



TOUCH
MAGIX

2025 CATALOG

**IMMERSIVE GAMES
& EXPERIENCES**

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**“Life is a lot like an Arcade Game—
when you hit a wall, learn the pattern, adapt, and keep trying.
Progress is all about persistence.”**



*“Our mission has been to revive the golden age of games
by making skill the foremost ingredient of gameplay.
We at TouchMagix are focused on creating games
that are easy to understand but difficult to master.”*


- Anup Tapadia, Founder - TouchMagix

Backed by a passionate team that makes the magic happen!



Awards & Recognitions

Operator Choice
Award Winner 

 Award for excellence in
Arcade and VR category

Winner of top 50
emerging companies 

 Innovation leadership award
for interactive technologies

Emerge
50 award 

 Top 5 young
entrepreneurs

Winner of global creative
entrepreneur award 

 Top 100
start-ups 2011



Research and Development

We manufacture and create new-age, never-seen-before arcade games, immersive experiences, and interactive display technologies in the US, supported by a world-class R&D facility in Pune, India. Since our inception in 2009, our games and technologies have reached over 100 Fortune 500 companies, as well as customers in the amusement and entertainment industry across more than 40 countries.

Design

While developing our games, we prioritize simplicity, ensuring that players can easily see where they went wrong, learn from those mistakes, and try again. This approach significantly enhances repeat play value. Additionally, we utilize innovative technologies to elevate the grandeur of the gaming experience, creating something extraordinary for those who step out for entertainment.



Manufacturing

All our games are manufactured at state of the art factories in the USA, India and China. Our games are carefully devised, prototyped, and critically tested for gameplay and revenue-earning potential. They undergo a thorough evaluation before making their way to arcade and entertainment centers, where individuals and groups can immerse themselves in the unique experiences offered by TouchMagix's arcade games—truly a level up from anything they've played before.



Customer-First Approach

We recognize that when people seek entertainment outside their homes, the entire experience matters. We strive to deliver a thoughtfully designed social experience that they cannot replicate at home, making every visit to our games and experiences memorable.

Quality

While seeing the joy on players' faces is a major driving force for our passionate team, we also focus relentlessly on ensuring profitability through rigorous ROI testing and repeat value analysis. This unique combination of high repeat value gameplay and an ROI-focused approach is what makes TouchMagix stand out in terms of performance. All games manufactured are thoroughly tested for quality and built to global safety standards.



Action-packed Game of Skill!

Use the right force on the TNT plunger to demolish the tower by targeting the Bonus block.

REDEMPTION

VIDEO

- Grand cabinet design
- Compact footprint that fits easily into various venues
- Skill based gameplay
- Pressure sensitive realistic TNT plunger mechanism
- Built in features for repeat gameplay

LINK PLAY

3 CABINETS



2 CABINETS



Dimensions - 38" w x 52" d x 115" h

Weight - 258 lbs



Take your shot to win a crazy prize !

Skillfully time the shot to push the prize capsule off the moving carousel into the winning hole.

PRIZE VENDING

- Super high earnings with 2-3 weeks ROI
- Variety of pre-stuffed capsules with licensed toys available
- Supports 100mm / 4 inch capsules or balls
- Space efficient 4 player cabinet to maximise engagement and ROI
- Capsules auto replenish after a prize is won
- Enhanced security feature tailored for both street & arcade environments
- Avoid frequent refills with large 400 capsule storage



Dimensions - 55" w x 55" d x 86" h

Weight - 645 lbs



Dive into an exciting Arctic adventure

Test your timing skills by jumping over the oncoming obstacles and set new records.

REDEMPTION

VIDEO

AMUSEMENT

- Popular IP now in a redemption format
- Multiple characters to choose from
- Thrilling skill-based gameplay designed to captivate players
- Playable in single-player mode or two-player competitive mode
- Appeals to players of all ages



Dimensions - 50"w x 35"d x 102"h
Weight - 340 lbs

POP IT!

Challenge yourself in the ultimate ball drop game!

Move and drop the balls using the joystick to complete the colour ladders and pop your way to win the Mega Bonus.

REDEMPTION

VIDEO

- Popular IP now in redemption format
- Multi-directional ball drop gameplay, enhancing player interaction
- Bright and colourful cabinet for maximum visual appeal
- Engaging in-game features, promoting extended play sessions
- Designed to encourage repeat play and increase player retention
- Appeals to players of all ages

Dimensions - 41" w x 57" d x 109" h

Weight - 690 lbs





Incredibly engaging space adventure game

Dodge your spaceship from the dangerous obstacles as you fly through a progressively speeding wormhole.

REDEMPTION

VIDEO

BAR

AMUSEMENT

- Fast paced action game that challenges player's skill
- Responsive spinner control for intuitive game play
- Designed for repeat play and to maximize engagement
- Immersive gameplay experience
- Average gameplay time of 30 seconds

[LINK PLAY FOR DX](#)



Dimensions - 48"w x 42"d x 112"h

Weight - 490 lbs

DX

SE



VIDEO REDEMPTION AMUSEMENT BAR

:DICEY JUM:P

Be on your toes as you decide between the short and long jump.

Dimensions - 40"w x 33"d x 101"h
Weight - 321 lbs



REDEMPTION AMUSEMENT BAR VIDEO

Stack 20 blocks in this exciting hopping game to win bonus tickets!

Dimensions - 41"w x 33"d x 100"h
Weight - 326 lbs

REDEMPTION VIDEO



Drift away from cops in this adrenaline pumping car chase to collect gold and cash!

Dimensions - 43"w x 33"d x 101"h
Weight - 296 lbs





A popular carnival game in 2 player redemption format

Track the cup with the ball underneath in this popular game.
Clear all stages to win BONUS!

REDEMPTION

VIDEO

- Competitive, skill-based redemption game designed to engage players
- Playable in single-player or two-player modes for versatile gameplay
- Features multiple levels of gameplay, adding depth and challenge
- Average game duration of 60 seconds
- Appeals to players of all ages



Dimensions - 50"w x 35"d x 116"h
Weight - 324 lbs



A classic crane with carnival twist

Track the cup with the bonus ball to earn more chances on the claw & win more rewards.

REDEMPTION

VIDEO

CRANE

- Skill-based carnival game featuring a crane combo for added excitement
- Front panel illuminated with vibrant RGB lighting for maximum visual impact
- Offers multiple game modes to suit diverse player preferences:
Mode 1: Play to win maximum chances at the crane
Mode 2: Play to win bonus tickets if no plush is won
- Appeals to players of all ages



Dimensions - 36" w x 36" d x 100" h

Weight - 300 lbs

MAGIX FLOOR

Top performer at Worlds largest FEC chain

REDEMPTION

VIDEO

AMUSEMENT

- Top 10 ranked for over an year
- Globally proven ROI of 2 to 6 months
- Skill based redemption game
- Add incremental income and variety at adult locations
- Appeals to kids under 12 & families
- Attractive, unique & grand cabinet

"MagixFloor game has been among the top favorites at Chuck E Cheese's and has earned very good revenue consistently over the last one year. With a very attractive cabinet, it adds to grandeur of the game room. It is a fun game and we have often seen parents enjoying on it with the kids. We cherish our relationship with TouchMagix as a proactive business partner."

President - Peter Piper Pizza & Chief Administrative Officer - Chuck E. Cheese's



Option 1

Option 2

Dimensions - 102" w x 78" d x 120" h

78" w x 100" d x 120" h

Weight - 500 lbs





Revolutionary & interactive next-generation virtual play zones

It's time to refresh your facility!

Ideal for Preschools, kindergartens, pediatric clinics, waiting areas, museums, libraries, recreational centers, YMCAs, gymnasiums, edutainment centers, hospitals, malls, retail stores, restaurants, hotels & resorts



- Hassle-Free Solution for Interactive Wall & Floor
- Integrated ultra bright projector with computer, 3D sensor & speaker
- Hygienic, safe, reliable and no wear and tear system
- Improves collaboration and cognitive skills in kids
- Designed for floor games & activities
- 2-Year all inclusive warranty



Mounting Height	Floor Projection Area
96"	81" x 61"
120"	102" x 76"
144"	122" x 92"

MagixPool™

Plug & Play Interactive
Projection for Pool Tables

Bundled
with
10 + amazing
effects

Level up to the ultimate pool experience!

- Modern design to fit all environments with integrated ultra bright laser projector
- Control effects/games by scanning a QR code from mobile
- Easy to install on all standard pool tables
- Entertainment package to suit all age groups



Mounting height for Pool Table
7' x 4' Pool Table: 9'7" (2.9M)
8' x 4' Pool Table: 10'6" (3.3M)
Weight - 50 lbs



POWERED BY TOUCHMAGIX

Brunswick®

Industry's first immersive interactive scoring experience

- Higher revenue per visit with ever expanding library of interactive Sync games
- Higher guest engagement through dynamic content with licensed games
- Encourages socialization with countless
- Operated through existing sync tablet
- Laser projector with 20000+ hour of lamp life



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Arcade Game

GAMES	INSTALLATION DIMENSIONS	PACKAGING DIMENSIONS	WEIGHT	POWER	LOADING CAPACITY 20FT	LOADING CAPACITY 40FT
1. Carnival Cups Crane	36"w 36"d 100"h	40"w 48"d 82"h	300 LBS	2Amp@220V/4Amp@110V	9	20
2. Carnival Cups DX	50"w 35"d 116"h	53"w 38"d 76"h	324 LBS	2.5Amp@220V/5Amp@110V	8	16
3. Carnival Cups SE	35"w 33"d 99"h	42"w 35"d 90"h	300 LBS	2Amp@220V/4Amp@110V	12	24
4. Crazy Prize	55"w 55"d 86"h	57"w 64"d 87"h	645 LBS	2Amp@220V/4Amp@110V	4	9
5. Dacey Jump	40"w 33"d 101"h	44"w 36"d 83"h	321 LBS	1.5Amp@220V/3Amp@110V	12	24
6. Drift n Thrift	43"w 33"d 101"h	44"w 36"d 83"h	296 LBS	1.5Amp@220V/3Amp@110V	12	24
7. Hop n Stack	41"w 33"d 100"h	44"w 36"d 84"h	326 LBS	1.5Amp@220V/3Amp@110V	12	24
8. MagixFloor Arcade	OPTION 1 102"w 78"d 120"h OPTION 2 78"w 100"d 120"h	21"w 57"d 78"h	500 LBS	2.5Amp@220V/5Amp@110V	11	23
9. Mega Blaster	38"w 52"d 115"h	PALETTE 1 48"w 42"d 89"h PALETTE 2 26"w 24"d 38"h	258 LBS 133 LBS	2.5Amp@220V/5Amp@110V	8	17
	Twin Mega Blaster	93"w 52"d 119"h		5.5Amp@220V/11Amp@110V		
	Triplet Mega Blaster	117"w 52"d 119"h		8Amp@220V/16Amp@110V		
	Twin Mega Blaster Mega Marquee	93"w 9"d 23"h				
	Triplet Mega Blaster Mega Marquee	117"w 9"d 23"h				
10. Pop it	41"w 57"d 109"h	45"w 61"d 90"h	690 LBS	3Amp@220V/6Amp@110V	7	15
11. Pudgy Penguins	50"w 35"d 102"h	44"w 38"d 86"h	340 LBS	2Amp@220V/4Amp@110V	12	24
12. Space Warp DX	48"w 42"d 122"h	50"w 48"d 80"h	490 LBS	2Amp@220V/4 Amp@110V	4	9
	Space Warp SE	37"w 33"d 100"h	243 LBS	2Amp@220V/4 Amp@110V	12	26
	Link Play Marquee 2 Cabinets	96"w 38"d 124"h		4.5Amp@220V/9Amp@110V		
	DX Mega Marquee	70"w 9"d 36"h				

Other Products

1. Magixbox	9"w 8"d 7"h	20"w 8"d 8"h	20 LBS	2.5Amp@220V/5Amp@110V		
2. MagixFloor	22"w 30"d 14"h	23"w 31"d 15"h	65 LBS	2.5Amp@220V/5Amp@110V		
3. MagixPool	30"w 18"d 13"h	35"w 23"d 23"h	50 LBS	2.5Amp@220V/5Amp@110V		
4. Spark Bowling	23"w 23"d 16"h	25"w 25"d 18"h	485 LBS	2.5Amp@220V/5Amp@110V		

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