

BACTA pledges continued support of ATEI

Clarion Gaming and BACTA are to continue their exclusive partnership agreement that will see the UK trade association extend its long-standing support of ATEI. In addition to providing new and important benefits to BACTA members, the partnership will see Clarion Gaming make a significant contribution to the BACTA Charitable Trust. Karen Cooke, Head of Exhibitions at Clarion Gaming, explained, "ATEI is the jewel in the

crown of the British coin-op business and I am delighted that we are continuing our partnership with BACTA. The partnership provides important tangible benefits to members of the association during what we appreciate are difficult times for the business. I am also pleased that we are able to support the fantastic work undertaken by the BACTA Charitable Trust." She added, "ATEI is the flagship event for the domestic coin-op industry and, in partnership with BACTA, we will be exploring how the show can be used to enhance the association's lobbying activities directed at politicians, opinion-formers, and other influencers. We recognize that there has been a great deal of uncertainty in the industry recently and as always, every member of my



● Pictured was the exterior scene of ATEI 2008 at Earls Court.

team is committed to enhancing the show in conjunction with the industry."

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TAB-Austria in line with online boom

The future itself shows how good prognoses for the future are. The spectacular growth prognoses in the mobile online business have also been confirmed at TAB-Austria. The Internet and the global networking have become a central component of daily life. One cannot imagine doing without Google and Co. and thus also at TAB-Austria the company worked for years on the systematic expansion of terminals that are maintained and updated online via the Internet. The most important instrument is the continuous further development of our own software OTM (Online Terminal Management), which not only saves a great deal of time but also travel costs for the operators. Various enhancement stages of OTM and OVP (Online Version Plus) guarantee new exclusive games, online tournaments and also regular software updates of the Silverball and Max Fire versions. Since 2002, TAB-Austria has invested in this technology in order to gain new customers, develop new markets and above all to set new trends. Thus regular

version and game updates can be loaded to all Silverball touch screen terminals and Max Fire jukeboxes easily and comfortably, directly from Ansfelden. Also quite simply with the touch of a finger the newest songs and videos can be downloaded directly on the digital video jukebox Max Fire.

After an intensive test phase, since the start of the mobile online offensive at TAB-Austria in April 2008, just under 300 High Speed Downlink Packet Access (HSDPA) modems have been installed throughout Europe in TAB terminals. This transmission procedure, also known as 3G+, guarantees a quick data transmission of large amounts of data with enormously short latency periods (reaction time). This unbroken trend of comprehensive networking is continuing since there are also no expensive roaming fees for the operators. Mobile online networking entails new technical possibilities and at the same time shows an enormous market potential for the future of the amusement business. Not only

through the trend towards online networking, but also through the signing of international contracts with major music labels, the novel download feature "MUSIC TO GO" was developed for Max Fire jukeboxes. It allows a direct data transfer of music files and music videos to external data carriers like the MP3 player, USB key chains and even mobile telephones. Via the bluetooth or USB interface, now quickly the newest songs and videos can simply be downloaded at the touch of a finger for mobile use. This absolutely new

development and further product novelties will follow. This year in the fall, with great expectations the new features and novel game concepts will be introduced to the world market.

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● TAB-Austria registers a high turnover growth with online devices in the 1st half of 2008.