



KONAMI

Fortune Cup Horse Racing Game



FORTUNE CUP™

- Back in 1990s-2000s, horse racing machines with electro-mechanical racing track were so popular in the casino and slot clubs worldwide including Las Vegas, South America, Europe, Australia, Africa and Asia. These horse racing machines came from amusement arcade in Japan and converted to gaming use.
- That time there were no bill validators, ticket printers nor slot system. Then there were no horse racing machines released to gaming market for about 20 years. However these old horse racing machines worked as “work horse” for gaming venues for very long years. Many of them lasted for over 10 years, some went beyond 20 years of service. They kept running and running even after legs cannot be moved as no more spare parts were available from suppliers!



FORTUNE CUP™

- Konami Fortune Cup revived old electro-mechanical horse racing machines with the latest slot and arcade technology such as touch screen technology for betting and getting statistics on the race, 65-inch LCD display with real-time digital video animation, cleaning device underneath the racing track for automatic periodical maintenance etc.
- From casino marketing point of view, Konami Fortune Cup is “destination machine” and players come to the casinos just for playing the machines thus incomes generated from horse racing machine were stable throughout the week from Mon to Sun. Also horse racing machines patron base is different from the ones for EGM, ETG and table games. Casinos installed horse racing machine can bring a new patron base to their casino floor.



FORTUNE CUP™

- Comparing to Electronic Table Games (ETG) based on traditional table games such as Roulette, Baccarat or Black Jack, one big advantage of horse racing machines for operators is to operate higher hold percentage than ETGs.
- From players point of view, game rule is simple and race itself is very excited to watch and they like the “community game” atmosphere that you can interact with other players.
- FORTUNE CUP Official Game Video

<https://www.youtube.com/watch?v=5-2ptPGXS24>

