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Cover Story:
Barron Games
expands
product line

Special Issue:
18th Annual
Family Fun
Edition

Coinman:
Gary Brewer
reflects on
his term as
President
of AMOA



New QuadAir



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Barron Games expands product line

Originality and reliability are hallmarks of this on-the-rise company.

Barron Games International has built its reputation on a product portfolio headlined by a series of air hockey games with a twist: redemption capabilities. The newest product, available now, is the highly anticipated and unique QuadAir multi-player air hockey table, which can be played by two, three, or four people at a time for a different playing experience.

Play Meter first profiled the company in November 2009. In the 18 months since then, the company has solidified a strong brand identity,

expanded its product line, exhibited at major trade shows and distributor open houses, and entered the world of customized products as its specialty to suit the specific needs of customers.

Anna Zykina Bacorn, Vice President of Barron Games, shared information on the latest developments at the company and gave a hint of what lies ahead. Greg Bacorn, President, was at the GTI Expo in Taiwan at the time, overseeing Barron's exhibit and connecting with international customers.

By Bonnie Theard

Traveling to all corners of the globe to create market awareness of Barron's products and supporting international clients is part of the company strategy. Barron Games has customers worldwide and focuses on expanding the company's image as they travel to different trade shows and reach out to new markets.

RECENT HISTORY

The industry's first glimpse of Barron's air hockey line came at the International Association of Amusement Parks and Attractions (IAAPA) Expo

2007 at the Bufrus International booth. Bufrus International is headquartered in Buffalo, N.Y., and is the holding company for Barron Games in the U.S., as well as GAMETRADE GROUP, the largest distributor of amusement games in Russia and Ukraine.

These high quality air hockey tables stood out due to their high-gloss finish and bright designs, polycarbonate scratch-free playfield surface, electric blue lights around the puck release, chasing LED lights around the table, and competitive pricing. Additional features include a sturdy aluminum body, dual coin comparators, locking cash box, fun attraction music in “standing mode,” and most importantly, the redemption aspect that comes standard with every table.

Anna’s father, Andrey Zukin, Owner of Bufrus International and Co-founder of Barron Games International, is an entrepreneur who travels extensively and resides in Moscow. He has been in the gaming and amusement industry since 1997, and is often seen at the annual IAAPA Expo in the Barron Games booth.

Anna and Greg both graduated from the SUNY University at Buffalo, where they met. Shortly after, Barron Games International was formed and brought the new air hockey line to the U.S., along with fresh ideas to the



Four-player Genesis



Two-player Football Frenzy (Orange)



Jungle Hoki Baby



Mini Magic Mushroom World

unfold. Greg and I share a passion for traveling and meeting new people and we are happy working together.”

DEDICATION

It’s encouraging to see the younger generation enter the amusement industry with bright ideas and different perspectives on entertainment as the world and our industry constantly evolves. The company has come a

bility of our games, and we especially want them to be fun for everyone.”

Anna continued, “We are a caring company. We pride ourselves on the satisfaction of our clients, being receptive to their requests, and offering outstanding customer/technical support 24/7. We always make follow-up calls and conduct feedback surveys so our customers know they can rely on us.”

The Barron Games facility in Buffalo houses administrative offices, a large warehouse, and the parts department.

CUSTOMIZATION

The company is making a name for itself in the area of customization. “We distinguish our company by specializing in the customization of branded air hockey tables and kiddie rides for our clients, which are products of our in-house design team. Our games can be exclusively customized and designed by our top leading designers with company logos or any other images.”

Among recent projects, Barron Games just finished a customized proj-

We are always looking for the next new product that will capture the attention of players, operators, and distributors worldwide.

amusement industry. It was a natural and inspiring progression.

Anna said, “I feel like I’ve always been in the amusement industry, and with the acquired knowledge and hard work throughout the years I am thrilled to see our company’s success

long way since 2007. To what does Anna attribute its success?

She replied, “Our company is family operated. We are dedicated to the products and constantly strive to do better in everything we do. We are committed to the originality and relia-

ect for the National Hockey League (NHL) team, the Philadelphia Flyers. A new QuadAir was customized and installed in the Wells-Fargo Arena in Philadelphia.

Anna pointed to another project, this one in Oregon for the Evergreen Co., which is developing a park called Wings and Waves. “Company officials loved the look of our four-player Green Football Frenzy table and wanted one customized exclusively for the new park,” she said. “We have other global top priority accounts for whom we brand air hockey tables, and we pride ourselves on this accomplishment.”

BRANCHING OUT

Barron Games is continually evolving. While the company began specializing in sports games, it has also expanded into kiddie rides such as its Fantasy Coffee Cups ride that is a popular product in stock all year long.

Anna admits, “Our company has stepped into the spotlight with our newest product and gained worldwide recognition with QuadAir, which is testing at Dave & Buster’s, Cedar Point, and one of the new Brunswick Zone locations, just to name a few.”

Barron products can be found domestically and internationally at a variety of family-style restaurants and

family entertainment centers (FECs) like Incredible Pizza, Peter Piper Pizza, Craig’s Cruisers, Jungle Rapids, and many more.

Anna said, “We are always looking for the next new product that will capture the attention of players, operators, and distributors worldwide. We plan to introduce new products at IAAPA Expo 2011 in Orlando, Fla., this November and further expand our quality product line.”

MARKET EXPOSURE

Barron’s ability to handle specialty projects has been well received at international events. This upcoming fall, company representatives will travel to the FEEL Expo in Bogota, Colombia. Barron will exhibit there for the second time. Anna said the company anticipates “an overwhelming response to our games and exciting projects on the horizon in South America.”

Greg reported from GTI Expo that quality attendees are “in the buying mode,” and that “the purchasing power is strong.”

Barron Games has been exhibiting at numerous distributor open house events and spotlight shows domestically this spring, following the Amusement Expo 2011 in March.

Anna commented, “Being a relatively new company, it’s important for us to attend distributor events to develop relationships with not only the distributors but also with their operator customers. It shows our support for distribution.”

She added, “Attendees at open houses have heard of us and seen us at shows, with many great feedback comments. At the open houses we can walk customers through all the exceptional features of our games and spend one-on-one quality time, which is important and appreciated in this industry.”

PRODUCT LINE

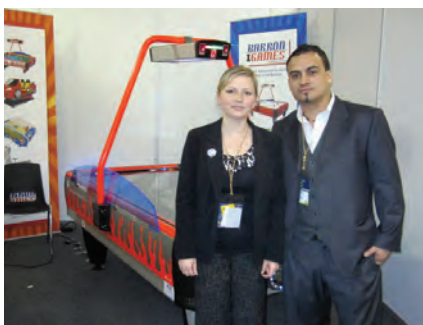
Standard and new air hockey tables include two and four-player models of



The Barron team at IAAPA 2010.



Andrey Zukin, Owner of Bufurus International and Co-founder of Barron Games, and Yaroslav Sobko, Director of GAME-TRADE GROUP.



Anna Bacorn and Giovanni Fietz, International Representative.

the Football Frenzy Green and Orange and the original Genesis with real ice hockey rink playfield surface, which are perfect for any FEC or even personal home use.

Anna said, "Our tables, especially with the redemption aspect, earn more than traditional tables, which means a higher return on investment (ROI) when compared side by side to other tables. The newest model, the QuadAir multiplayer table, is an ideal addition as a centerpiece in any FEC."

Also from Barron for the little ones: the Jungle Baby air hockey is an adorable table for children ages two to five, and the Mini Magic World Mushroom table is ideal for ages five to 10, which has been a company original and favorite model with redemption feature. Jungle Baby is set on a timer for easy play.

Barron's Walking Animals always turn heads. "Responses are amazing," said Anna. "Everyone is intrigued by these animals; as they have never seen anything like it when presented at different shows." Children can ride with a parent or alone. Barron currently has Walking Animals at larger facilities with ample room, such as trampoline parks, shopping malls, and recreation centers.

CONCLUSION

Barron's customer base is constantly growing. "We are now well established in the industry with strong belief in the success of our company and support of our distributors," said Anna.

She added, "Customers are smart and well informed. They are doing extensive research on products before they purchase anything. With social media and our interactive Web site, they know the details of our games and can view videos of all products. Show attendees that come to our booth are already prepared, they come to the shows to actually play the games and meet with the real people



Anna and Greg Bacorn at the Sega booth with the new Sonic QuadAir.



At the Brady Distributing Open House in October 2010, (l-r): Robert Snelson of Incredible Pizza, Anna Bacorn and Kelly McKee of Barron Games, and technician Rene.



At the Brady Kentucky Open House 2011, (l-r): Anna Bacorn of Barron Games; Jon W. Brady and Randy Cesco of Brady Distributing; and Dave, Owner of Incredible Dave's in Louisville, Ky.



Anna and Greg Bacorn in Fantasy Coffee Cups at IAAPA Expo 2009.



Alex Whittinghill, Warehouse Manager

to make that final purchasing decision and build connections."

Regarding the future, Anna said, "We will continue to expand in terms of new products and developing our company image with possible operating opportunities. We have to stay one

step ahead, remain focused on market needs, and continue to be dedicated to the industry because we enjoy what we do."

For more information on Barron Games, call (716)866-0054, or visit (www.barrongames.com). ▲