

CASE STUDY: Multi-Player Online Gaming (MPOG)

New Military Deployment: Internet & PC Game Kiosk



Objective: As the amusement game / machine provider to the US Army's Morale Recreation and Welfare (MWR) Department since 1994, ARMP found the vast majority of their coin operated game portfolio under serious scrutiny for profit generation. With the entire coin-op market in a 12% decline for the past five years, ARMP sought to develop a product that capitalized on the growing popularity of on-line gaming. Their solution needed to meet their Soldier market with current services and content including:

- High speed internet, e-mail, and web browsing
- Video e-mail
- PC based gaming with multiple current / popular titles
- Multiple arenas for social gaming including local LANs, and virtual on-line gaming

In addition, advanced remote monitoring features and easy field service maintenance were key solution requirements. Equipment requirements included a bill acceptor, credit card reader, external USB port, video camera, high-end LCD screen and graphics card, sub-woofer and amplified sound, and extensive peripherals for a completely high-end gaming experience.

Solution: In a joint development effort with KIOSK Information Systems, ARMP created the first self-serve Internet and PC game café (including upgradeable game content). With over 300 MPOG kiosks purchased and in deployment in bases all over the world, the development has proven extremely successful. In addition to a technically seamless product, the solution has provided:

- 100% increase over ARMP's coin-op machine portfolio, providing a completely self-funded program (no taxpayer contribution)
- Equipment with game and internet capability applicable to today's Soldier demographics (20+ on-line titles)
- Unique game licensing asset
- Secure applications and remote monitoring
- High-end gaming experience that far exceeds anything on the market

