

# GEORGIA Amusement JOURNAL

A Tash Communications publication **January 2026** Vol. 9, Number 9

Dedicated to serving the Georgia COAM industry  
 Endorsed by the Georgia Amusement and Music Operators Association  
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## Prepare now for cards

### *Required redemption with gift cards starts July 1*

By Paul Tash

**Georgia Amusement Journal**  
 Prepare now.

That's the sentiment expressed by several COAM leaders regarding the fast-approaching July 1 date when major redemption changes kick in. Effective on that date, only gift cards (reloadable and non-reloadable), Lottery products and replays will be allowed for Class B redemption.

"The next six months are really about operational readiness and mindset shift," said INAMAX founder Nick Damani. "Licensees should be focusing now on understanding the mechanics of compliant gift card redemption, educating their locations and players, and stress-testing their processes well before the deadline. This is not something that should be left to the last quarter."

Licensees should be educating themselves on the upcoming changes now, said Francois Remy of GeWeTe, a redemption kiosk manufacturer. GeWeTe will provide redemption information and demonstration on its redemption process at the Georgia Amusement

and Music Operators Association meeting Feb. 12.

"There is still confusion and misunderstanding by many," he said.

He said education for the licensees and location staff will be very important.

"The transition must start now to be ready by the deadline," Remy said. "Training and tests should begin."

COAM Vice President Mike Parham said it's important for both licensees and players to understand that beginning July 1, prize redemption options will be limited to lottery products, gift cards, or a combination of the two. The decision on which redemption option (kiosks or other) locations offer "rests solely with the location licensee," he said. Parham suggested all licensees review the statute – O.C.G.A. § 50-27-71.1 – that outlines the new gift-card redemption requirements.

New technology is flowing into the Georgia COAM market, much of which seeks to simplify the gift-card redemption as part of overall

**See CARDS Page 8**



Paul Tash photo

**JOHN HOUSEAL** speaks at a GAMOA meeting last fall.

### *Reloadable cards: Theory vs. your player's reality*

By John Houseal, InComm Payments

We've all heard the pitch for reloadable cards. On paper, it sounds like progress: HB 353 compliance, streamlined redemptions, and a "modern" touch. The state sees it as a practical answer to regulatory demands.

But for operators, the job is about more than regulatory ease –

**See RELOADABLE Page 9**



## Online scheduling gets positive reviews

By Paul Tash

**Georgia Amusement Journal**

Intralot's new online form to streamline the process of scheduling appointments that debuted last fall has received strong reviews so far, representatives from Intralot and the Georgia Lottery say.

"It has resulted in a noticeable improvement in how service appoint-

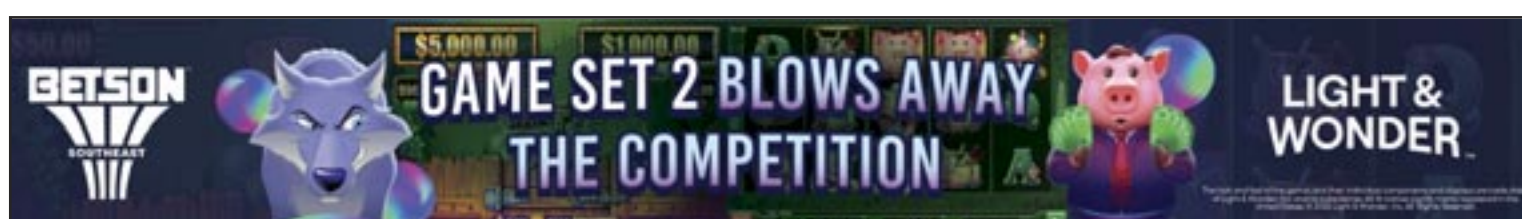
ments are scheduled and managed," COAM Vice President Mike Parham said. "Since the rollout, we have received positive comments from our Master License Holders, and Intralot continues to introduce tools intended to improve customer service and operational efficiency."

Intralot created and implemented the online form process to address in-

efficiencies in tracking appointments that were previously managed through email. Shayne Heap, Intralot's senior service manager in Georgia, said the online form is "paying huge dividends."

"I think it's a simplified process with a pretty clear response timeline

**See SCHEDULING Page 16**





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# Journal Opinion

## Apply now for GACS scholarships

Angela Holland  
GACS President

The GACS scholarship application process for the 2026-27 academic year is still open through Jan. 31. Winners will be selected by an independent committee and announced by the end of April. Checks will be disbursed in May.

Since 2004, GACS has proudly awarded scholarships ranging from \$1,000 to \$2,000 to eligible employees whose membership is in good standing and their children. We encourage all who qualify to apply and take advantage of this great opportunity!

Only one completed application is required to be eligible, and only one scholarship will be awarded per applicant. Winners must enroll as full-time students in the fall of 2026. Eligible institutions include four-year and two-year colleges or universities, as well as technical, vocational, and certificate programs.

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Angela Holland

We encourage all who qualify to apply and take advantage of this great opportunity!



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- Have at least one year of continuous service (as of Jan. 1, 2026) at a GACS member company.
  - Be employed (or have a parent/guardian employed) at a GACS member company at the time of award announcements (end of April 2026).

Here are the scholarships:  
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- \$1,500 B Average Scholarships – Two scholarships**
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  - \$1,000 Outstanding Volunteerism Scholarship**
  - \$1,000 Outstanding Extracurricular Activity, Arts, and/or Sports Scholarship**
  - \$1,000 Supplier Appreciation Scholarship – anonymous donor**
- Contact Nancy at nmcphe-son@gacs.com to get the process started.

### Show off to Columbus

Big changes are coming to the annual Southern Convenience Store and Petroleum Show, managed by the Georgia Association of Convenience Stores (GACS).

Held for the last several years in Macon, The Show is moving to Columbus, GA, and the city's Convention and Trade Center. In addition, The Show is changing the date from its more traditional May dates to Oct. 22.

Early bird registration with discounted fees is open now, but expires Jan. 31. Visit [www.gacs.com](http://www.gacs.com) to register.

The Show provides store owners, operators, and buyers information about the newest ways to improve their businesses – from food service to fuel, novelties to snacks, and everything in between.

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A Tash Communications publication PO Box 4307 Butte MT 59702  
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Reprints of articles and back issues are available at a cost of \$20.  
If you wish to begin receiving the Georgia Amusement Journal, send your name, mailing address, telephone number and \$60 for a year's subscription to Georgia Amusement Journal, P.O. Box 4307, Butte, MT 59702.

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## COAM calendar

**Jan. 20:** Gross retail receipts for October, November and December 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 —

**Jan. 21:** COAM Advisory Board, GLC headquarters, Atlanta  
**Feb. 12:** GAMOA meeting, Crowne Plaza Atlanta NE, Norcross  
**March 16-19:** Amusement Expo International, Las Vegas, Las Vegas Convention Center

## 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 email paul@tashcommunications.com. The Journal reserves the right not to print letters it finds objectionable.

# Journal Opinion

## AMOA team heads to D.C. to advocate

**Lori Schneider**  
**AMOA Executive Director**  
AMOA’s Government Relations team will be back in our nation’s capitol on Feb. 11-12 to continue advocating for fair access to banking for our members. Recently, the AMOA provided comment to regulatory agencies, such as the OCC and FDIC, regarding proposed guidance as a result of last August’s executive order that banks cannot debank customers solely on reputational risk.

After the executive order was issued, the AMOA immediately reached out to regulatory agencies in strong support of the executive order along with suggested guidance, and to make sure our industry is included in any guidance being put in place after experiencing years of account closures due to reputational risk. In addition, the GRC team will voice concerns on the price of health care to small businesses as they visit legislative offices.

AMOA is currently working on putting together another association DC Fly-In this coming June and invite all members to



Lori Schneider

participate. If interested, please contact Lori Schneider at [lori@amoa.com](mailto:lori@amoa.com).

### State Council Meeting

The AMOA State Council Meeting is conducted each year to provide states with the opportunity to come together to collaborate and share valuable information on legislative and other activity occurring in their respective areas of the country.

This year the State Council Meeting is Jan. 28-30 in Or-

AMOA strongly supports the order that banks cannot debank customers solely on reputational risk.



lando, FL.

Invited attendees include state association executives, state association volunteer leadership and industry partners.

Here are some of the topics to be discussed at the 2026 gathering:

- National Legislative Update – John Russell, DGA Group

- Strategies for Getting Ahead of Issues
- Top Tips to Fortify and Build Your Legislative Relationships
- Empowering States with Ideas for Member Engagement
- Open Forum – Ask your questions and gather feedback
- Gaming Update from Paul Jenson, Taft Law

Program details are available at [amoa.com](http://amoa.com) or by emailing Lori Schneider at [lori@amoa.com](mailto:lori@amoa.com).

### AEI perks for members

Registration is now open for the Amusement Expo International March 16-19 in Las Vegas at the Las Vegas Convention Center.

Current AMOA members who register receive two free trade show badges and are invited to

attend the AMOA After Party at the Jewel Nightclub on Wednesday, March 18, from 9 p.m. to midnight and the AMOA member breakfast on Thursday, March 19, at Resorts World, which is the new AEI headquarter hotel.

Visit [www.amusementexpo.org](http://www.amusementexpo.org) for additional details and make hotel reservations today.

## AEI returning to Las Vegas March 16-19

**Georgia Amusement Journal**  
Amusement Expo International (AEI), the premier gathering for the global amusement, attractions, and location-based entertainment industries, returns to the Las Vegas Convention Center March 16–19 for four days of trend-setting innovation, education, and hands-on discovery.

Registration is now open for the event, which brings together thousands of operators, developers, manufacturers, and visionaries seeking to shape the next generation of interactive entertainment.

### Education Days: March 16–17

The first two days of AEI 2026 will focus on industry-leading education, delivering deep insights tailored to the evolving needs of entertainment operators and creators. This year’s program is designed to equip businesses with the strategies, knowledge, and tools necessary to thrive in a rapidly changing marketplace.

- Attendees can expect:
- Breakout tracks dedicated to arcade operations, FEC strategy, VR and immersive attractions, business management, cashless systems, and player engagement.
  - Expert-led sessions featuring analysts, operators, and technologists who will explore new revenue models, data-driven decision making,

safety and compliance updates, and the adoption of emerging technologies.

- Interactive workshops that allow participants to collaborate on real-world challenges, discuss best practices, and test solutions alongside peers.
- Forward-looking discussions on consumer behavior, including the growing demand for experiential entertainment and trends impacting game design, prize redemption, and guest expectations.

These education days have become a cornerstone of the expo, offering a rare opportunity for professionals to learn directly from leaders shaping the industry’s future.

### Trade Show: March 18–19

When the show floor opens March 18, the Las Vegas Convention Center transforms into a vibrant, high-energy landscape of innovation-in-action. The two-day trade show remains the heartbeat of AEI, where attendees can experience firsthand the products and technologies that will influence entertainment venues in the coming year.

- Highlights include:
- Unveiling of next-generation attractions, from cutting-edge arcade games and redemption machines to fully immersive VR and mixed-real-

ity experiences.

- Live demonstrations by manufacturers and developers showcasing gameplay, guest interaction, software tools, and operational systems.
- Debuts of cashless platforms, prize systems, and operational technology designed to improve efficiency, enhance guest experiences, and boost profitability.
- Hands-on testing opportunities, giving attendees a true feel for game mechanics, prize pathways, durability, interface design, and entertainment value.
- International exhibitor participation, bringing global perspectives on innovation, amusement trends, and market opportunity.

The trade show floor not only serves as a marketplace but also as a collaborative hub where conversations spark new partnerships, ideas, and business ventures.

### Connect and grow

Throughout the week, AEI offers numerous opportunities for networking – from evening receptions and industry meet-ups to informal gatherings that foster discussion and idea exchange. These connections, often sparked on the show floor or during an education session, continue to drive innovation long after the Expo concludes.

For more information visit [www.amusementexpo.org/2026](http://www.amusementexpo.org/2026).





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# Cards

from Page 1

redemption, tracking and compliance systems that will play a key role in the industry’s evolving gift-card environment. INAMAX, for example, offers its innovative Titan redemption system that can load gift cards right at the machine. Several other companies provide kiosks that also dispense the cards.

“From a technology standpoint, our view is that automation, auditability, and simplicity at the machine level are critical,” Damani said. “Solutions that reduce friction for players, minimize clerk involvement, and create clean reporting trails will put operators in a far better position come July 1.”

The industry as a whole should be using this window “to collaborate, standardize best practices, and move away from workarounds that won’t scale or withstand scrutiny under the new rules,” he added.

Remy said licensees need to get their locations licensed with In-Comm to proceed with the gift card.

“This will take time,” he said, “and with all the locations to be connected in the state of Georgia, it will be challenging.”

Purchasing and installing



Paul Tash photo

**FRANCOIS REMY**, left, GeWeTe’s sales manager for North America, stands with technical engineer Rey Perez at the company’s booth last August during the Southern Amusement and Entertainment Expo.

equipment and the implementing redemption systems for those licensees who choose that route will take time, too.

“As a manufacturer, we can deliver quickly,” he said, “but there will be some delays if (all licensees) want to start just before

the deadline.”

In other words, ordering redemption equipment in late June isn’t the way to go.

“It is important to communicate the timeline with licensees and start the tests and education,” he said.

Parham said the Lottery’s

COAM Division emailed a redemption update to all licensees the week of Jan. 12.

“We plan to issue further guidance as the deadline nears,” he said.

Following is some general information regarding gift-card redemption:

- Gift cards must be kept in secure areas (e.g., behind the counter) to prevent theft or tampering.
- Licensees are responsible for ensuring cards are not accessible to unauthorized individuals.
- Gift cards must be redeemed for their full value. Licensees cannot charge a fee or withhold part of the value (e.g., giving a \$100 card but only redeeming \$80).
- Any suspicious activity involving gift cards (such as fraud or incorrect balances) should be reported to the Lottery immediately.
- The Georgia Lottery and COAM logos cannot be used on gift cards or player cards without explicit permission from the Lottery.
- Kiosks or similar technology aren’t required to provide gift cards.

The gift-card redemption requirements were part of wide-ranging COAM regulations in House Bill 353 that passed in the 2024 General Assembly.

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# Reloadable

from Page 1

it’s about keeping your business running in a way that actually works for your players. And when you step into the player’s shoes, the supposed benefits of reloadable cards start to look much less convincing.

The crux of the problem is clear. Regulators focus on data and oversight. Players just want a straightforward, hassle-free experience. Reloadable card systems, by design, address the regulators’ needs first, intensifying Know Your Customer (KYC) requirements. To receive a payout, a player has to set up an account, show ID, and attach their winnings to a verified identity. This can be a non-starter for a significant segment of players.

### Theory falls flat

Your typical player wants one thing: a quick, private, and simple redemption process when they win. That has been a big part of COAM ap-

## Opinion

peal all along. And here’s how the reloadable card approach undermines the player experience:

**1. It destroys anonymity:** While players aren’t doing anything wrong, many value their privacy. Creating a traceable record of every redemption feels intrusive. Asking for personal information just for a redemption makes people uncomfortable, and often, they’ll simply look elsewhere.

**2. It adds unnecessary hassle:** The redemption is a high point for the player. Introducing a registration or verification step at that moment makes the process feel bureaucratic, less rewarding, and more complicated – exactly what most players don’t want.

**3. It misses the real draw:** People choose COAMs for ease and informality, not to navigate a system that resembles a formal financial product. When redemption starts to feel like opening

a bank account, you're missing what brings players in the door.

**A cautionary example**

We don’t need to speculate on where this leads. The Georgia Lottery Corporation’s (GLC) iHOPE card for lottery winners followed the same model: reloadable card, KYC requirements.

Players resisted in droves, not because of the technology, but because privacy and straightforward redemptions matter more than a new way to access winnings.

**What this means for operators**

Here’s the reality: Operators are not stuck between a rock and a hard place. Single-use gift cards already provide a compliant, player-friendly redemption solution that doesn’t force unnecessary friction or compromise privacy.

Reloadable cards are the not inevitable future – they will likely only deliver new pain points and do little to address what actually matters: fast, anonymous, near-cash redemptions.

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LIGHT &  
WONDER



# Light & Wonder, Aristocrat settle

*L&W to pay \$127.5 million to end Dragon Trail dispute*

**By Ben Blaschke**  
**Inside Asian Gaming**  
Global gaming supplier Light & Wonder will pay \$127.5 million to industry rival Aristocrat Leisure Limited as part of a settlement agreement related to Light & Wonder’s Dragon Train slot machine series.

The two companies issued a joint statement in which they revealed they have agreed to settle pending litigation in Australia and the United States brought by Aristocrat following the launch of Dragon Train in 2023, which Aristocrat contends was developed using its own trade secrets and copyright works. Aristocrat also made similar claims against Light & Wonder’s Jewel of the Dragon series.

In respective ASX filings, the companies said the US\$127.5 million in compensation was in respect of the claims for misappropriation and infringement of Aristocrat’s intellectual property, with Light & Wonder acknowledging that certain Aristocrat math information was used in connection with the development of both Dragon Train and Jewel of the Dragon.

As such, Light & Wonder has agreed to permanently cease commercialization of these games globally and to make best efforts to remove existing installations. It has also agreed not to make any further use of the Aristocrat math information and copyright works at issue in the litigation and to permanently destroy all documents reflecting that information.

The two parties added that they have reached confidential procedures for identifying and resolving any issues concerning the use of Aristocrat math in connection with certain existing Light & Wonder hold and spin games and certain hold and spin games now in development, including games for which Light & Wonder was ordered to produce math models to Aristocrat in the United States litigation.

Aristocrat’s claims against Light & Wonder in Australia and the United States will subsequently be dismissed.

“Aristocrat welcomes fair competition but will always robustly defend and enforce its intellectual property rights,” said Aristocrat CEO and Managing Director



CDC Gaming photo

## Analyst calls settlement ‘positive outcome’

**David McKee, CDC Gaming**

In a Jan. 12 accord, Light & Wonder agreed to pay Aristocrat Leisure \$127.5 million to cover legal fees and settle an intellectual-property lawsuit. Jefferies Equity Research analyst Kai Erman called it “a positive outcome” for Light & Wonder.

According to Erman, Light & Wonder admitted to misappropriation and infringement of Aristocrat intellectual property relating to Dragon Train and Jewel of the Dragon. Both Light & Wonder games have been removed from the market.

Light & Wonder allowed that Aristocrat arithmetic was used in the development of the two discontinued games. Wrote Erman, the former “has agreed to permanently cease commercialization of these games globally and make best effort to remove existing installations, consistent again with its previous approach.”

The agreement also covers unspecified Light & Wonder games currently in development. “Our

understanding is that this does not apply to existing games (i.e., limited contagion risk from here),” Erman added. The analyst, who had expected a settlement on the order of \$200 million, opined that the settlement would result in minimal risk to Light & Wonder’s operations or earnings.

Erman had anticipated a substantial price-to-earnings impact on Light & Wonder from the litigation. However, the market’s fears for the Light & Wonder balance sheet should abate, he wrote, given the apparent lack of forward-looking risks.

Accordingly, Erman rescinded a discount on Light & Wonder shares, stating a target price of AU\$225 per share. He added, “We see no reason for Light & Wonder to trade at a discount to the market as the stock deleverages over FY26/7.”

The Jefferies analyst concluded that, in light of the modestly positive news and the removal of a pending lawsuit, Light & Wonder stock should receive still more upward revision.



Trevor Croker. “As an ideas and innovation company, our intellectual property is vital to our ongoing success. We are committed to protecting the great work of our dedicated creative and technical teams.

“We welcome this positive outcome, which includes significant financial compensation and follows the decisive action we took to en-

sure the preservation of Aristocrat’s valuable intellectual property assets. This decisive action included securing a preliminary injunction in September 2024, at which time the court recognized that Light & Wonder was able to develop Dragon Train by using Aristocrat’s valuable trade secrets and without investing the equivalent time and money.”

Light & Wonder CEO Matt Wilson added, “Light & Wonder is pleased to resolve this matter and move forward. We are firmly committed to doing business the right way – respecting our competitors’ intellectual property rights while protecting our own rights. This matter arose when a former employee inappropriately used certain Aristocrat math without our knowledge and in direct violation of our policies. Upon discovery, we took immediate action and have since implemented strengthened processes aimed at preventing similar issues in the future.

“This settlement protects the interests of our customers, employees and shareholders, and allows us to continue our focus on developing and delivering the market-leading content our customers expect without distraction or disruption.”





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# Scheduling

from Page 1

and expectation, which I think is what everybody's really been looking for," he said.

Heap said one problem that pops up occasionally is when more than one person for the master licensee is involved in the process – for example, when one person is responsible for scheduling appointments and another is responsible for scheduling the technicians.

"Sometimes the person that submits the request is not the person that tracks it all the way to completion," he said. "And so that creates some challenges because all of our communication goes to the person that created the request and put their information in."

Even that hiccup is easing as master licensees massage their internal process, Heap added.

"I think right now everybody's pretty happy with the way things are going," he said.

In a related development, Heap said Intralot has fully implemented a new route planning and route optimization software, called Route4Me, that is a "huge improvement" in the field manage-



Paul Tash photo

**SHAYNE HEAP**, Intralot's senior service manager in Georgia, provides an operation update to the COAM Advisory Board last July at the Georgia Lottery headquarters in downtown Atlanta.

ment of their technicians.

The new software allows for "more efficient and more effective" planning for technicians, specifying "where they're going and what they're doing," he said.

The software provides real-time location tracking of technicians, who will be dedicated to a geographic area, and creates more efficient schedules. The platform sends automated emails to the responsible

person for each appointment, including notifications when routes are planned, dispatched, delayed, completed, or if service cannot be completed. Up to two hours before a scheduled visit, licensees will receive a link to track the technician's location enroute to the appointment, similar to delivery tracking services.

"We're able to get to and complete services a lot faster just because we can be more efficient and more effective," he said.

That efficiency, he added, has led to "a 20% increase on the number of appointments that we can schedule for our technicians."

**Regarding other** Intralot services, Heap said recent upgrades at the call center are now fully functional and creating a better, more streamlined experience for callers. The call center has implemented the 8x8 Contact Center system, which is a comprehensive suite of call management products.

"It's really a powerful tool we're going to continue to leverage," he said.

"Those are the big pieces that we are continuing to focus on and just kind of refine," Heap said. "We're always working with the Lottery on what we can roll out next."



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# Fill out online form for service calls

**Georgia Amusement Journal**  
A new online form has been created to streamline the process of scheduling appointments and to address inefficiencies in tracking appointments that were previously managed through email.

The Intralot Appointment Request Form is now the required method of scheduling service appointments.

Instructions on how to fill out the seven-question form is now available on the GA COAM Division website at [www.gacoam.com](http://www.gacoam.com). The document provides step-by-step instructions for Master License Holders (MLHs) to submit an online appointment request through the Intralot system for Class B COAM services. It also outlines the required procedures before, during, and after scheduling an installation to ensure compliance and avoid delays or cancellation fees. Here are those step-by-step instructions:

**1. Monitor iGEM System:**  
Master License Holders (MLHs) must regularly check the Intralot iGEM System at [www.gacoamrpt.com](http://www.gacoamrpt.com) for newly added Location License Holder (LLH) information.

**2. Verify LLH information:**  
Confirm that the LLH information appears in the iGEM System **before** requesting an appointment.

**3. Complete Intralot Appointment Request Form:**  
Access and complete the online Intralot Appointment Request Form using the noted link.

**4. Select Service Type:**  
Choose the appropriate request type:

- New Install
- Change Owner
- Change of Master/New Install
- Change of Master/Asset Purchase
- Warehouse Decommission (only)
- Migration

**5. Submit the form:**  
Click “Submit” to send the request to Intralot. A confirmation message will appear on the screen indicating successful submission.

**6. Email confirmation:**  
The MLH will receive a confirmation email with the subject line “Appointment Request Received.” Intralot will respond within 48 business hours with a scheduled installation date and time.

**7. Appointment scheduling:**  
The MLH will receive an appointment email with the subject

### Intralot Appointment Request Form

This form is used to request service from an Intralot Technician. Please fill in the required information below and a representative will respond within 24 business hours.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

\* Required

1. Intralot is no longer requiring the attachment of the L and/or B License for an appointment request. However, the requirement has not changed, and the L License must still be posted for the public to see at the time of service. If the license is not displayed when the Intralot Technician arrives, the appointment will be canceled and a Missed Appointment Fee of \$150 will be assessed. A new appointment will not be scheduled until the fee is paid in full. \*

☐ I understand and agree.

2. Requestor (First Name and Last Name) \*

Enter your answer

3. Email (correspondence for this appointment will be to this email) \*

Enter your answer

4. Contact Phone Number (xxx-xxx-xxxx) \*

Enter your answer

5. Location License Number Requesting Service \*

The value must be a number

6. Type of Service Requested \*

Select your answer

7. Additional Notes

Enter your answer

You can print a copy of your answer after you submit

Submit

Never give out your password. [Report abuse](#)

**TO FILL OUT** this online request form, go to [www.gacoam.com](http://www.gacoam.com) and click on the Documents tab.

line “Intralot Service Appointment Schedule – (LLH Number)” with the scheduled installation date and time.

**8. MLH follow-up responsibilities:**  
Once the installation appointment is scheduled, the MLH must complete the following actions to ensure a successful installation and avoid delays or fees:

- The original Location (L) License and a copy of the Master (B) License must be posted on-site at the time of installation. Failure to

provide these documents will result in a \$150 cancellation fee, payable before the appointment can be rescheduled.

- Cancellations must be submitted to Intralot at least 24 hours in advance to avoid the \$150 cancellation fee. The appointment must be confirmed within 24 hours of scheduling. Unconfirmed appointments will be canceled and filled by another request.
- All games must be set up and operational prior to the appointment date/time to avoid cancellation.
- The location must be open to

the public and have inventory available for sale at the time of installation. Intralot cannot complete installations at unopened locations or those lacking inventory.

- Please ensure the correct game titles and versions are on-site and ready upon arrival.

**9. Installation timeline:**  
Intralot will complete the installation within 10 business days of the originally scheduled installation date. Installation dates may change based on MLH or LLH availability.



Retail Matters

Reinvention to define c-store success

**By Don Longo, Convenience Store News**  
If 2025 taught the convenience store industry anything, it's that legacy advantages no longer guarantee success. Simply being "convenient" isn't enough. The days when c-stores could rely on motor fuel, tobacco and alcohol are long gone. With softening sales and growing competitive pressure, the channel entered a watershed year.

U.S. convenience store sales declined 2.6 percent in 2024 and have continued to struggle this year. Costs are up, margins are shrinking and store operators must identify new engines of profitability. Foodservice, loyalty platforms and experiential retail are no longer nice to have, they're mission-critical.  
That was the clear message at the 2025 NACS Show, where outgoing NACS President and CEO Henry Armour, his successor Frank Gleeson and outgoing NACS Chairman Brian Hannasch shared their vision for the industry's next era.

"Foodservice is absolutely a part of our future," Armour said.  
"Food is a huge opportunity for the channel," Gleeson added. "We have the best real estate in the world and the ability to serve multiple day-parts in the categories that are growing."

Hot food and made-to-order programs have become essential. In 2025, 85% of U.S. shoppers tried made-to-order food, and more than one-third of all c-store food purchases included a hot component. For retailers, this means rethinking their store layout, back-of-house design, supply chain and staffing model. The line between convenience stores and quick-service restaurants continues to blur – and those who can't evolve risk losing relevance.

Digital expectations are rising just as fast. Consumers now expect frictionless apps, personalized rewards and seamless checkout. Mobile engagement rose 3% to 4% this year, but so did scrutiny. Retailers must protect customer data and ensure system resiliency. Under-investing in technology – or implementing it piecemeal – is becoming a costly mistake in both performance and reputation.


While merger-and-acquisition activity in the convenience channel was muted in 2025, the moves that did occur signal a tightening field. Major chains are chasing scale, efficiency and geographic reach. Independents, meanwhile, must stand apart through differentiated food menus, unique in-store experiences, community connections or data-driven loyalty ecosystems.  
Consumer satisfaction results reinforce this

reality. The 2025 American Customer Satisfaction Index saw Kwik Trip Inc. leap eight points to a score of 84 out of a possible 100, surpassing perennial leaders Wawa Inc. and Sheetz Inc. Kwik Trip's success proves that culture, consistency and operational excellence remain the industry's true differentiators.

As we close out 2025, here are five strategic imperatives for the year ahead:

- 1. Food + Fresh as the Engine** – Kitchen scale, menu innovation and supply chain flexibility are essential.
- 2. Technology as the Main Entree, Not Garnish** – Apps, data, payments and loyalty must be integrated and prioritized.
- 3. Security-First Design** – Cyber resilience is now a frontend business requirement.
- 4. Relentless Execution & Customer Experience Culture** – Clean stores, fast service and friendly teams still win the day.
- 5. Strategic Agility** – Experimentation in formats, partnerships and models will separate the leaders from laggards.

For retailers who treat today's challenges as an invitation to reinvent, the future is wide open. For those who don't, brand erosion and margin compression await.



**Membership Application**  
Operators, Locations, Manufactures, Distributors & Suppliers

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Main Contact \_\_\_\_\_  
Business Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Cell \_\_\_\_\_ Email \_\_\_\_\_  
Secondary Contact \_\_\_\_\_  
Business Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Cell \_\_\_\_\_ Email \_\_\_\_\_

**Amusement Operators Membership:** (Class A Master License Holders)

☐ Amusement Operator 1-9 Employees \$350 GA MLH # \_\_\_\_\_  
☐ Amusement Operator 10+ Employees \$500 GA MLH # \_\_\_\_\_

**Amusement Operators Membership:** (Class B or Class A & B Master License Holders)

☐ Amusement Operator 1 – 20 Decals \$1,000 GA MLH # \_\_\_\_\_  
☐ Amusement Operator 21+ Decals (\$52/Decal) \$ \_\_\_\_\_ GA MLH # \_\_\_\_\_  
21+ Decals ☐ One-time Payment ☐ Quarterly ☐ Monthly Number of Decals \_\_\_\_\_  
Quarterly & monthly payments due the by the 5<sup>th</sup> of each month.

**Location Membership:** (Location License Holders)

☐ Location License Membership (1-4 Locations) \$100 GA LLH # \_\_\_\_\_  
☐ Maximum Location License Membership (5+ Locations) \$500 GA LLH # \_\_\_\_\_

**Associate Membership:** (Manufacturers, Distributors, Supplies, Affiliated Associations & Industries)

☐ Level 1 Membership Professional Services \$250  
☐ Level 2 Membership Plush & Bulk \$500  
☐ Level 3 Membership Parts & Service \$1,000 GA License # \_\_\_\_\_  
☐ Level 4 Membership Distributor or Manufacturer \$2,000 GA License # \_\_\_\_\_

Total Membership Fees (Checked Category Above) \$ \_\_\_\_\_ ☐ Check Enclosed  
Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_ CID \_\_\_\_\_  
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If you have any questions, please call the GAMOA office at 770.408.0384 or email [christina@gamoa.org](mailto:christina@gamoa.org).

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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			
COAM JAN-JUNE 2026 COAM			
ACCOUNTING WEEK START	ACCOUNTING WEEK END	LOCATION SWEEP DATE	MASTER PUSH DATE
28-Dec-25	03-Jan-26	07-Jan-26	13-Jan-26
04-Jan-26	10-Jan-26	14-Jan-26	21-Jan-26*
11-Jan-26	17-Jan-26	21-Jan-26	27-Jan-26
18-Jan-26	24-Jan-26	28-Jan-26	03-Feb-26
25-Jan-26	31-Jan-26	04-Feb-26	10-Feb-26
01-Feb-26	07-Feb-26	11-Feb-26	18-Feb-26*
08-Feb-26	14-Feb-26	18-Feb-26	24-Feb-26
15-Feb-26	21-Feb-26	25-Feb-26	03-Mar-26
22-Feb-26	28-Feb-26	04-Mar-26	10-Mar-26
01-Mar-26	07-Mar-26	11-Mar-26	17-Mar-26
08-Mar-26	14-Mar-26	18-Mar-26	24-Mar-26
15-Mar-26	21-Mar-26	25-Mar-26	31-Mar-26
22-Mar-26	28-Mar-26	01-Apr-26	07-Apr-26
29-Mar-26	04-Apr-26	08-Apr-26	14-Apr-26
05-Apr-26	11-Apr-26	15-Apr-26	21-Apr-26
12-Apr-26	18-Apr-26	22-Apr-26	28-Apr-26
19-Apr-26	25-Apr-26	29-Apr-26	05-May-26
26-Apr-26	02-May-26	06-May-26	12-May-26
03-May-26	09-May-26	13-May-26	19-May-26
10-May-26	16-May-26	20-May-26	27-May-26*
17-May-26	23-May-26	27-May-26	02-Jun-26
24-May-26	30-May-26	03-Jun-26	09-Jun-26
31-May-26	06-Jun-26	10-Jun-26	16-Jun-26
07-Jun-26	13-Jun-26	17-Jun-26	24-Jun-26*
14-Jun-26	20-Jun-26	24-Jun-26	30-Jun-26
21-Jun-26	27-Jun-26	01-Jul-26	08-Jul-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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