

■ Pachislot and Pachinko Business

“Fun” as defined by a combination of alluring specifications and rich gameplay has been the key driver behind the growth of the Pachislot and Pachinko market thus far. We have established reintroducing that concept of “fun” to the current stagnant market as not only a corporate goal, but also our mission.



Pachislot's reputation reexamined

A series of self-imposed restraints on payout specs by Pachinko manufacturers in recent times has caused the number of popular, highly-volatile machines on the market to decrease. In turn, this has triggered an exodus of players and a decline in machine installations at parlors, causing player utilization to drop.

Meanwhile, due to regulatory changes in 2007, the drop in volatility experienced by Pachislot machines had caused players to leave the scene and the purchasing volition of parlors to drop, thereby causing the market to swing downwards. But, the appearance of attractive titles by our group that combined balanced payout specs with the strong playability of ART machines later prompted players to take another look at Pachislot. Two leading titles are “Midori-Don,” released in 2009, and “Midori-Don: Viva! Jonetsu Nanbeihen,” released in 2010. Our group would go on to bring forth a series of successive hit titles such as “Million God: Kamigami No Keifu” and “Aka-Don Miyabi” that contributed to the growth of the Pachislot market by driving player utilization and increasing the number of both Pachislot players and installed Pachislot machines alike.

Our unique DNA and market-driven R&D

As an industry pioneer, we have consistently brought forth countless renowned and ingenious titles. Our one-of-a-kind, brand-defining contents serve to both stimulate the industry and grant us exclusive positioning.

Our R&D has consistently emphasized an ideal fusion of the likes of reels and transparent LCD screens with dynamic and complementary visuals and sound. In particular, our reel symbol layouts combined with our easily-identifiable reel symbols have enabled us to offer distinctive winning combinations, the true thrill of Pachislot. This history and tradition has been and will continue to be encoded in our DNA.

To flexibly accommodate the ever-changing market, our research for developing products continues unabated. Rather than relying solely on instinct, we

emphasize the analysis of an abundance of market data gathered by our sales offices across Japan and apply our findings to understanding and predicting the current and future market and user needs.

Incorporating what we have learned in our R&D efforts enables us to instill sentiments of “This is fun!” in players and supply quality machines also supported by parlors themselves. Creating synergy efforts also allows us to generate additional excitement.

Comprehensive suggestions for Pachislot corners

We enable parlors to erect the Pachislot corners of the future by comprehensively proposing the use of Pachislot titles by our group together with Pachislot medal dispensers equipped with single-unit winnings counters, displays with 15.1” LCD data readouts that function as digital signage, and other peripherals developed using numerous new technologies and innovative ideas. The results are the enhanced vitalization of Pachislot corners and major advantages in parlor operation.

Giving rise to superior technology

At the dawn of the Pachislot era, we developed and patented an innovative technology dubbed “the predetermined system.” This was highly received by both parlors and players, and become an indispensable factor in driving subsequent market growth. Additionally, we hold various other technologies and patents that contributed substantially to the development of the Pachislot industry. We will continue to secure a competitive advantage in this industry through patenting revolutionary technologies.

Environmental-friendly products

The Pachislot business is no exception to the corporate need to be environmentally aware. We emphasize environmental friendliness as much as any other factor, ensuring that all stages of the production process involve minimum burden on the environment and address the 3Rs (Reduce, Reuse and Recycle).