

Bridging the Physical-Digital Gap

GamerGreen Makes Virtual Prize Counter Possible

Founded by CEO Phil Marzullo in 2014, GamerGreen believes they have the solution for player retention at locations without prize counters: going digital.

Previously only available to National Entertainment Network locations through an exclusive agreement that ended at the close of 2018, GamerGreen began 2019 with a bang – expanding



Marzullo shows off the GamerGreen app, which allows players to bank points and get prizes, opening up the world of redemption to “micro FECs” and other locations.



GamerGreen CEO Phil Marzullo (left) with Ryan Cravens (now with Stern Pinball) at this year’s Amusement Expo, with a booth right around the corner from new partner A&A Global.

their offerings to an open market. They started in the bulk and plush game, and have pushed into the redemption side of things in the last year.

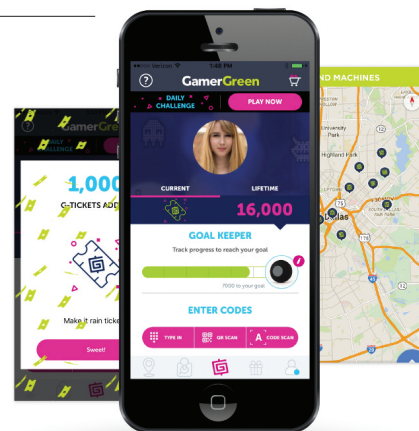
With bulk and plush, players not only get the product in the machine, but also points called “G’s” added to their player account through the company’s mobile app (for Apple and Android devices). The banked G’s can be redeemed for all sorts of prizes – from foam rocket flingers and pencil toppers to 14K-gold diamond earrings and electronics.

Now, the same concept has been applied to the redemption sector, allowing operators of “micro FECs” or any type of smaller game rooms to offer prizes without actually having any on site.

“GamerGreen is technology that eliminates the need for a prize counter or prize vending machines,” Marzullo said. “Right before IAAPA 2018, we made an integration connection with Amusement Connect.

“It allows locations to have a traditional card system and instead of a prize counter or vending machine,” he explained, “the GamerGreen app is able to read the card and let players accumulate points to get prizes.”

GamerGreen is already in around 9,000 locations with bulk and plush. That’s up from 3,000 or so in Nov. 2015, when the company was first featured in *RePlay*. Today, they have almost that many redemption locations in Walmart alone (about 2,800).



GamerGreen allows operators to get into ticket redemption without labor or physical prizes. Players can simply use their points to get prizes through the app delivered to them.

Denny’s is another popular spot – plus other various restaurants and grocery stores, mainly. In total, they’re in roughly 15,000 locations with some 50,000 machines – and growing.

“For redemption, we first created a piece of hardware that attached to redemption games with a thermal printer on it,” Marzullo said. “When the machine is finished paying out, it prints out a receipt with a QR code on it.”

Players then scan the code right into the app to redeem points, something that has drawn repeat customers, according to Philip Brilliant, vice president of A&A Global Industries, the product supplier GamerGreen officially partnered with earlier this year (though they’d actually been a supplier for years).

“Players choose to go to a location

Players get a QR code they can scan into the app, which is how they get prizes. It's a business plan that has grown repeat customers. The banked G's can be redeemed for all sorts of prizes – from foam rocket flingers and pencil toppers to 14K-gold diamond earrings and electronics.

based on whether GamerGreen is there,” he said. “Not only do they get the product, but they get the points. I see tons of fans of GamerGreen on YouTube and other sites.

“From an operator standpoint, locations definitely benefit,” Brilliant added. “If you’re at a pizza parlor for instance, people play a little bit more banking the G’s. It’s a win-win-win situation.”

That’s what Bay Tek Entertainment thought, too, when earlier this year, they became the GamerGreen’s majority shareholder (Marzullo still has equity as well).

Bay Tek’s Director of Innovation Holly Hampton said her company didn’t initially “get” GamerGreen, as it’s not in the traditional crane or bulk business. “But after continuing to be exposed, one day there was an ‘aha’ moment when

we realized how GamerGreen could impact our company and our customers’ businesses with ticket redemption,” she said. “It now allows operators to get into ticket redemption without labor and without prizes.”

Hampton said customer loyalty is easily driven by allowing players to earn points that they can “redeem later for things they really want.”

Marzullo says GamerGreen’s digital convenience gives innovative operators a chance at expanding into redemption themselves.

“We have these opportunities for different people to get into business in locations they couldn’t have before,” he said. “I think GamerGreen lends itself to the creativity of startup operators to change the game a little bit. We have to continue to learn and pivot and understand.”

And the company’s working on expanding its reach into other areas, too. The second week of February, it partnered with Arachnid 360 to bring GamerGreen to the *Galaxy 3 Fire* machine in an effort to bring a younger audience into darts. Like with a redemption game, every time someone plays a game of darts, a QR code is printed for prize redemption. That program currently in the testing phase.

“That was a unique opportunity and one that we hadn’t thought about,” Marzullo said. “We’re looking for more integrations to drive consumer behavior.”

But their main focus remains on bringing more opportunities to operators, and in turn, enticing players to play physical machines in the digital age.

For more information, visit www.gamergreen.com.

