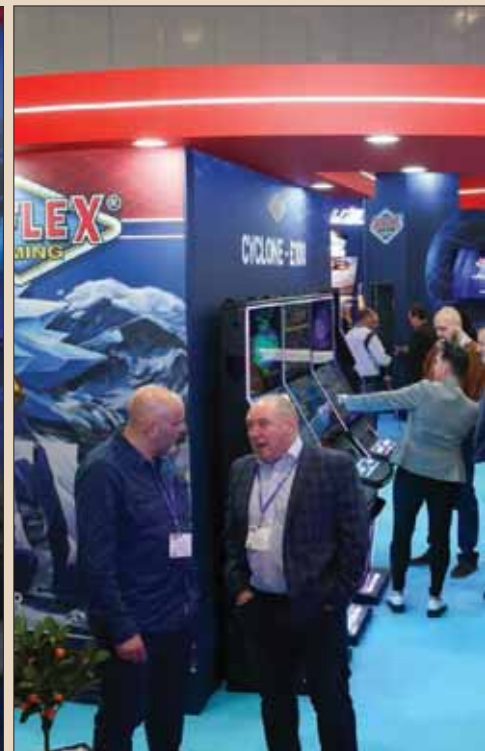
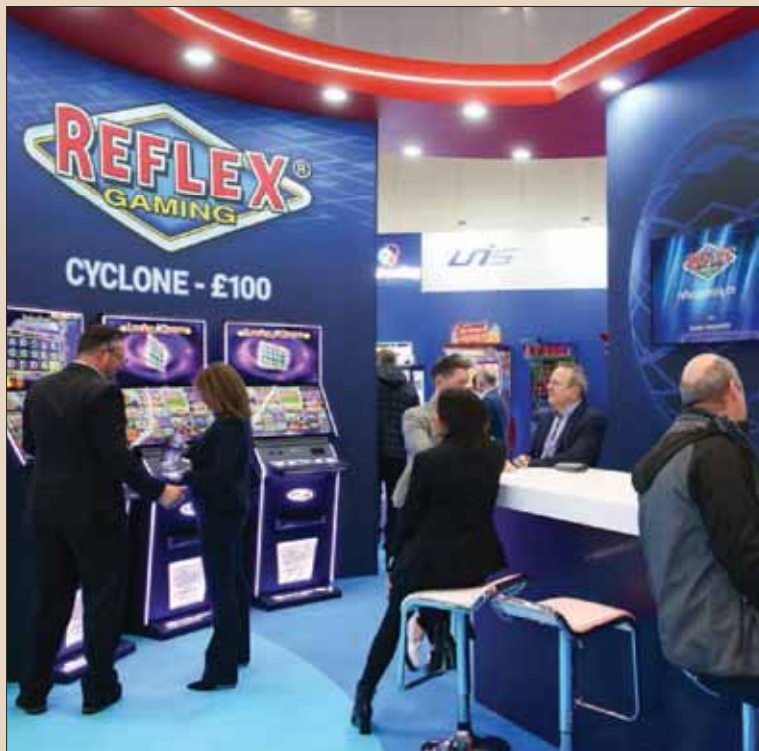


Reflex Gaming

New Cyclone cabinet goes down a storm as Reflex shows their creative muscle

**MAT INGRAM CHIEF
PRODUCT OFFICER
REFLEX GAMING**

Reflex know all about new launches - they do it every month, but EAG had that extra new look glow this year. There was the launch of the Cyclone cabinet, which was 'universally complimented', a new Cat C menu and new faces at the operation. Not to mention a new partnership in the US and a debut in four states. A lot to work with for **Mat Ingram** and the team in what turned out to be "a hugely successful show for us".



Coinslot: How did the show go for you this year? Did it meet your expectations?

Mat Ingram: This year, we unveiled a new s-shaped stand design and received lots of compliments.

The design was both functional and practical. It was created to maximise the space to show off our growing number of cabinets and we wanted a private meeting area which was cleverly incorporated.

We also had a lot of new products to showcase and welcomed new team members, so it was a hugely successful show for us.

Coinslot: Any key developments finalised at EAG -

new agreements signed, new appointments, installations agreed etc?

Mat Ingram: Yes, we agreed on a roadmap of new product tweaks and innovations with a number of customers.

We had some really productive initial meetings with some new customers and our new product range was well received by our existing customer base.

Our sales pipeline is strong, and we've exceeded our build schedule for the next few months.

Coinslot: What were the stand highlights - which products caught the attention and what was reaction to your portfolio of

products?

Mat Ingram: I think the product that turned the most heads was our new premium Cyclone cabinet currently housing our brand-new Cat C menu. The cabinet was universally complimented, and all our pub retail and operator partners expressed great interest in taking them. The new menu design and suite of Max Play games compliment this amazing new cabinet and our early trials have been very promising, so we're eager to begin rolling them out.

Coinslot: It's going to be a defining year for the business with new legislation, a new government (?) and more regulation on the

horizon. How did you gauge the general mood of the industry?

Mat Ingram: There is still a lot of uncertainty, but I think the general mood was optimistic.

At least things such as stakes, prizes and technical standards are being considered and reviewed, so we can only hope that a sensible and pragmatic view is taken on these.

Reflex is looking forward to embracing any new areas of innovation that emerge and we already have some great ideas for new products when the results of the review crystallise.

Coinslot: Now the show is over, what's on your agenda going into spring in

Cyclone blasts through EAG

Mat Ingram said...
"I think the product that turned the most heads was our new premium Cyclone cabinet currently housing our brand-new Cat C menu. The cabinet was universally complimented, and all our pub retail and operator partners expressed great interest in taking them..."

Sam Leisure

SAM Leisure shows its flexibility with standout range of customisable classics

LIAM BARRETT SALES MANAGER SAM LEISURE

SAM Leisure proved that looks don't necessarily come at the price of quality at EAG this year, showcasing its "workhorse" pieces such as the Magno pool table alongside the innovative new Slalom II air hockey and Techno football table, all optimised for the modern FEC and available in an array of bespoke colourway and branding options. Sales Manager **Liam Barrett** tells all.

es
flex



terms of new products, new projects and more exhibitions?

Mat Ingram: Now the show is over, we need to put into action everything we have talked about and make it all happen. Much of it is already in motion so we just need to keep up the momentum.

As part of our online distribution partnership with Yggdrasil Gaming, we will be taking a small concession on the Yggdrasil stand at the forthcoming ICE Show.

We will also be launching a new slot game in the US through our partnership with ODDSWorks. We debuted in four US states last year - Michigan, West Virginia, New Jersey and Pennsylvania.



SAM Leisure made a welcome return to EAG this year with a strong showing of its leading pool, hockey and football tables, all optimised to reflect the changing trends in consumer behaviour and demonstrating the supplier's diverse customisation options.

With visitors to FECs and leisure venues increasingly demanding that the machines they play be as attractive as they are fun, sales manager Liam Barrett explained how the company manages to balance reliability, quality and visual appeal.

"There is still a professional and semi-professional market in pool, but it has shrunk, and is no longer in pubs," said Barrett. "Where the big growth has been in pool and hockey and other games is in the multidiscipline, which is a much wider-ranging demographic; all sexes, all ages, it's all about family and individuals on a whole night out, it's all about attraction."

"Top of the tree is the Magno, the seven foot American pool table. We're showing it in a different finish

that we haven't shown before, but there's lots of formicas that are available, and lots of different cloths."

Though the Magno is traditionally coin-operated, SAM were exhibiting the table with Nayax's mains-operated contactless solution, which "opens up more opportunities to increase the price of play, and it's definitely shown to take more money."

The newest model of the SAM Air Hockey range, Slalom II, also proved a popular attraction during the show, with its curved bed and smaller puck designed to increase the speed of the game, and eye-catching illuminations on its top frame and legs.

From the operator's perspective, the innovative hinged playbed allows easy cleaning of the table's interior, with removable trays designed to catch the spilled drinks and detritus that come with use in a busy venue, while a lock bar for the puck door enhances security.

"We can also brand the hockey beds, which we've done for some of the big retailers. It's all that continu-



Mixing it up

Liam Barrett said...

"Where the big growth has been in pool and hockey and other games is in the multidiscipline, which is a much wider-ranging demographic; all sexes, all ages, it's all about family and individuals on a whole night out, it's all about attraction..."

ity and brand identity, operators with ten venues across the country, and if you go into any of them they have the same piece of equipment there with the branding, that's part of the flexibility we can offer."

The Techno football table also "makes a statement" with its curved surface, illuminated exterior cabinet and playfield, while the Atlantic English pool table showcased the range of bespoke finishes SAM Leisure can provide.

"It's important for us to be here at EAG, because the size of the kit means you're not travelling round the country with it in the back of your car," added Barrett. "Even though the Magno for instance is not a new table, there will be people who come here this week who still don't know what it is, because they've not seen it in the flesh."

"They've not been able to see inside, how it works, why it's got this feature, why it's better than the others... it's not just a video screen, it's a physical solid piece of kit, and when people touch it they go 'oh, I know now.' The response has been very good."