

Barron Games



BARRON Games International was founded and established operations in 2007, originating in Buffalo, New York state, as a partner to Game Trade International, the largest distributor in Russia, Ukraine and CIS.

During the time that the coin-operated amusements supplier has been in the amusement business in the US, it has seen the digital revolution. "Our greatest assets are functions of the internet and our well developed website," said president Greg Bacorn.

"A major benefit to our customers is finding information quickly and being able to contact us at any time for customer service support questions, as well as ordering all service parts on our website. The digital revolution has given customers the ability to watch our games online via our website on YouTube and even post videos of great games."

Bacorn believes that one of the main strengths of the US coin-op market is the intelligence of the customers. "Our customers are able to do a lot of research when a new product is introduced to the market. The unlimited amount of resources and information is very helpful with marketing research, as well as customer feedback and service questions."

He said that blogs, online videos, email marketing, Facebook and the Barron Games website are all tools that are utilised within this process, "making us very successful at promoting our company. The downside is that some customers do not utilise these tools for their benefit. Not doing online and print media research before making large purchasing decisions can lead to a missed chance of finding the best products or making a poor game choice."

One of the values the company prides itself on is originality. "We have always tried doing things with a fresh perspective into the games industry," said Bacorn. "We are eco-friendly, recycling and saving paper. We offer a 24/7 technical service hotline for our customers around the world."

"Our website is an absolute powerhouse with the ability to see games in action, receive the information you are looking for right now, game statistics numbers and so much more. Later this year, we will have a customer blog section for customers to discuss issues regarding our games, as well as posting our feedback survey comments."

That is the service side of Barron Games. Most importantly, the products speak for themselves. They are advanced and stylish, offering over 20 different types of air hockey tables worldwide and introducing the newest product, QuadAir, next month. "Our air hockey tables have many great features, such as aluminium body with a polycarbonate playfield for a scratch and dent-free playing experience, bright powder coated body finish and attractive designs," said Bacorn.

"We also offered the first redemption air hockey tables worldwide with two ticket dispensers that come standard on every table. Overall, Barron Games air hockey tables are the perfect centerpiece and staple products for every FEC location."

Customisation is Barron's strongest feature. "We are able to customise all of our air hockey tables to any design, style as per customer requests. We stand out in the US and worldwide with our exceptional service, resources and, most of all, our innovative products."

Bacorn is of the opinion that introducing a new product to the US market to unfamiliar operators and convincing them that the product is different than the competition's is difficult. "We are a US-based company with reliability and service values in mind," he told *InterGame*. "We have

overcome barriers by working very closely with our main US distributors to promote our products, knowing that our distributors are there to support us as well.

"We exhibit our products at all of the most important US amusement trade shows, as well as traveling to several domestic distributor open house events, which in turn helps introduce our products to new customers and also capture the attention of other attendees who have seen our company before and realise that we are in this business to stay as a determined, trustworthy and respectable company. Our business is constantly evolving and we always strive to introduce something new and exciting to the amusement games industry to stay in the spotlight."

Bacorn believes that the main difficulty facing operators in the US is targeting and grabbing the attention of 12 to 15-year-olds. "Social media is very important and must be used by an operator to get that customer niche market. Also adding physical, sports games activities to FECs, such as the QuadAir for up to four players, is a must.

"I think that if an operator wants their FEC to be successful for many years ahead, they must stay on top of updating their game room and introducing new equipment all the time, as kids want to see what is new and exciting to play in that location upon their return. Operators want their customers/children leaving that location with great impressions in mind and keep coming back for more fun."

He added: "Products that involve teamwork and team play are important to draw the attention and retention of customers. The ability to have a game or product that a customer remembers and specifically comes to play is becoming a standard.

"Competitive play with others is what will bring customers and repeat business. Make an informational video and bring in a special guest to describe the game play. Post it and promote it. You never know how many millions of hits a game will get and become the next phenomenon."

Indeed, Bacorn reckons that over the next 12 months the US market requirement for team play games will increase dramatically. "Playing against a computer or mechanical arm is not as much fun as playing with a human. Kids can play video games at home and I believe that they come to an arcade for something exciting and different that they cannot get at home."

The new game QuadAir is a multi-player air hockey table with a continuous play mode. Two, three or four players can defend their own goal at the same time. There are gates over the goals that lower once the game is credited up. After five lives (being scored against five times) the gate closes and you are out. A player can join the game at any time, allowing for continuous play.

The large air hockey table is ideal as a centerpiece in an entertainment centre with the ability for customisation upon request. With four pucks playing at the same time, game play is fast and very exciting. A usually offensive game becomes defensive with an unlimited fun component. The game is pending patent.

"Barron Games is an industry leader in innovation, in taking a traditional game and adapting it to the 21st century," concluded Greg Bacorn. "We turned a basic air hockey game into an actual four-player, team playing game. Our industry has so much potential and with the innovative competition aspect of the business, it will continue into the future. We are an enthusiastic and innovative company with a fresh-minded staff who really understand the needs of the amusement industry."

Quadair™

Multi-Player Air Hockey



The next generation of Air Hockey Tables.

Dimensions:

L 78" W 78" H 36"

Weight 355 lbs.

For more information
on Quadair visit
www.barrongames.com

- Play with 2, 3, or 4 people and up to 4 pucks at a time.
- Anyone can join in at anytime which allows for continuous game play.
- Goal gates on each side of table.
- LED scoring, timer and Game Over lights on the playfield.
- USB port for custom music and ads.
- Aluminum body and scratch-free Polycarbonate playfield.
- Comes standard with coin comparator on each side. Compatible with card reader systems and DBA's.

5500 Main Street, Suite 209

Buffalo, NY 14221, USA

Phone: 1-716-866-0054

Fax: 1-716-992-7077

E-mail: info@barrongames.com

Visit: www.barrongames.com



Redemption Air Hockey tables,
kiddy rides, and customized games.

