

# What Time Is It? It's *Ticket Time!*

## Smart Debuts New RFID Card-Swipe Model of Popular Crane

Operators aren't in the habit of hyping earnings on games, so when one after another reports phenomenal collections on something, you have to pay attention. That's what's going on with Smart Industries' *Ticket Time* crane, the brightly LED-illuminated crane where players win ticket bundles. Now the factory is coming out with a new, self-contained RFID unit that works with swipe cards so that locations and players don't have the ticket hassles.

Smart's Sales VP Jim Dupree said, "What we're doing with the machine is taking it to the next level. With the new swipe card/RFID version of *Ticket Time*, called *Ticket-Smarts*, the crane will read the tickets bundles the player wins but not dispense them, which has been a challenge ticket cranes have had until now. Instead, the ticket values are recorded automatically on the player's card."

Owner Jeff Smart, Jim Dupree and the Smart team will have *Ticket-Smarts* at IAAPA; shipping will start within a couple of weeks following the Expo. It will be available in 31" single and 61" double sizes (a 45" model is to come later). The original *Ticket Time* is also still available new in 31", double and 45" models.

But wait, there's more: Smart has created another model that will "make *Ticket Time* the complete package." Said Jim, "We're putting a pusher inside the machine so as the game is played, tickets get pushed down onto a platform and can be dropped into the winnings. This absolutely adds another level of player excitement." Smart will also show this crane in Orlando and



units will ship in December. (Dupree expects they'll build both regular and RFID models of this pusher version of *Ticket Time*.)

### Praise for RFID

Clarence Mabe of S&M Amusements in Gray, Tenn., has been testing the new *Ticket-Smarts* with RFID for a few months and told *RePlay*: "First of all, we love the *Ticket Time* crane, but we also felt we needed something that didn't dispense actual tickets and instead kept track of the winnings on a player card. Jim Dupree and Jeff Smart got a unit to us to test and it's done as well as the original *Ticket Time* without the hassles of dealing with tickets, dispensing, counting,

and so on. In our game room, we run without tickets so this was big. Honestly, the players like not having to carry the tickets around and deal with them at the counter."

Mabe continued, "In the three months of testing, we've had no problem with the RFID nor any problems with the game mechanically. The RFID system is reading all of the ticket bundles accurately even if it picks up more than one."

### Tale of *Ticket Time*

The story of reliability and strong earnings of *Ticket Time* has been growing since the company introduced the game in November of 2015. Dupree said, "Between November and June of this year, it became the hottest thing in the industry. I'm not just saying that because it's our machine. It really did become the best-priced, best-earning machine in the business. It's hot cakes and that's good for the industry and good for us."



**Clarence Mabe**  
S&M Amusements

Jim recounted an unsolicited call he received from an operator, who had phoned in to get some help since it seemed his customers were actually taking the ticket bundles they'd won home instead of redeeming them. "In talking about that, the operator told me that his 31" *Ticket Time* did \$13,000 in the first month! That's insane! He then bought a double and in the first week, it earned \$5,000."

Jim said, "What it's doing in the marketplace is just unbelievable. This game has meant a lot to people; it's put money in their pockets. A guy from the south called me who'd been in the



**Marc Wiese** of Airway Fun Center in Portage, Mich.

industry 45 years. He said he was about ready to retire and close up his arcade, but *Ticket Time* renewed his hope. He said he couldn't empty the coin box fast enough."

Why is *Ticket Time* so popular? Dupree says it's the win factor. "The players win a lot and the perceived value of the win on this game makes it the best redemption game in the industry. It's creating a high level of profitability for the operators so they finally have the cash flow to buy other new equipment. *Ticket Time* is creating buying potential.

"*Ticket Time* is a very special piece because it contributes to every level of this industry," Dupree explained. The player wins and so does the operator and distributor...and the manufacturers, too. The game creates capital for the purchase of other new equipment and that's a plus for the industry, not just for Smart."

Reliability is a key factor, too. With about 700 *Ticket Times* in the field, the factory reports no problems. Jim said, "When you have that level of play over time and have no complaints, you've demonstrated that you've built a real workhorse that just won't quit. The reliability of this machine is every bit as important as profitability."

"It is by far the best game of 2016 without question," said Clarence Mabe. "Just stop and think about it. It costs \$6,000 or \$7,000 and you can make that back in one week. It will make as much as a *Big Bass Wheel* and *Monster Drop* which cost a lot more; and this game holds its own against six-player pushers and other more expensive machines. This is the best ROI on a machine I've ever seen in my career. Back when plush cranes first hit the market you might see these kinds of numbers, but this is the best since. This is a no brainer."

Mabe also has high expectations for the pusher version, predicting that earnings will be even higher. "I'll tell you why," he said. "With *Ticket Time*, you don't pick

up tickets every time, but with the pusher, the player will win 80-100% of the time. Players will get the thrill of winning and satisfaction will be even greater and that drives play. I believe you can have both kinds in the arcade at one time and they'll come in #1 and #2 in the same location. Out of all the machines in our Rockin' Raceway location (Pigeon Forge, Tenn.) *Ticket-Smarts* with the RFID system is #1 and the standard model without RFID is #2.

"I think the RFID model will be the next great machine," Mabe continued. "I have a lot of friends who won't buy *Ticket Time* because it only gives out tickets, but once they see you can get it with the card swipe version without tickets, I guarantee they'll buy one for every location."

Marc Wiese of Airway Fun Center in Portage, Mich. (sister cities with Kalamazoo), said, "I bought a single *Ticket Time* 10 weeks ago and it's been #1 in the room ever since. It paid for itself in a week!"

He then bought a double *Ticket Time* for his bowling entertainment center and said that those three crane says "occupy the top three spots in my

game room of 55 pieces and bring in 20% of the revenue. They also haven't cannibalized the rest of the game room. Earnings on all the other pieces are still up where they should be."

Wiese admitted, "The numbers are nuts. For the money, it's the best game we've ever bought by far, by far, by far. It's also been incredibly reliable: We haven't had any problems with it at all."

David Boothroyd, Head Technician at The Funplex North, said, "We've been operating *Ticket Time Double Crane* for just about a month now and couldn't be happier. This crane has brought in over 8% of our total arcade revenue during all four weeks. (We're operating it as a play-until-you-win crane for \$3 a play.)"

He continued, "It is by far the brightest game on the floor both literally and in our game activity reports. To put it into perspective, last week it did



**Ticket Time** on location at The Funplex North.

8.06 percent and the next best game is a six-sided late model pusher, which did 3.59 percent. The next best crane did 2.98 percent. *Ticket Time* literally paid for itself in one week.

"I have been working for the Funplex for two years, and in the Industry for 17, and I'm in awe of the *Ticket Time* crane. It makes so much money I had to test it to make sure it wasn't broken."

Testimonials like that are hard to beat. To learn more about *Ticket Time* and the new models, visit the Smart Industries booth at IAAPA (# 2015) or online at [www.smartind.com](http://www.smartind.com).

