

InterGame

THE SPECIALIST GAMES AND GAMING MAGAZINE
FOR FECS AND ARCADES WORLDWIDE

THE OPERATORS' NUMBER ONE CHOICE

DECEMBER 2025 Vol 31 Issue 12

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OFFICIAL INTERNATIONAL PUBLICATION



BREAKING NEWS

Flight Club set for UK expansion

FLIGHT Club, the competitive socialising brand featuring tech-enhanced social darts and cocktails, will open a new UK venue in Reading next year.

Set to be the brand's second location in the Thames Valley after opening its first in Oxford last year, the new social darts bar will span 6,211sq.ft and combine the feel of a traditional Victorian pub with a fairground twist, according to Flight Club.

Steve Moore, CEO and co-founder of Flight Club, said "Get ready, Reading! We are thrilled to be bringing the Flight Club experience to Station Hill next year.

"We're setting up shop right in the heart of the action to deliver what we do best: high-energy fun, incredible cocktails and unforgettable social moments. We are already looking forward to opening the doors and kicking off the party in 2026."

The new entertainment venue will be part of the town's Station Hill development, a joint venture between Lincoln Property Company and MGT Investment Management.

The £850m regeneration project has been split into three phases, with two currently underway. The project's website says that its aim is to "create a thriving destination that will connect, inspire and enrich the lives of residents, workers and visitors alike."

Alex Aitchison, managing director at Lincoln Property Company and on behalf of the Lincoln MGT JV, said: "Flight Club further enhances our popular retail and leisure offering at one of the key destinations in the Thames Valley for people to live, work and play. We look forward to welcoming Flight Club to the award-winning Station Hill scheme next year."



America's Incredible Pizza Co. to rebrand

AMERICA'S Incredible Pizza Company, the 25-year-old family entertainment brand, has unveiled its refreshed name, logo and vision at the IAAPA Expo in Orlando, Florida, US.

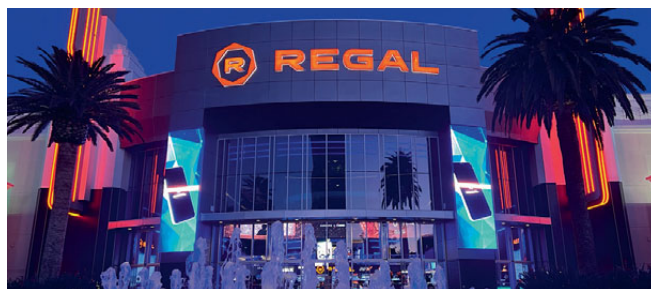
Set to be known as Incredible Food and Fun, the redesigned brand will debut at the company's flagship and original location in Springfield, Missouri, followed by a measured, sustainable and strategically phased rollout to additional markets.

According to the family entertainment brand, the rebrand, developed in collaboration with RumbleBuzz Marketing and Communications, reflects the company's commitment to meeting today's families where they are while honouring decades of history, nostalgia and tradition.

Ryan Tiffin, vice president of brand strategy and guest experience said: "Our goal was simple, to take a beloved, legendary brand and give it new life for the next generation of families.

"We listened to our guests, we empowered our teams and we built a brand that reflects where our company is today and where it is going. I am proud of what we created together and excited to see this new era of Incredible come to life."

As part of the rebrand, Incredible Food and Fun will introduce new daily offers, updated birthday packages and refreshed group experiences designed around modern guest expectations.



Semnox powers US cinema chain

TECHNOLOGY solutions provider Semnox Solutions has partnered with The Pelican Group, the US-based operator of amusement and vending services.

It will see the implementation of the Semnox Parafait RFID card system across more than 400 Regal cinemas across the US.

The collaboration marks a "major milestone" according to Semnox, which says the installation of its Parafait system will enhance the guest experience by introducing a modern, cashless and frictionless play card solution.

The new system will allow guests to use RFID-enabled tap-to-play transactions for arcade game play, as well as integrating with Regal's existing entertainment offerings.

"At Regal, we are always looking for ways to elevate the guest experience. Partnering with Semnox and The Pelican Group enables us to bring the latest innovations in entertainment technology directly to our customers," said Adam Rymer, chief commercial officer at Regal.

Sean Hanna, chief revenue officer at The Pelican Group, added: "We're thrilled to bring cutting-edge technology to our Regal locations, ensuring guests have a smooth and modern experience while allowing operators to better manage performance and revenue."

The deployment of the technology will continue into the Q3 2026, which Semnox says makes it one of the largest theatre-based rollouts of RFID technology in North America.

Hero Zone buys platform

FREE-roam virtual reality entertainment provider Hero Zone VR has entered into an exclusive binding agreement to acquire Phenomena VR's eSport Arena, a VR gaming platform.

The company said that the acquisition will strengthen its position as the largest free-roam VR company in the world. It is currently operating in more than 550 locations globally, following the acquisition of Spree VR in August 2025. Hero Zone expects the transaction to close by the end of 2025.

By integrating Phenomena's platform and game library, Hero Zone VR says it will expand its portfolio of "premium competitive and co-operative VR experiences," and that it will deliver "greater value and variety to operators and players."

"This acquisition marks an exciting new chapter for Hero Zone," said Sebastian Malavasi, CEO of Hero Zone VR. "Phenomena has built one of the strongest brands in the location-based entertainment industry, with the leading laser-tag VR game Versus and exceptional marketing.

"Their platform perfectly complements our mission, and we're thrilled to welcome their talented team. With Phenomena joining us, we now have a solid presence across both Europe and North America, strengthening our global reach and offering the largest exclusive game catalogue in the free-roam VR market."

Founded by Awane Jones, Charles-Elliott Miran and Bassil Silim-Jones, in partnership with the FICC investment fund led by Gilles Labranche, Phenomena developed the VR eSport Arena to be a flexible, multiplayer system designed for competitive play, replayability and operational efficiency.

"The time for consolidation is now. Operators have been asking for a unified platform that brings together the very best games, and with this acquisition, we are delivering on that promise," said Awane Jones, CEO of Phenomena.

Hero Zone VR said that Awane Jones will stay on as the general manager for North America, alongside the rest of the Phenomena team, to help bridge the gap between markets.

