



Adjustable games

WEBAK Games was founded in 1982 by Kurt Kreiner, who has now been in the amusement and gaming business for 45 years.

He started off in the industry by helping to make Barcrest's Ambassador fruit machine the most successful one in Austria. Today Webak is a leading manufacturer of games and gaming machines.

The company's main market is Germany, but it also does well in Austria, Romania and Sweden. "We have also just started to do business in the Italian market," Eveline Kreiner, Kurt's wife, said. "We were also doing well in Poland before the market closed down. We regard the whole of Europe as our market and we are always on the look-out for new markets."

One of Webak's main strengths is its development capability. "We can easily adjust our games to make them compatible with different legislation in different markets," said Kreiner.

The company is currently working on a new project, which will come to fruition later this year. "We don't want to provide any more details about this project at this stage, but we are very excited about the prospects," said Kreiner.

Trade show wise, IMA in Germany and IGE in the UK are the only ones that Webak will consider exhibiting at right now. "However, Romania remains a good market for us so we will have our own show in a hotel in Bucharest."

The recession has been a problem, but things are now improving, she added. "Since January we have noticed that business is starting to pick up again."

One thing that isn't helping though is the prospective new legislation in Austria. "We don't operate, we just produce machines and machines are going to be limited to one per 1,200 members of the population, adjusted to one per 600 people in Vienna. And gambling will only be permitted in four of the nine departments."

There are four cabinets in the company's portfolio - the Slimline single touchscreen with five games, the Futureline single touchscreen with nine games, the Blackline dual-screen with nine games and the Chromeline dual-screen, also with seven games. All apart from the Slimline can be used as online VLT machines.

Webak's game development department comes out with new games around twice a year.

