

The image depicts a futuristic control room or cockpit. A person wearing a white helmeted suit is seen from the back, looking at several large monitors. The monitors display various data, including what appears to be a map or a complex interface. The room is filled with blue and purple lighting, creating a high-tech, immersive atmosphere. The overall scene suggests a high-end gaming or simulation environment.

TOUCH  
MAGIX

**2025**  
**CATALOG**

**IMMERSIVE GAMES  
& EXPERIENCES**

## **TECH SUPPORT**

☎ +1(415)360-0006    📞 +91 7709152220

✉ [support@touchmagix.com](mailto:support@touchmagix.com)

## **General Sales Inquiries**

✉ [sales@touchmagix.com](mailto:sales@touchmagix.com)

“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 **AMOA**

**IAAPI** Award for excellence in  
Arcade and VR category

Winner of top 50  
emerging companies **TE 50**

**FROST & SULLIVAN** Innovation leadership award  
for interactive technologies

Emerge  
50 award **nasscom**

**BW BUSINESSWORLD** Top 5 young  
entrepreneurs  
[www.businessworld.in](http://www.businessworld.in)

Winner of global creative  
entrepreneur award **BRITISH COUNCIL**

**RED HERRING** 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.



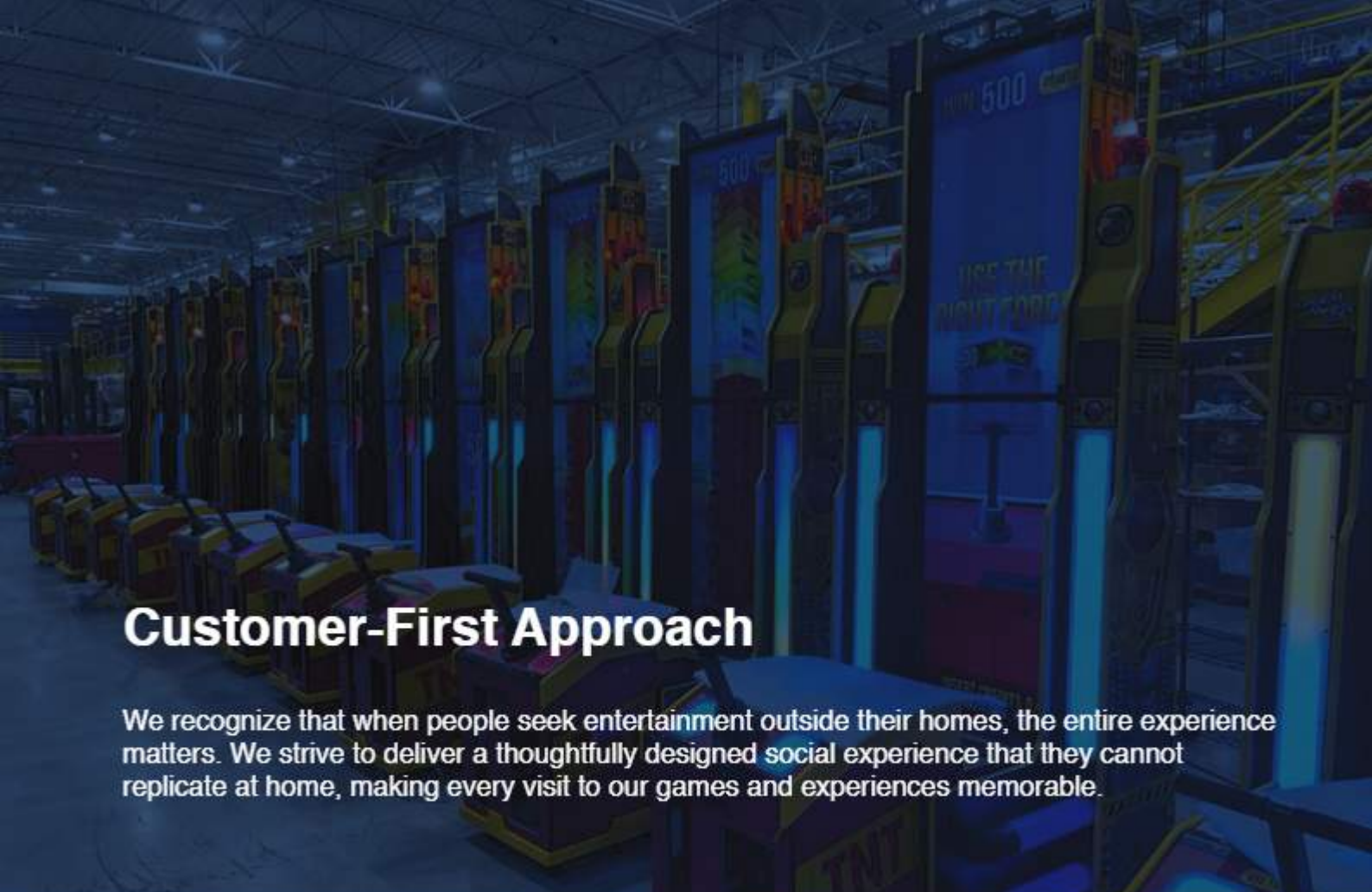
## Design

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

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

Weight - 500 lbs

Option 2

Dimensions - 78" w x 100" d x 120" h





## 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





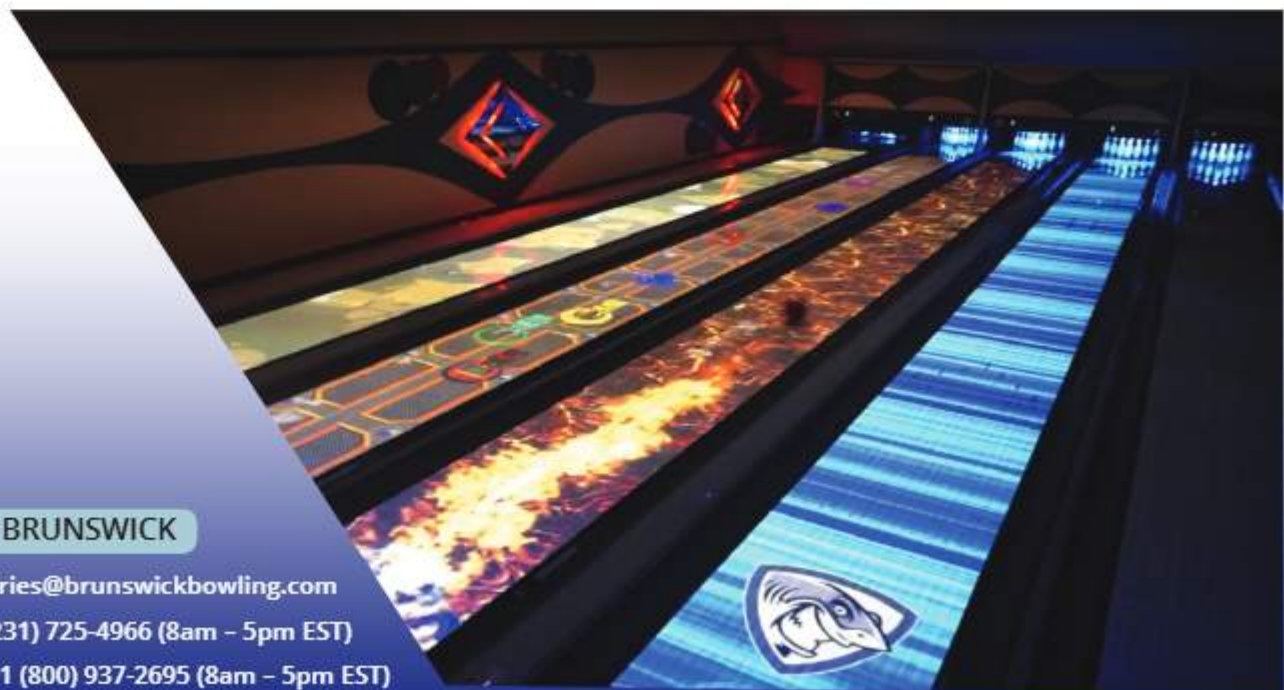
**SPARK**  
LIGHT IT UP

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



### CONTACT BRUNSWICK

EMAIL : [inquiries@brunswickbowling.com](mailto:inquiries@brunswickbowling.com)

PHONE : +1 (231) 725-4966 (8am - 5pm EST)

TOLL FREE : +1 (800) 937-2695 (8am - 5pm EST)

# 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	42"w 35"d 84"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. Magibox	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		

# Global Distributors

## North America



**Betson Enterprises HQ**  
303 Paterson Plank Road  
Carlstadt, New Jersey 07072  
TEL 201-438-1300  
sgillmore@betson.com

**Betson Mid-Atlantic**  
2701 West Carson Street,  
Pittsburgh, PA 15204-1937  
TEL 412-331-8703  
nsarioglou@betson.com

**Betson West**  
12981 E. Florence Avenue,  
Santa Fe Springs, CA 90670  
TEL 714-228-7500  
rhunt@betson.com

**Betson Southeast**  
2140 Newmarket Pkwy SE,  
Suite 100, Marietta, GA 30067  
TEL 770-303-0146  
dcapilouto@betson.com

**Betson Mountain**  
2009 South 4130 West Suite B,  
Salt Lake City, UT 84104  
TEL 385-215-8887  
slamoreaux@betson.com

**Betson New England**  
960 Turnpike St. Unit 13,  
Canton, MA 02021  
TEL 781-821-8533  
jkirby@betson.com

**Betson Midwest**  
350 N York Road  
Suite A, Bensenville, IL 60106  
TEL 630-238-9400  
bcmway@betson.com

**Betson Southwest**  
1137 Conveyer Lane Suite 118,  
Dallas, TX 75247  
TEL 214-638-4900  
bhorton@betson.com

**Betson Florida**  
4605 LB Mcleod RD, Suite 900  
Orlando, FL 32811  
TEL 407-851-9269  
dcapilouto@betson.com

**Betson Northwest**  
5211 NE 158th Ave, Portland,  
Oregon 97230  
TEL 503-786-9200  
alambert@betson.com



**Toronto - P1AG HQ**  
6420 Viscount Road  
Mississauga, ON L4V1H3  
TEL 416-251-2122  
jerry.power@cinplex.com

**Somerset**  
5 Veronica Avenue, Somerset,  
New Jersey 08873  
TEL 877-874-2677  
Joe.Ingui@cinplex.com

**Charlotte**  
1920 Center Park Drive Charlotte,  
North Carolina 28217  
TEL 704-357-6284  
Pat.McGrattan@cinplex.com

**Dallas/Fort Worth**  
2318 Pecan Court, Forth Worth  
Texas 76117  
TEL 817-393-9300  
Tres.Sprinkle@cinplex.com

**Miami**  
10416 West State Road 84,  
Unit #4 Davie, Florida 33324  
TEL 954-874-1100  
Enzo.Celani@cinplex.com

**Orlando**  
10003 Satellite Boulevard,  
Suite 208, Orlando FL 32837  
TEL 407-872-1666  
tim.paukner@cinplex.com

**Los Angeles**  
2140 Ward Avenue, Simi Valley,  
California 93065  
TEL 800-860-7469  
Jason.Nutti@cinplex.com

**Boston**  
375 Vanderbilt Avenue  
Norwood, MA 02062  
TEL 908-477-4554  
Rich.Listash@cinplex.com

**Montreal**  
1200 Rue Begin  
Montreal, QC, H4R1X1  
TEL 514-856-2252  
Michel.Bergeron@cinplex.com



**Des Moines, IA - HQ**  
1801 Guthrie Ave,  
Des Moines, IA 50316  
TEL 515-266-6422  
terry@mossdistributing.com

**Bloomington, MN**  
9350 James Ave, South  
Bloomington, MN 55431  
TEL 952-881-8770  
sandy@mossdistributing.com

**Kansas City, MO**  
6459 Universal Ave, Kansas City,  
MO 64120  
TEL 816-231-6600  
randy@mossdistributing.com

**Milwaukee, WI**  
TEL 262-853-4659  
brent@mossdistributing.com

**Denver, Colorado**  
TEL 215-796-2070  
jim@mossdistributing.com



**Drouillard International**  
16400 Collins Avenue, #1141  
Sunny Isles Beach, FL 33160, USA  
TEL 708-408-3121  
enndee2@aol.com



**Chicago - HQ**  
750 Morse Avenue, Elk Grove  
Village, IL 60007  
TEL 847-439-9400  
tonyshamma@  
avscompanies.com

**Milwaukee**  
1667 Independence Ave,  
Hartford, WI 53027  
TEL 262-457-6030  
info@americanwending.com

**Houston**  
8801 Jarneel Road,  
Houston, TX 77040  
TEL 713-523-7366  
info@americanwending.com

**Dallas**  
1101 N. Union Bower Rd,  
Suite 160, Irving, TX 75061  
TEL 214-631-5050  
info@americanwending.com

**Minneapolis**  
1166 Cliff Road East,  
Burnsville, MN 55337  
TEL 763-712-6002  
info@americanwending.com



LEGACY COIN

**Ed Chermak**  
2901 Drywall Dr  
Myrtle Beach, SC 29577  
local 843-676-1900  
fax 843-448-8899  
edchermak@gmail.com



3300 Powerline Rd, Suite 210,  
Ft. Lauderdale, FL 33309, USA  
TEL 305-770-4263  
Toll Free: 800-550-0090  
walter@primetimeamusements.com

**CENTRAL DISTRIBUTING COMPANY, INC**  
609 N 108TH Circle  
Omaha, NE 68154  
TEL 402-493-5600  
joe@gamesales.com



Shaffer Distributing

**Shaffer Distributing  
Company HQ**  
1100 W 3rd Ave, Columbus,  
OH 43212, United States  
TEL 800-282-0194  
scott@shafferdistributing.com

**Detroit, MI**  
35355 Schoolcraft Rd  
Livonia, MI 48150-1213  
TEL 877-432-1040  
bhoward@shafferdistributing.com

**Indianapolis, IN**  
6801 Hillsdale Court  
Indianapolis, IN 46250  
TEL 800-876-0789  
tdwyer@shafferdistributing.com

**Cleveland, OH**  
8001 Sweet Valley Drive Suite 2  
Valley View, OH 44125  
TEL 800-800-0678  
mottley@shafferdistributing.com

## South America



**GOLD COAST INTERNATIONAL**  
Gold Coast International  
425 Northern Blvd.  
Great Neck, NY 11021  
TEL 516-605-0220  
GoldCoast@gcggame.com



**Global Amusements**  
Javier de la Uz  
155 International Golf Parkway,  
Saint Augustine, FL 32095  
TEL 1 904-429-7783  
javier@globalamusements.com

## India



**CSML**  
*We make fun, a business...*  
423, B Wing, Chintamani Plaza, Andheri Kurla Road, Chakala,  
Andheri (East), Mumbai 400 099, Maharashtra, India  
TEL +91 (22) 28302166 | +91 (22) 49739659  
sales@csmlindia.com

## Oceania



**Zax Amusements**  
1661 Centre Rd,  
Springvale VIC 3171, Australia  
TEL 03-9676-9190  
info@zax.com.au

## Turkey



**M Games**  
Meridyen Oyun Makinalari  
Paz.Tic.Ltd.  
Sisli, Istanbul, Turkey  
TEL +90 532 602 72 20  
eakay@amf.com.tr

## Middle East



**Warehouse of Games**  
PO. Box 61361, Jbel Ali Free  
Zone Dubai, UAE  
TEL +971 4 883 5880, +971 4 888 5580  
sales@wogme.com

## Japan



Bandai Namco Entertainment Inc.

Production department 3, 4-5-15, Higashi-Shinagawa,  
Shinagawa-Ku, Tokyo 140-8590, Japan  
TEL +81-3-6744-4510  
katsuhiko\_mikami@bandainamcoent.co.jp



**TOUCH  
MAGIX**

## **INTERNATIONAL SALES**

**Varun Mahajan**

US ☎ (646) 893-0115

India ☎ +91 770-907-7774

✉ [varun@touchmagix.com](mailto:varun@touchmagix.com)

**Shreyas Rai**

US ☎ (310) 230-5083

India ☎ +91 909-670-1000

✉ [shreyas@touchmagix.com](mailto:shreyas@touchmagix.com)

## **AMERICAS SALES**

**Debbie Gonzalez**

US ☎ (714) 330-8996

✉ [debbie@touchmagix.com](mailto:debbie@touchmagix.com)