

# WEBAK GAMES - HIGH STANDARDS

New product is key to success

WEBAK Games, with its head office in Gmunden, Austria, owned and run by Eveline and Kurt Kreiner and recently joined by their new chief executive officer, Norbert Gruber, has been involved in the worldwide gaming industry for over 26 years and prides itself on reliability and producing innovative design and development that is of a high standard. It is also one of the very few companies to have been present in Romania for a substantial amount of time - more than 17 years in fact and it is well placed to comment on the changes and developments that have taken place over the years.

About 15 to 20 per cent of the gaming machines present on the Romanian market are Webak products, partly operated by Webak itself or by Webak partners.

According to Iosif Bodosi, general manager of Webak Games of Brasov/Romania, which employs around 50 people in total, the market is a very interesting one and the players' standards are developing and changing all the time. "Simple games tend to perform very well in Romania," he said. "We have had great success with our Bell Scatter game, among others, because of this and also because we are able to adapt to the market no matter how it develops or changes.

"Every region of Romania has its own types of players and preferences," Bodosi continued. "There are the very rich players who just play for amusement, then there are people who play on a regular basis and tend to gamble the same amount each time and then you have people who play in the hope of winning big and it is our job to accommodate all three types of players with our gaming machines."

Bodosi went on to say that the Romanian market has increased a lot in the past five years and there are now a substantial amount of machines in both the street and



Left to right: Gabriel Kovacs, Kurt Kreiner and Iosif Bodosi

casino locations. When asked about the possibility of saturation in the market Bodosi said: "There are sometimes four or five casinos or gaming arcades on one street in Romania, which is a positive thing for us as there is a continuous demand for new machines.

"As long as the market continues to grow then we are happy," Bodosi continued. "As it means we can continue to increase our presence in the market and bring in new games and products."

At the recent Entertainment Arena Expo, held in Bucharest, Romania, Webak Games introduced the Dual Line product to the market, which was well received and Bodosi also made reference to a wall-mounted machine that is currently in production.

Commenting on the current lack of legislation in Romania, Bodosi told *InterGame*: "We hope that the new legislation will be fair but there is no doubt

that limits will be brought in on the number of machines allowed to operate in one location and this might see some of the small operators disappear."

As for the future of Webak Games Romania, the company will no doubt continue to keep on adding to its already well-established game range and further promote itself to become one of the market leaders in the country.

**"15 to 20 per cent of the gaming machines present on the Romanian market are Webak products, partly operated by Webak itself or by Webak partners"**

## Webak Games – fair gaming!



a selection of our games

...and more...



WEBAK GAMES Austria// [www.webak.com](http://www.webak.com) // [sales@webak.com](mailto:sales@webak.com) // +43 7612 – 700140  
 WEBAK S.R.L. Romania// [www.webak.com](http://www.webak.com) // [webak@rdsbv.ro](mailto:webak@rdsbv.ro) // +40 268 47 25 56

VISIT US AT SUREXPO 2008, BOX 22  
 15-16-09-2008, CENTRUM EXPO XXI  
 ul. Pradzińskiego 12/14, Warsaw, POLAND