

**IMA – International Trade Fair for Amusement and Vending Machines**  
**22 January 2010, final statement**

**Exhibiting companies report good ordering activity.**  
**Visitor numbers up more than 7 percent against last year's.**

**Especially against the background of the economic crisis, the Verband der Automatenindustrie (VDAl) is satisfied with the development of the trade fair.**

**Düsseldorf.** After four days at the Düsseldorf Exhibition Centre, IMA, the 29th Trade Fair for Amusement and Vending Machines closes its gates. Trade visitors from Germany and abroad had gathered information on innovations as well as classic machines. The focus of interest was on screen-based devices with prizes, the so-called Multigamers. At the same time, demand continues for the classic drum and reel devices, primarily for gastronomic establishments. Suppliers of money management hardware and software for modern gaming establishments are present in larger numbers. As a result of the increasing professionalization of the industry, a growing number of marketing specialists, project designers and interior designers offer their services to the visitors.

Pinball machines, table football devices, simulators and touch machines remain part of IMA's appearance. Although their market presence has grown noticeably less in the past few years, they continue to come up with ingenious ideas and applications.

For the second time, IMA's traditional range of products and services was enriched by Bowling World, an exhibition sector set for growth. In the leisure market, the number of bowling alleys integrated into amusement arcade locations is increasing. Triggered by his development, a larger range of gastronomic specialities such as snacks, drinks and coffee varieties presented themselves at IMA.

Overall, the companies of the German amusement and vending machine industry feel they are very well prepared for the future. The possibilities offered by the new Gaming Ordinance

of 2006 provided significant impetus towards innovation and gaming interest. As a result, new customer groups were attracted to gaming. The proportion of female gamers has risen noticeably and now accounts for more than 20 percent. Such a development appeared utopian only a few years ago.

However, 2010 will also be the year when the Federal Government will put the new Gaming Ordinance for commercial gaming to a practical test. The evaluation process will be accompanied by a large number of initiatives from the industry, demonstrating its increased responsibility in the social environment. According to the VDAI chairmen Paul Gauselmann and Uwe Christiansen, protection of gamers is an important element in day-to-day work for amusement arcades, retailers and the industry. From the design of game features to distribution right through to amusement arcades, the industry is aware of its responsibility. Gauselmann emphasized at IMA that the gamers' average spending per hour has dropped to about ten euro. In terms of expense, this brings the industry to a level with many other leisure activities. Another positive effect of the Gaming Ordinance is the fact that the industry was able to increase the number of its employees from 60,000 to 70,000. Moreover, the sector has been running specific apprenticeship courses of its own since 2008, with the focus not only on business, service and technical expertise but also and in particular on prevention and on protection of gamers. These training courses were advertised at IMA in seminars and information events.

A few hours before the fair closed, the trade fair organizer, Reed Exhibitions Düsseldorf, reported thatp with 8,838 visitors, last year's result was exceeded by 7.2 percent.

The next IMA will take place from 18 to 21 January 2011 at the Düsseldorf Exhibition Centre.

**For more information and photos please visit [www.ima-messe.com](http://www.ima-messe.com)  
or contact the Press Department of Reed Exhibitions Deutschland GmbH.**