s senior service manager in Georgia, provides an operation update to the COAM Advisory board July 15 in Atlanta.

• Distributors – 6

He noted that 97 percent of Class B COAM licensees had renewed by June 30. Helping that renewal effort, he added, was a mid-June email sent to MLHs listing their locations that had not renewed yet. Master licensees then were able to notify those locations directly to remind them to renew.

“That seems to be very effective,” he said,

Parham also said that installa-

tion continues of new G2S site controllers that promise more functionality and fewer complications. As of July 7, Intralot had completed migration to new site controllers in 6,070 locations, he said, adding that about 1,287 locations remained to be upgraded.

Parham said the GLC is still working to update the online licensing system to handle the multi-year licensing option that was part of sweeping COAM legislation that

passed the 2024 General Assembly. The software development project has been extensive, he said, and the COAM Division wants to ensure the new system does what the new law requires.

In another report to the board, COAM’s lead investigator Andrew Pippin said his office conducted 8,860 inspections in FY25, wrote 342 citations, and issued 1,191 warnings.

“We still try to educate before we cite,” he said.

In addition, the Georgia Sheriff’s Association conducted an additional 1,600 inspections on behalf of the COAM Division.

Pippen also said a COAM call hotline received 656 complaints regarding cash-payout violations last fiscal year, 81 complaints regarding machine malfunctions, and 28 complaints about retailers not paying out prizes. He said the 28 complaints about non-payment of prizes is sharply lower than the previous year’s 100 complaints, and he commended licensees and inspectors for working together to ensure retailers pay out the prizes.

He also encouraged master licensees to make themselves available for players to call if they have a problem “to make sure when they leave these games, they’re happy.”

No date has been set for the next COAM Advisory Board meeting.

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‘Efficiency and reliability’

# GeWeTe has ‘the perfect solution’

By Paul Tash  
Georgia Amusement Journal

The growing and evolving COAM market in Georgia has attracted several high-end suppliers of products to serve the industry, particularly when it comes to redemption solutions.

GeWeTe, part of the Merkur.com Group, provides money exchange machines, redemption kiosks, automated pay stations, ticket machines and deposit systems in Georgia.

“We have the perfect solution for you, no matter the application,” said François Rémy, North America sales director for the company. “All hardware and software developments are carried out in-house, so GeWeTe can adapt and create solutions to match individual customer requirements.”

GeWeTe’s wide product range include card redemption kiosks, Cash Center Slim Card kiosks and Cash Center Smart Card kiosks, which offer “perfect solutions for our customers and operators in Georgia with COAMs,” he said.

“We are fully integrated with a card payment solution through our partner Link4Pay,” Rémy added. “The players can purchase a TITO ticket using a card payment and winnings that can be sent back to the same card used for the initial purchase, without having to use an e-wallet. This reduces the cost of operating the solutions without having an additional intermediary.”

Rémy said the company’s “reputation for efficiency and reliability” has enabled it to integrate hundreds of management systems with its open interface and to install over 60,000 systems worldwide. The success of GeWeTe cash handling solutions is evident in the company’s home market of Germany, where it commands over 70 percent market share in “a very competitive environment,” he said.

“Over the past six years, we’ve also experienced great success with our systems in several states in the U.S.,” Rémy added.

GeWeTe has amassed a wealth of experience throughout more than 32 years in the cash handling and ticket redemption sector, and Rémy said the company is looking forward to visiting with licensees at the Southern Amusement & Entertainment Expo this month.

“We will be showing the latest applications from our extensive range, including solutions for TITO, cashless, card systems and bank card solutions.”



ARISTIDIS TSIKOURAS, left, CEO of GeWeTe, and François Rémy, North America sales director for the company, discuss COAM solutions with a licensee at a GAMOA meeting in May.



**KIOSK SOLUTIONS** from GeWeTe include the Cash Center Smart Card kiosk, above, the Cash Center Slim Card kiosk, middle, and the redemption kiosk, right, launched in the Georgia market a few months ago.





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# IFS banking on quality, service

*All kiosks and POS systems plug-and-play*

**By Paul Tash**  
**Georgia Amusement Journal**  
Intuitive Financial Solutions (IFS) is banking on its “commitment to quality and service” and “comprehensive solutions” to grow its market position in Georgia, the COAM fulfillment company told the Georgia Amusement Journal recently.

“No other InComm reseller, kiosk manufacturer, or accounting aggregator can provide the comprehensive solutions we offer,” said Bob Perez, president and CEO of IFS. “Additionally, we uniquely take on the risk of collecting gift card activations from merchants, which is crucial for resolving kiosk and POS discrepancies and for a reliable partnership.”

All of the company’s kiosks and POS systems (see them below) are plug-and-play, Perez added.

“When you receive an IFS kiosk or POS system, it’s ready for immediate use with the support you need,” he said. “We manage the location contracts and set daily fraud limits, handling all the necessary backend work so that operators (MLHs) don’t have to.”

IFS provides a variety of equipment and services to ensure “end-to-end solutions for gift card activations and collections,” Perez said. Those include kiosks that support player card systems, TITO



systems, and pulse systems. The company offers COAM gift card redemption for kiosks, POS systems, and through its proprietary IFS mobile app. Perez said the company recently integrated Jenka Labs’ Class A games, allowing games to be loaded from the IFS mobile app and redeemed directly back to the app.

The IFS app provides the user with a digital player card and an echo zone of cashless products and services, including the ability to activate the COAM Prize Pay Mastercard gift card right from a mobile phone. The app is available on Google Play and the Apple App Store.

Another IFS feature allows players to monitor their Prize Pay gift card balances on IFS player card kiosks or POS systems. Additionally, a Prize Pay gift card “back-to-player card points” fea-

ture is available for use with IFS kiosks. Within 60 days, this function will be available for IFS TITO kiosks as well, Perez said, adding that the feature for pulse-system kiosks is still in development.

In addition, IFS offers POS fraud protection for player cards and pulse systems from the IFS POS. Perez said IFS works closely with the TITO, pulse, and player card systems and manages all programming with each respective supplier, while constantly monitoring its kiosks in the field in real-time, “to help operators resolve issues promptly when a kiosk needs servicing,” he said.

Though it debuted in the Georgia market in mid-2024, IFS already provides over 250 kiosks and 200 POS systems in the market, while working with 40 master licensees and 450 location licensees.

“Our clients consistently praise

our business and customer support,” Perez said, “and our commitment to quality and service is to provide the highest level of support to our operators and merchant accounts. Our goal is to offer master licensees the solution that best fits their business model and help develop bespoke solutions as requested. At IFS, our motto is to answer the ‘what-ifs.’”

IFS will be launching the Prize Pay MasterCard COAM Digital Gift card at the Southern Amusement Entertainment Expo trade event in August. The first 100 master licensees who visit the IFS booth 505 will receive a complimentary \$5 Prize Pay MasterCard digital card, which will be emailed to them in real time. The licensee can then follow the steps to load his or her mobile wallet and review the seamless process for consumers.



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# Expo

from Page 1

(FEC) folks and other amusement operators to the Expo and hope the three seminars on Wednesday afternoon will do so.

Several other seminars for Class B operators, suppliers and other interested people are planned for Tuesday afternoon. In addition, a presentation by the Georgia Lottery Corp.’s COAM Division and Intralot takes place Thursday afternoon to close the Expo.

The Expo itself runs Wednesday 10 a.m. to 5 p.m. and Thursday 10:30 to 2. 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 footprint is expanding again this year and will occupy both halls C and D in the Gas South Convention Center.

“The interest in the Expo is continues to grow,” she said. “This will be our largest show ever.”

The venue’s cafeteria will be open throughout the Expo and available for a full meal or a quick bite, offering everything from freshly made pizzas and hamburgers to fruit and chips. The cowboy pizza, featuring BBQ sauce and brisket, comes highly recommended.

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

The event will also feature a live auction, a reception, the GAMOA Awards Banquet, and a charity casino night on Wednesday at the Westin. The casino night, sponsored by Skyline Unlimited and Novomatic this year, 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.

“We hope everyone stays after the banquet to play, have fun, and support a great cause,” Kaiser said.

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, 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](http://www.sae-expo.com). Manufacturers interested in vying for



## 2025 SOUTHERN AMUSEMENT & ENTERTAINMENT EXPO



### Tuesday, Aug. 19 – Skill Gaming seminar agenda

1:00 pm – 2:00 pm	Georgia Local Ordinances Speaker <i>Les Schneider</i>	GSD Magnolia BC
1:00 pm – 2:00 pm	How to Strengthen Your State Association <i>Moderated by AMOA Past President Sam Westgate</i>	GSD Magnolia A
2:15 pm – 3:15 pm	Grow Profits Through Process Automation, Artificial Intelligence and Dashboarding <i>Mark Shivers &amp; Tim Flemming Ignite IPA</i>	GSD Magnolia BC
3:30 pm - 5:00 pm	Gaming Legislative Update <i>Featuring Paul T. Jenson</i>	GSD Magnolia BC
5:00 pm – 7:00 pm	Sponsor/Exhibitor Appreciation <i>Seminar Attendees Welcome</i>	Westin Amethyst Ballr

### Wednesday, Aug. 20 – FEC seminar agenda

10:00 am – 5:00 pm	Expo Open	GSD Hall CD
1:00 pm – 2:00 pm	Getting the Most Out of Your Cranes, Crane Rooms, & Redemption Counters <i>David Kochan &amp; Brian Crook</i>	Peachtree A
1:00 pm – 2:30 pm	Digital Jukebox Tech Session <i>with AMI Entertainment</i>	Peachtree B
2:15 pm – 3:15 pm	Boost your FECs Social Game <i>Taylor McGlamery, Trustworkz</i>	Peachtree A
3:00 pm - 4:30 pm	Digital Jukebox Tech Session <i>with TouchTunes</i>	Peachtree B

### Wednesday, Aug. 20 – General agenda

10:00 am – 5:00 pm	Expo Open	GSD Hall A&B
5:00 pm – 6:00 pm	Reception	Westin Jasper Foyer
6:00 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	Ginger Foshee Casino Night <i>Benefiting Bert's Big Adventure</i> <i>Everyone Welcome</i> <i>Silent Auction ends</i>	Westin Jasper Ballroom

### Thursday, Aug. 21 – General agenda

10:30 am – 2:00 pm	Expo Open	GSD Hall A&B
10:00 am – 12:00 pm	Tech Training with Intralot	
2:00 pm – 3:30 pm	COAM Seminar <i>GA Lottery COAM Division &amp; Intralot</i>	GSD Magnolia A&B

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 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.

A silent auction will also be conducted entirely online (access



via QR code at left) and will start a week or so before the Expo.

“Keep watching up to the day of the show,” Kaiser said. “New items will be added continually.”

Another fundraiser this year, which will replace the traditional raffle, involves a game called Dyn-O-Mite, hosted by Jimmie “JJ” Walker, the well-known comedian and star of the 1970s sitcom “Good Times.” Players can win anything from t-shirts to trips. Walker has

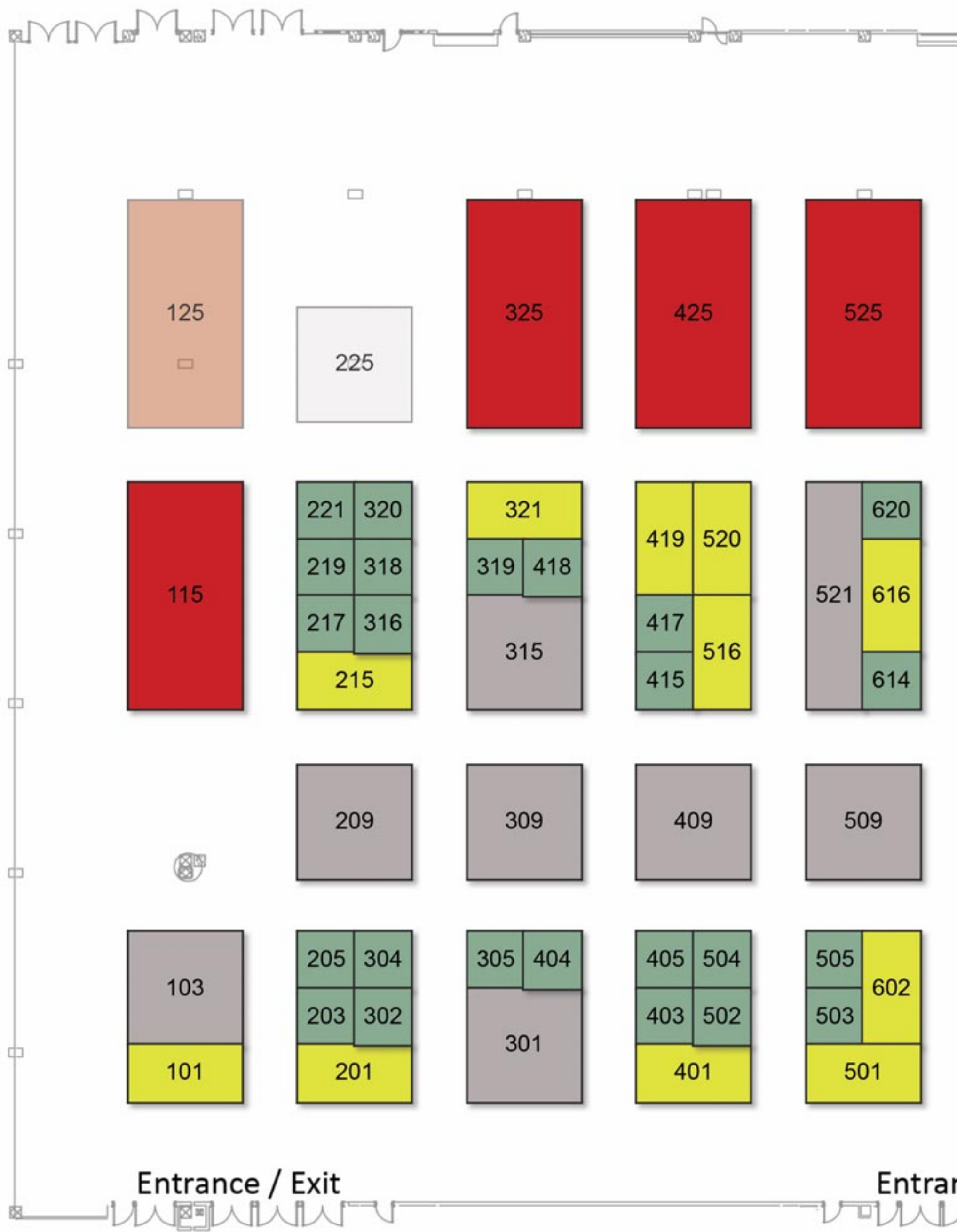
appeared at past Expos in the Lock-dogs exhibition booth.

GAMOA is again hosting the event with the North Carolina Coin Operators Association. For more information, contact Kaiser at (770) 284-6593 or [christina@sae-expo.com](mailto:christina@sae-expo.com).

“We invite everyone to join us and see why so many have chosen the SAEE as their place to connect with the amusement and entertainment industry in the South,” Kaiser said. “We are building on what already is the leading coin-op trade show in the Southeastern United States.”

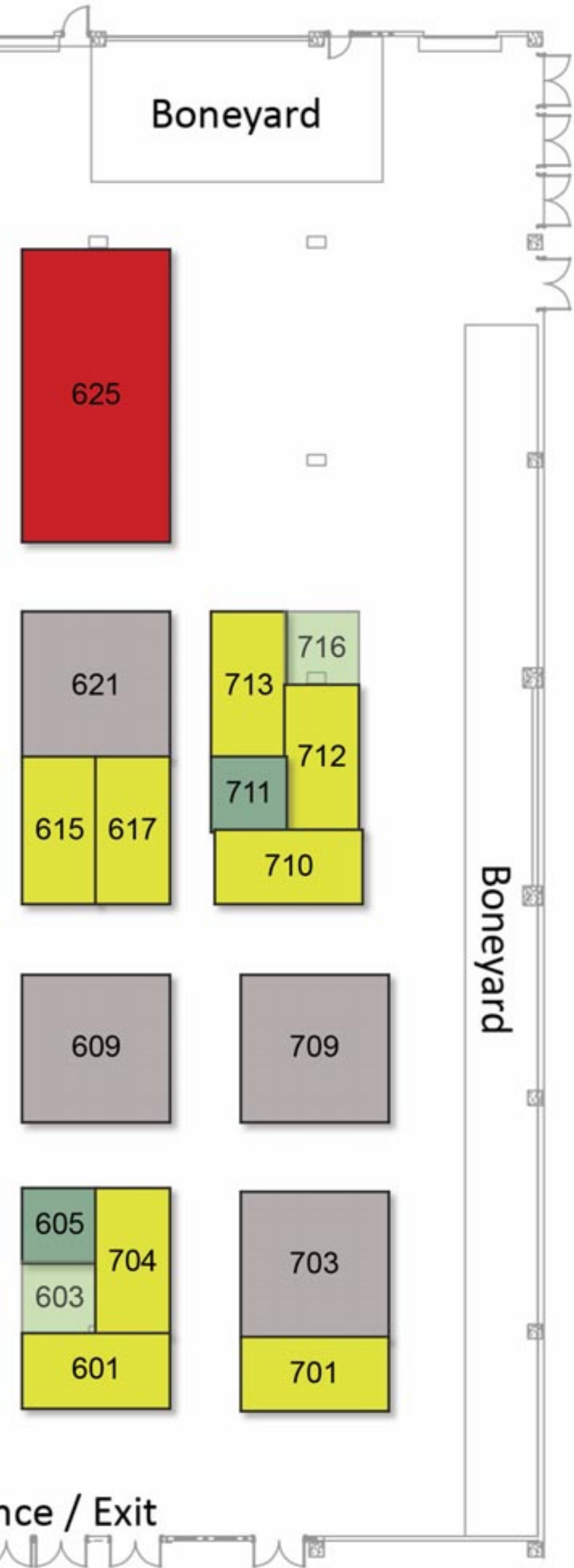


# 2025 Southern Amusement & Entertainment Trade Show floor





# Amusement Expo



Exhibitor	Booth
8Line Source	601
Aristocrat Gaming	709
AstroSystems, Inc.	418
ATi	209
AXES.ai	525
Bad Dog Games, LLC	309
Banilla Games	625
Baton Lock & Hardware Co., Inc.	217
Betson Imperial Parts & Service	521
Betson Southeast	520
Big Daddy Games, LLC	616
Blue Steel Kiosk/Pandora Rewards	509
Bravery Gaming	115
C3 Gaming	325
Cadrex Gaming Solutions	419
Cantaloupe Inc.	403
Cardinal State Distributors	301
CB SALES & DISTRIBUTING	503
EasyLinx	602
GameBox Builders	615
Gaming Solutions Corporation	305
GeWeTe	501
Gold Dragon Inc.	712
Goldfinger Inc	621
Ignite	219
InComm Payments	221
Innovative Technology Americas	201
Intercard	417
Intralot	316
Intuitive Financial Solutions	505
Ivey Promotions LLC	321
Jenka Lab LLC	425
JK Coin	101
JVL SYSTEMS INC	703
Light & Wonder	516
Lockdogs	304
Locking Systems International, INC.	319
Metro Distributors	504
MOBILEMONEY	405
Moss Distributing	711
NANOPTIX INC	203
NextGen Gaming	318
Patriot Gaming & Electronics	302
Peach State Distributing Company	710
Prestige Gaming/Fish Game Kings	609
Pyramid Technologies, Inc.	614
Quixant	205
Ringos	502
Ryken Security	215
SGK	704
Skyline Unlimited/Novomatic Americas	315
SMART Software	401
Southern Gaming Solutions	103
Sureway Gaming	605
Toccata Gaming International, LLC	617
TrustWorkz	620
VSR Industries	701
WinSystems	713
World Plush, Inc.	320
WTIwireless	415



# GACS to meet Aug. 14-17 at Amelia Island

**Georgia Amusement Journal**  
The Georgia Association of Convenience Stores (GACS) will host its 2025 Annual Meeting and Convention Aug. 14-17 at the Omni Amelia Island Plantation in Amelia Island, FL.

With a theme titled “GACS Fables & the Ten Minute Tales,” the convention will feature member stories woven throughout the entire convention program, the organization said in its convention brochure. Additionally, “five very familiar faces” will share their specific stories during the Saturday morning education session “in a new and lively” 10-minute format. Those five are Britt Davidson of Parker’s Kitchen, Samantha Gause of Inland Stores, Michael Junk of QuikTrip, Sagar Patel of Susie Q’s, and KC Kingsbury from the National Association of Convenience Stores.

“GACS is a unique combination of fellowship, family and service to the industry, unlike no other organization in our state,” the brochure said. “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 – starting with you, our valued members.”

The agenda includes 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, a legislative panel, a legislative reception, a revamped beach party on Saturday, and motivational speaker Kyle Vowinkel of Elite Mindsets on Saturday “who just might knock your socks off,” the brochure said.

The recreation options on Friday include a fishing tournament and a golf tournament. The awards banquet Friday night honors those members whose contributions have helped shape the GACS organization: GACS sponsors, supplier of the year, the Brittany Schmeelk Scholarship winner, new board of

Schedule of Events	
Thursday, August 14, 2025	
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 15, 2025	
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 16, 2025	
Time	Event
7:00 AM - 7:00 PM	GACS Registration Open
7:30 AM	Breakfast and Education Sessions
	Speakers/ Education
8:00 - 9:00 AM	Kyle Vowinkel: <i>Leadership</i>
9:05 - 10:05 AM	<i>Your Peers, Their Stories:</i> Five Speakers, 10 Slides in 10 Minutes Britt Davidson, Parker’s Kitchen: <i>Loss Prevention</i> Samantha Gause, Inland Stores: <i>Customer Engagement</i> Michael Junk, QuikTrip: <i>Public Affairs</i> KC Kingsbury, NACS: <i>State of the Industry</i> Sagar Patel, Susie Q’s: <i>Hemp</i>
10:10 AM - 12:15 PM	Legislative Panel
12:15 - 12:30 PM	Annual Meeting plus Announcements
12:30 - 2:00 PM	Lunch with the Vendors and Vendor Showcase
2:30 - 4:30 PM	Beach Party
5:30 - 6:15 PM	Young Professionals Reception with the Legislators
6:15 - 7:00 PM	Legislative Reception
7:00 - 8:30 PM	Dinner and Surprise Entertainment
8:30 PM - Midnight	Hospitality Suite Open
Sunday, August 17, 2025	
Time	Event
7:00 AM - Noon	GACS Registration Open
8:00 AM	Breakfast “To Go”
(Note: Silent Auction will close at 7:00 pm on Saturday night.)	

directors and supplier committee members, and many more.

The silent auction will open Friday night during the welcome reception and again on Saturday night before dinner. Winners will be announced on Saturday night before dinner. Donated items will

be listed on the GACS website.

Attendees will also have an opportunity to raise money for students, along with a chance to win cash. The GACS Educational Foundation provides scholarship funds for GACS members and their families. Raffle tickets are avail-

able online now and on-site. Tickets are \$100, and the winner will be awarded \$5,000 at Friday night’s raffle.

Registration is still available at [www.gacs.com/events](http://www.gacs.com/events). Email the GACS office, [admin@gacs.com](mailto:admin@gacs.com), for more information.

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# INAMAX’s Kroger deal ‘exciting’

*Digital card, more innovation still top focus*

By Paul Tash  
Georgia Amusement Journal  
Georgia-based distributor INAMAX last year notched an industry-first when it secured the exclusive rights to supply Kroger grocery stores with COAMs – Kroger is the first large grocery store chain in the state to offer Class B amusement machines.

“It’s exciting,” said Jessica Macleod, chief commercial officer for INAMAX, whose own 20-year tenure at Kroger gives her a unique perspective on the partnership.

In her last role with Kroger, she directed the prepaid and lottery business and led a team that managed those areas for stores across 35 states.

“Kroger is always looking for alternative revenue streams, and they saw a lot of opportunity in COAM,” she said.

The initial rollout was challenging as INAMAX experimented to find “what works” in a grocery en-



JESSICA MACLEOD, chief operations officer for INAMAX, sits at her desk at the company’s office in Duluth, GA.

vironment, Macleod said. In addition, INAMAX developed “proprietary technology solutions to really meet their needs,” she added, which required monitoring and tweaking to ensure “everything was working as expected.”

The installation process since has gone smoothly, Macleod said, and INAMAX now has placed machines in about 70 Krogers so far. The number of machines in a store varies depending on the space

available, but about 4 to 5 is the norm, she said. She said COAMs in some Kroger locations are located next to a Starbucks or hot foods, which “really makes them very convenient for shoppers.”

“Kroger was really focused on making sure they have a really great playing environment,” she said.

**Gift card opportunities**  
Regarding the Georgia COAM market, Macleod said the adoption

of the gift card for redemption “is really going to change things in the market” by providing a secure and easy form of redemption that can be used virtually anywhere.

“It will definitely create the potential for different types of locations,” she said. “We’re seeing more bars and restaurants jump into the space.”

Even such locations as laundromats have potential for COAMs, Macleod said.

“You have a captive audience,” she said. “You’re sitting there doing your laundry ... you might as well do something fun while you’re waiting.”

The gift card, she said, will help spur even more industry growth and provide “a level playing field” for redemption in all locations, she said.

“It’s also an opportunity for new technology and operational efficiencies for masters and retailers,” she said. “It’ll be neat to see what kind of innovation comes into the market ... to maximize the potential of the gift card.”

The Georgia COAM market in general is bursting with new tech-

**(Continued on next page)**



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(Continued from previous page)  
nology of all kinds, and Macleod expects that to continue.

“There’s a lot happening now,” she said. “Everybody is trying to figure out what’s that next thing.”

Developing new technology has been a focus of INAMAX for years. With the retail background Macleod and others in INAMAX have, as well as visionary guidance from founder Nick Damani, she said the company innovates with the retailer in mind “to help them deal with some of the challenges they face.”

“We said, let’s load gift cards, but let’s do it from the gaming machine,” she said, and not occupy space on the location’s sales floor with kiosks and other equipment. INAMAX’s Titan redemption system provides retailers a more hands-off approach to COAM revenue while reducing the time and effort spent managing it. No clerk or attendant is needed for gift-card redemption – the players take care of it at the machine.

“Retailers can focus more on their core business and not as much on COAM management,” Macleod said. “We want to be good partners to all of our locations, and we understand they often don’t have the staff to deal with the games.”

The Titan technology, she



Paul Tash photo

**INAMAX** is the exclusive distributor for COAMs in Kroger grocery stores in Georgia – 70 stores have them so far. Machines are sometimes located near a Kroger Starbucks, similar to this one in Duluth.

added, “allows them that additional COAM revenue ... but reduces their time managing them, dealing with game operations.”

**Digital Player Card**

The company’s latest innovation – the INAMAX Digital Player Card – released earlier this year also helps “streamline COAM management” for retailers, Macleod said. The digital card is stored directly on a player’s mobile device or email, allowing for seamless access to COAM machines

without the hassle of carrying a physical card. The digital card thus is “ecofriendly,” she added, while “enhancing the player experience.”

Though INAMAX Digital Player Card has enjoyed “a very positive reaction” so far, she said, noting that adoption of the card will really hit when players learn about its availability and understand the digital card’s process.

“It’s really going to take off,” she said.

Macleod said the Georgia market is exploding with new-game

technology, as well, which is helping the COAM industry’s growth.

“The influx of all the new games ... is exciting,” she said. “We love it. We’re always trying to stay in touch with what players want.”

INAMAX is looking to build on its success in Georgia and in other markets, as well, Macleod said, including Nebraska and Wyoming.

“We’re definitely looking for opportunities to expand.”

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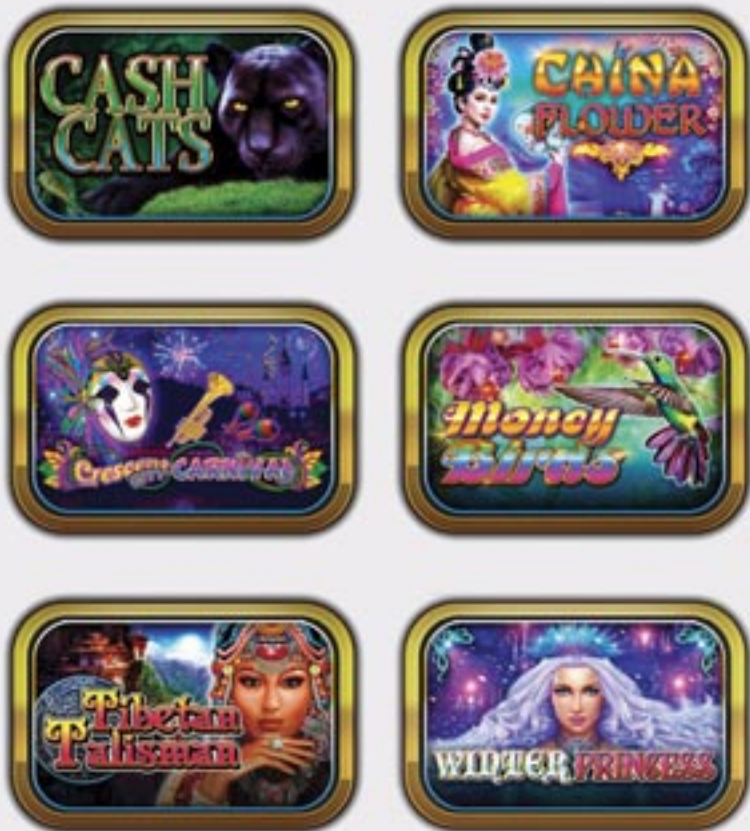
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Retail Matters

Six trends driving c-store future

**By Danielle Romano**  
**Convenience Store News**

A new report from Intouch In-sight reveals six trends that will drive the future of convenience re-tailing, where foodservice now rivals fuel, tech-enabled touchpoints extend dwell time and loyalty programs bridge the gap between on-site and digital engagement.

The "2025 Convenience Store Trends Report" is an annual deep dive into how American shoppers define great convenience – and how leading chains are turning those expectations into revenue.

"By pairing on-site mystery shop and audit results evaluating performance at leading convenience-store brands with consumer survey data, this study shows exactly where the bar sits and how operators can clear it," said Cameron Watt, president and CEO at Intouch.

The six trends are:

**1. Made-to-order (MTO) goes mainstream**

- What the data reveals: Eighty-

five percent of U.S. shoppers have tried MTO food at a convenience store, and hot-meal purchases climbed from 29% in 2024 to 35% in 2025.

- Why it matters: Foodservice growth raises customer expectations to QSR-levels. Execution benchmarks need to change to capture market share, according to Intouch.

**2. Value parity with QSRs**

- What the data reveals: Seventy-two percent view c-stores as a viable alternative to quick-service restaurants, up from 56% a year ago.
- Why it matters: Cross-industry competitive meal bundles and pricing analytics are table stakes to protect share-of-stomach.

**3. Loyalty as an engine**

- What the data reveals: Seventy-two percent of shoppers are in a c-store loyalty program and 85% would join if rewards are personalized, yet cashiers failed to mention

loyalty 65% of the time during audits.

- Why it matters: In-store coaching and prompts can unlock digital engagement, increased loyalty and incremental spend.

**4. Retail media turns screens into salespeople**

- What the data reveals: Forty-seven percent of shoppers noticed digital ads on-site —almost double last year's 27% — and more than one-third bought because of them.
- Why it matters: Coordinating content, placement, and measurement converts eye-share into high-margin ad revenue.

**5. Electric vehicle (EV) charging drives incremental visits**

- What the data reveals: Twenty percent of consumers choose a store specifically for its EV chargers, with millennials over-indexing at 45%.
- Why it matters: Longer dwell times create an opportunity for bigger baskets if amenities like food,

seating and Wi-Fi, and service standards meet expectations.

**6. Clean stores, trusted food**

- What the data reveals: Seventy percent say overall cleanliness influences whether they believe food is fresh.
- Why it matters: Consistent standards and audit routines build confidence, repeat visits, and positive reviews.

"The c-store of tomorrow is equal parts kitchen, media network and energy hub," added Watt. "Operators who harmonize those roles won't just meet expectations; they'll redefine convenience for the next decade."

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**EDUCATION DAYS**

**Tuesday, August 19 - REDEMPTION GAMING INDUSTRY TRACT**

- Georgia Local Ordinances
- How to Strengthen Your State Association
- Grow Profits Through Process Automation, Artificial Intelligence and Dashboarding
- Gaming Update for Amusement Operators

**Wednesday, August 20 - FEC TRACT**

- Getting the Most Out of Your Cranes, Crane Rooms, and Redemption Counters
- Boost your FEC Social Game
- Digital Jukebox Tech Session with AMI & TouchTunes

**Thursday, August 21 - PRESENTATIONS**

- Georgia Lottery
- Intralot

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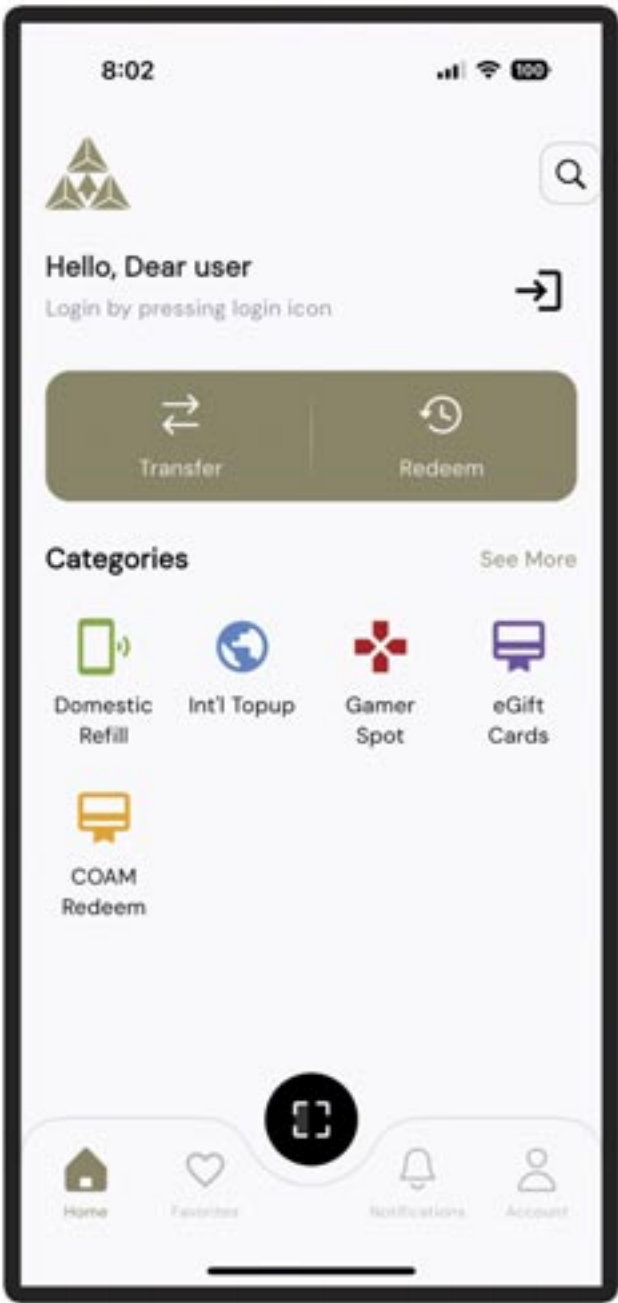




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- \* The latest new game mechanic “middle reel unlocks”: Piggy Prizes Wand of Riches!
- \* Live insights from our team of experts

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Southern Amusement Entertainment Expo (SAE Expo)  
Gas South Convention Center  
6400 Sugarloaf Pkwy, Duluth, GA 30097  
**HOURS:** Wednesday, August 20, 10am – 5pm  
Thursday, August 21, 10:30am – 2:30pm





## Decommission COAMs correctly

The proper procedure to decommission coin-operated amusement machines (COAMs) can be found on the COAM Division website, [www.gacoam.com](http://www.gacoam.com). The COAM decommission procedure should be followed when there is:

- A change of master, change of ownership, or cancellation letter received by GLC;
- A COAM game board swapped out with a different game;
- A COAM malfunction.

To proceed with the decommissioning:

1. Call Intralot before disconnecting the COAMs from a location and removing those COAMs. The Master License Holder (MLH) needs to contact the Intralot Hotline at 877-261-6242 to properly decommission COAMs. The COAMs must be connected to the site controller at this time.

2. Intralot will let you know when the COAMs are decommissioned. The Intralot representative will perform steps on the Intralot system that prepares the COAMs for the decommission. Once the steps are complete, Intralot will notify the MLH the machines have been decommissioned.

3. Disconnect decommissioned COAMs from the site controller.

## Keep COAMs connected

To ensure accurate reporting of financial data to the Central Accounting System, the Georgia Lottery Corporation (GLC) says it is imperative the Location License Holders (LLHs) ensure all equipment remains connected to the site controller and powered up at all times.

The GLC maintains a record of those LLHs that are repeat offenders of failing to ensure the continuous connectivity and operation of Class B COAMs.

Failure to comply with these procedures may result in fines up to \$50,000, suspension and/or revocation of the license.

COIN OPERATED AMUSEMENT MACHINE LOCATION SWEEP AND MASTER PUSH CALENDAR			
 JULY-DEC 2025 			
ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
29-Jun-25	05-Jul-25	09-Jul-25	15-Jul-25
06-Jul-25	12-Jul-25	16-Jul-25	22-Jul-25
13-Jul-25	19-Jul-25	23-Jul-25	29-Jul-25
20-Jul-25	26-Jul-25	30-Jul-25	05-Aug-25
27-Jul-25	02-Aug-25	06-Aug-25	12-Aug-25
03-Aug-25	09-Aug-25	13-Aug-25	19-Aug-25
10-Aug-25	16-Aug-25	20-Aug-25	26-Aug-25
17-Aug-25	23-Aug-25	27-Aug-25	03-Sep-25*
24-Aug-25	30-Aug-25	03-Sep-25	09-Sep-25
31-Aug-25	06-Sep-25	10-Sep-25	16-Sep-25
07-Sep-25	13-Sep-25	17-Sep-25	23-Sep-25
14-Sep-25	20-Sep-25	24-Sep-25	30-Sep-25
21-Sep-25	27-Sep-25	01-Oct-25	07-Oct-25
28-Sep-25	04-Oct-25	08-Oct-25	15-Oct-25*
05-Oct-25	11-Oct-25	15-Oct-25	21-Oct-25
12-Oct-25	18-Oct-25	22-Oct-25	28-Oct-25
19-Oct-25	25-Oct-25	29-Oct-25	04-Nov-25
26-Oct-25	01-Nov-25	05-Nov-25	12-Nov-25*
02-Nov-25	08-Nov-25	12-Nov-25	18-Nov-25
09-Nov-25	15-Nov-25	19-Nov-25	25-Nov-25
16-Nov-25	22-Nov-25	26-Nov-25	03-Dec-25*
23-Nov-25	29-Nov-25	03-Dec-25	09-Dec-25
30-Nov-25	06-Dec-25	10-Dec-25	16-Dec-25
07-Dec-25	13-Dec-25	17-Dec-25	23-Dec-25
14-Dec-25	20-Dec-25	24-Dec-25	31-Dec-25*
21-Dec-25	27-Dec-25	31-Dec-25	07-Jan-26*

\*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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