



Based in Irving, Texas, Andamiro USA Corp. is a wholly owned subsidiary of Andamiro Co. Ltd., a Korean game manufacturer founded in 1992. Andamiro designs and produces ticket redemption amusements, instant prize merchandisers, and video and sports games, along with the world-famous Pump It Up dance simulator. We have brought to market some 200 arcade attractions that operate in a variety of entertainment destinations. We are the amusement industry's leader in integrating intellectual property into game designs. The MLB Players Association, Nickelodeon and Universal Studios, along with The Walt Disney Co.'s Lucasfilm Ltd. and Marvel Studios, are among our prestigious licensing partners.

**We turn characters, celebrities and other iconic brands into major arcade attractions**

# ANDAMIRO<sup>®</sup> USA LICENSING PARTNERS

VIACOMCBS

nickelodeon



DESPICABLE  
**ME**  
minions

Disney

MARVEL



GUARDIANS  
OF THE GALAXY

STAR  
WARS



# ANDAMIRO<sup>®</sup> USA LICENSED PORTFOLIO



**AVENGERS COIN PUSHERS**  
(2- and 1-Player Cabinets)  
Lic. Marvel (Disney) | Intro: 2020



**AVENGERS INFINITY STONE CHALLENGE**  
Lic. Marvel (Disney) | Intro: 2020



**BOBBLEHEAD BASEBALL**  
Lic. MLBPA  
Intro: 2022



**DESPICABLE ME JELLY LAB**  
Lic. Universal  
Intro: 2017 (ret.)



**JURASSIC WORLD (Original and Mini)**  
Lic. Universal  
Intros: 2020 and 2022 (Mini)



**KRABBY PATTY PARTY**  
Lic. Nickelodeon  
Intro: 2016 (ret.)



**PAW PATROL SPINNER**  
Lic. Nickelodeon  
Intro: 2017 (ret.)



**RED ZONE RUSH**  
Lic. NFLPA  
Intro: 2019



**SPONGEBOB PINEAPPLE ARCADE**  
Lic. Nickelodeon  
Intro: 2015 (ret.)



**SPONGEBOB PIRATES OF BIKINI BOTTOM**  
Lic. Nickelodeon  
Intro: 2022



**SPONGEBOB SOCCER STARS**  
Lic. Nickelodeon  
Intro: 2018 (ret.)



**SUPER STAR FOOTBALL COINS**  
Lic. NFLPA  
Intro: 2017 (ret.)



**TICKET COASTER**  
Lic. Nickelodeon  
Intro: 2021



**SUPERSTAR RUMBLE**  
Lic. WWE  
Intro: 2018 (ret.)



**A**NDAMIRO'S LICENSED ARCADE GAMES ARE PLACED IN THOUSANDS OF ENTERTAINMENT FACILITIES NATIONALLY AND INTERNATIONALLY. IN HIGH-TRAFFIC LOCATIONS, A SINGLE GAME CAN GENERATE AS MANY AS 100,000 ENGAGEMENTS ANNUALLY\*

\* Estimate is based on performance data provided to Andamiro USA by equipment owners.

# ANDAMIRO<sup>®</sup> USA NEW PORTFOLIO STARS

2023



**SPONGEBOB VR BUBBLE COASTER**  
 Lic. Nickelodeon  
 featuring 3 virtual reality episodes with 4th  
 coaster ride in production

2023



**TIC SHAQ TOE BASKETBALL**  
 Lic. Genius Brand  
 featuring Shaquille O'Neal as the animated  
 Biggie D from "Shaq's Garage"

2024



**BOBBLEHEAD BASEBALL VS**  
 Lic. MLBPA  
 new 2-player version for designed for  
 taverns and sports bars

2024



**WACKY RACER**  
 Lic. Nickelodeon  
 featuring SpongeBob SquarePants and  
 Patrick Star is a classic mallet game

## 2023 BLOCKBUSTER GAME PREMIERES AT DAVE & BUSTER'S



**GUARDIANS  
 OF THE GALAXY**

**GOTG TICKET COASTER**  
 Lic. Marvel (Disney)  
 Intro: 2023



**MARVEL  
 SPIDERMAN**

**SPIDER-MAN COIN PUSHER**  
 Lic. Marvel (Disney)  
 Intro: 2023

We begin by developing an original game concept or adapting and enhancing an existing platform. Our highly engineered designs offer play appeal and are built to operate in rugged commercial environments. Andamiro employs seven development teams, each staffed by electrical and mechanical engineers, programmers, digital designers and graphic artists.

Once we match a game and licensed property, we go to work on creating an elegant adaptation. Our engineers, designers and artists closely collaborate with the property owner's teams to meet the owner's guidelines.

After a licensed game has been approved, we begin trials in North America. These are conducted with leading amusement operations and equipment distributors, and help to ensure a game's marketability and commercial success.

Stature and detailed signage give a game visibility and prominence

Character voices and theme music create ambiance and excitement

Characters are integrated into the interactive gameplay

Players are awarded for their skill and patronage



Since the early 1970s, arcade games and Hollywood have shared a symbiotic relationship, mutually influencing each other's evolution and appeal. As early video games like Pong captivated audiences with simple yet engaging gameplay, such Hollywood films as "Star Wars" explored similar themes of advanced technology and space exploration. With subsequent adaptations like Star Wars: The Arcade Game, the integration of cinematic experiences and interactive gameplay was inevitable. The 1980s further solidified this relationship with films like "Tron" and "WarGames" reflecting and influencing arcade culture. This era also saw cross-marketing strategies in which movies and games promoted one another, enhancing narrative engagement across both platforms.

Today, inspiration from leading brands – from movie studios and professional sports organizations to hit cable TV and streaming IPs – is stronger than ever. Over the past decade, Andamiro has created dozens of licensed titles that are main attractions in modern family entertainment venues. This ongoing synergy between amusement machines and popular media has enriched the arcade experience, and cemented Andamiro's role at the forefront of blending cutting-edge entertainment with contemporary culture.

## FALL 2024



# ANDAMIRO<sup>®</sup> USA IN-GAME ITEMS

ARCADE GAME PIECES\* ENHANCE A BRAND'S INTEGRATION. THEY ARE AN IMPORTANT FEATURE OF AN ENTERTAINMENT CENTER'S PRIZE REDEMPTION SERVICE

PVC game pieces



Barcoded for security



\*Andamiro's game pieces circulate exclusively in commercial entertainment venues where our amusement machines operate. They are sold only to amusement owners and operators, and are not available as a consumer product. Printed on a durable PVC substrate (30 mil. thickness and trimmed at 3.375" x 2.125"), a card's content and colors will remain well preserved over years of constant use. The reverse side of a game piece is stamped with a barcode that is unique to a venue or entertainment chain.

# ANDAMIRO<sup>®</sup> USA

## CREATING JOY FOR ALL

Established in southern California in 2000 and relocating to Irving, Texas, in 2021, Andamiro USA Corp.'s primary customers are family entertainment center chains; independently operated recreational facilities; amusement equipment resellers; and thousands of professional amusement machine operating companies. Part of Andamiro USA's mission is monitoring amusement trends, and sharing marketplace insights with its Korean parent company to enhance future products. Andamiro products are sold through authorized distributors.

Our parent, Andamiro Co. Ltd., was founded in 1992. Its corporate offices are located in the Ilsan Techno Town building in Goyang-si, one of the cities that comprises the Seoul Capital Area. It houses Andamiro's international sales organization, marketing and administration departments, executive staff and the celebrated Pump It Up music team. Andamiro maintains two manufacturing centers, along with five game development teams, in Goyang-si. Andamiro also has sales offices in Tokyo, Japan, and Guangzhou, China. "Creating Joy for All" is our mantra.



SUPPLIER PARTNER  
OF THE YEAR



BRASS RING  
AWARD WINNER





# ANDAMIRO<sup>®</sup> USA PROPRIETARY PRODUCTS\*

## SPORTS GAMES



## MERCHANDISERS



## REDEMPTION



Andamiro specializes in creating diverse amusement machines, including ticket redemption games, prize merchandisers, video games and sports games, as well as self-service kiosks. The company holds multiple patents and trademarks. Andamiro also publishes and manufactures the iconic Pump It Up rhythm and dance series, which debuted in 1999. Featuring a dynamic five-step dance platform and vibrant music, Pump It Up remains a popular arcade fixture globally, cherished by a dedicated community known as “Pumpers.”

TARGET AUDIENCES: KIDS, TEENS & ADULTS 4-80+

## DANCE SIMULATION



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\*CURRENT MODELS IN PRODUCTION

# ANDAMIRO<sup>®</sup> USA SOCIAL COMPLIANCE

Andamiro Co. Ltd. and its subsidiary Andamiro USA Corp. are committed to an ethical manufacturing process that respects the rights of its employees and workers around the world. The health, welfare and safety of the people who make components for Andamiro products are important to us.

Through its social compliance program and its agreements with key suppliers, Andamiro seeks to prevent all instances

of child labor, forced labor and human trafficking and to ensure compliance with all local laws. Andamiro requires its suppliers to comply with all local laws that address human rights issues and workers' rights. These tenets and Andamiro's supply chain guidelines are explained and underscored in the company's "Social Compliance Policy and Code of Conduct."

Andamiro's social compliance meets the conditions required by Social Accountability International's "Social Fingerprint" assessment and the Walt Disney Co.'s International Labors Standards.



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## FROM THE PRESIDENT



The belief in branding is a key driver behind Andamiro's corporate organization and design culture. We have invested heavily in the licensing of intellectual property, and I am proud to say that Andamiro has the largest portfolio of licensed titles in today's amusement machine industry. Current Andamiro licenses include Marvel's Avengers from Disney, SpongeBob SquarePants from Nickelodeon and Viacom, and Jurassic World from Universal, along with our first collaborations with MLB Players Association and Genius Brands. We've also designed award-winning games in partnership with World Wrestling Entertainment Inc. and NFL Players Association. In total, we've designed and launched more than a dozen games tied to these iconic brands and properties.

During my 11 years as a member of Andamiro's executive team, I have witnessed the growth of our development teams whose game concepts keep getting better and better with every new release. Walk around a game room or family entertainment center, and before engaging any device, you'll often notice an Andamiro piece that stands out as the *crème de la crème* when it comes to cabinet styling. Our graphic artists possess a heightened sense of exterior design, having worked on numerous games with some of the world's most-recognized consumer brands.

It is an honor to represent such wonderful licensing partners and turn their creative works into amusement devices played by millions of people. They have entrusted us to do something magical with their intellectual properties and it is a tremendous responsibility we take very seriously.

A handwritten signature in black ink, appearing to read "Drew Maniscalco". The signature is fluid and cursive, written in a professional style.

Drew Maniscalco – President, Andamiro USA

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# THANK YOU!

To learn more about Andamiro and partnership opportunities, please contact:

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Andamiro USA Corp. is headquartered at 2222 Century Circle, Irving TX 75062 and is online at [andamirousa.com](http://andamirousa.com).

Andamiro Co. Ltd. is based in Gyeonggi-do, RoK, which is part of the greater Seoul area.

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