



ASI gears up for Deal, the region's largest Leisure & Amusement Trade Fair on 9-11th April at the Dubai World Trade Center, UAE.

Products that will be showcased at the DEAL 2018 show:

As the largest exhibitor at DEAL 2018 with over 7000 sq. feet of stand space, Amusement Services International (ASI) always displays the largest collection of games from Redemption to Video & Arcade, Ride & Attractions to Novelty & Carnival, Virtual Reality to Playground/Soft Play Systems, Kiddie Rides to Sports Games; Trampoline Parks, Ninja Courses, Bowling Solutions, Debit Card Solutions, Home Amusement, Spares & Consumables and much, much more! "When it comes to Indoor Entertainment Facilities, Operators in the region always look to ASI to provide the best and the latest in arcade," says Prakash Vivekanand, Managing Director, ASI. "This year at DEAL will be no different as ASI is all geared up to be yet again a stand that is power packed with the best and latest in arcade to feature in FECs and LBEs across the region!" concludes Vivekanand.

ASI will up the ante this year by exhibiting the Industry's first Operator Free VR Attraction – Virtual Rabbids: The Big Ride. Also worth a mention is WEPLAY VR Single Player Walkthrough - a 3X3 square meter VR maze experience that offers unending value to the visitors and operators within the same footprint of space.

ASI will also showcase the most promising Redemption games for the year like Hoopla, Ring Toss & 3 Ring Circus, all Carnival themed Redemption winners with circus-like audio effects - fun, addictive gameplay which ensures repeat attempts.

"In the video segment, the Open Version of Target Bravo will be big for us. We also have a new Transformers Shooting game from SEGA. I was very impressed with RACE CRAFT as a clean yet exciting car simulator that we will preview at DEAL" said Rojy Thomas, Sales Director, ASI.

And ASI hasn't forgotten our kiddie players either! Introducing KIDS SIM - kids will love this new Roller Coaster Simulator with a Motion Base, containing Triotech Movie content from the all-time revenue generating simulator - 'Typhoon'.

On the Carnival and Novelty Front, ASI will display new and themed line up from Bobs Space Racers and an entire pavilion of PRIZE + Novelty Games from Elaut and Coast to Coast Entertainment, USA. ASI predicts that the market for quality midway/group games as well as Prize Machines will increase in the MENA Market.

ASI also specializes in the fun, engaging table games to enliven every game room out there! This Deal, ASI will introduce PONG - an officially licensed true-to-life ATARI PONG game doubling up as a Premium interactive coffee table too!

Latest trends emerging in the Leisure & Entertainment industry:

"If I were to pinpoint any single emerging trend that I foresee rapidly growing in the future, I would have to say Interactivity is IN!" says Prakash Vivekanand. "Anything that is Interactive, Engaging & Immersive – offering a level of entertainment that is impossible to achieve at home, providing a reason for kids, tweens and teens to visit an FEC or an LBE!" Nowadays, teenagers have low attention spans and the



trick is to not just to grab but to hold their attention – anything that is Interactive does precisely that – making it THE TREND that will stick around for a while!”

Rojy Thomas is equally sanguine about Trampoline parks, adventure play and the resurgence of physical activity based centers which offer you a 360 degree immersive, engaging experience like Jumble, Dubai. He goes on to say, “Cranes and merchandisers have always been popular in arcades, however we are now looking at smarter, more attractive cranes as well as merchandisers. Another emerging popular trend is IP based games with licensed graphics from internationally recognized brands.”

ASI’S Forecast for the Industry in the near future:

“2016 and 2017 were terrific record years for ASI inspite of the general slow down in the region. The Family Entertainment Sector did not get as affected as many other industry sectors in the Middle East. We did see flat growth in the UAE or a slight negative growth elsewhere in the GCC, however the numbers for the L&E sector augers very well in comparison to other industry sectors that have recorded double digit negative growth in the market. We should all feel very happy about this. Whilst we are very pleased with our numbers in the Middle East in relation to the overall market performance, Markets like India and Pakistan have been exceptional for us throughout 2017. We have seen tremendous increase in our sales to these markets. Customers appreciate the end-to-end concept to completion and operations set up solutions we offer as a single entity.”

“We think that the retail sector will revive in the coming quarters and this will lead to newer mall projects in up and coming secondary cities, outside the main cities. This will help fuel the leisure business too. The biggest positive is that the Spend Per Capita in entertainment facilities remains healthy, clearly evidencing that consumers are still willing to spend on quality offerings”.

“VR will become mainstream in the coming years. There are many VR attractions on offer presently. But very few of these attractions understand the operational requirements for a location based entertainment facility. As newer VR technologies gets unveiled in the coming months, we will see more efficient attractions dominate arcade spaces,” explains Prakash Vivekanand.

ASI’s Expectations from the show:

DEAL show has always been a prime platform for ASI and we have always derived positive results from the show. It is the best show in the world from an FEC perspective. For us it has never been about how many sales orders we write. DEAL is our platform to meet with all our existing customers in the region and showcase our latest collection to them so that they can try out our new releases firsthand. For new investors visiting DEAL, we showcase ASI’s might as a SINGLE ENTITY offering end-to-end solutions for their FEC requirements covering all parameters needed to set up a successful FEC. We expect DEAL 2018 to be no different. We have great products and we are confident that we will have a very successful show. New Customers from New regions are always welcome and they will be our cherry on the cake.