



Andamiro USA Corp. is the North American subsidiary of Andamiro Co. Ltd., a leading arcade game manufacturer founded in 1992 and headquartered in South Korea. Andamiro designs and builds ticket redemption games, prize merchandisers, and video and sports attractions—including the iconic *Pump It Up* dance simulator. To date, the company has introduced some 300 amusement devices installed in arcades, family entertainment centers, bowling alleys and other entertainment venues worldwide. Andamiro is recognized as an industry leader in integrating licensed intellectual properties into game design. Nickelodeon, Sony, Universal, Disney, Lucasfilm Ltd., Marvel and Major League Soccer are among our current licensing partners.



We transform characters, celebrities and iconic brands into major arcade attractions.

ANDAMIRO[®] USA TRUSTED BY TOP BRANDS



ANDAMIRO[®] USA POWER PLAY I.P. PORTFOLIO



Lic. Marvel (2020)



Lic. Marvel (2023)



Lic. MLBPA (2023 & 2022)



Lic. Universal (2017)



Lic. Universal (2020 & 2022)



Lic. NFLPA (2017)



Lic. NFLPA (2019)



Lic. Paramount (2025)



Lic. Nickelodeon (2017)



Lic. Nickelodeon (2017)



Lic. Nickelodeon (2015)



Lic. Nickelodeon (2022)



Lic. Nickelodeon (2018 & 2019)



Lic. Nickelodeon (2024)



Lic. Nickelodeon (2023)



Lic. Marvel (2024 & 2023)



Lic. Lucasfilm (2026 & 2025)



Lic. Genius Brands (2024)



Lic. Marvel (2023)



Lic. Nickelodeon (2021)



Lic. WWE (2018)

ANDAMIRO[®] USA LEGACY OF COLLABORATION

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.



ANDAMIRO[®] USA BLOCKBUSTER PREMIERES

Our devices operate in thousands of venues worldwide. In high-traffic locations, a single title can generate up to 100,000 annual engagements*

GUARDIANS OF THE GALAXY



GOTG TICKET COASTER
Lic. Marvel (Disney)
Premiere: Dave & Buster's spring 2023

MARVEL SPIDER-MAN



SPIDER-MAN COIN PUSHER
Lic. Marvel (Disney)
Premiere: Dave & Buster's summer 2023

DREAMWORKS DRAGONS



DRAGONS BALL PUSHER
Lic. GameWorks Animation
Premiere: Round1 Bowling & Arcade summer 2026

Timed to major events and entertainment releases, Andamiro partners with leading venues to create high-visibility activations.



Out-of-home entertainment leader Dave & Buster's turned to Andamiro to deliver a high-impact arcade activation, timed to the May 27, 2026, theatrical release of *The Mandalorian and Grogu*.

MANDALORIAN COIN PUSHER
Lic. Lucasfilm (Disney)
Premiere: Dave & Buster's spring 2026

ANDAMIRO[®] USA ANATOMY OF A LICENSED GAME

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



ANDAMIRO[®] USA FROM CONSOLE & APP TO ARCADE VIDEO

Andamiro adapts select console and mobile titles into compelling arcade video game experiences as part of its broader development capabilities. These are not direct ports, but reworked for location-based play with shorter sessions, intuitive controls and strong replay value. The approach opens another path to market, leveraging familiarity from existing titles while tailoring gameplay for high-traffic entertainment venues. *Nickelodeon Kart Racers Arcade* is a recent example, based on *Nickelodeon Kart Racers: Slime Speedway* developed by GameMill and Bamtang. Programming was led by Team Infinity, with Andamiro transforming the experience into a purpose-built arcade driving game. The result features responsive steering, streamlined selection and operator-adjustable settings designed for consistent performance. Linkable cabinets support competitive multiplayer play, creating a familiar yet distinct experience optimized for the arcade environment.



nickelodeon
KART RACERS
ARCADE

PROVEN IP.
LOWER RISK.
FASTER ADOPTION.

ANDAMIRO[®] USA IN-GAME ITEMS

Arcade game pieces enhance brand integration and 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[®] 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 four 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



IAAPA

BRASS RING
AWARD WINNER



ANDAMIRO[®] USA PROPRIETARY PRODUCTS

SPORTS GAMES



MERCHANDISERS



VIDEO GAMES



REDEMPTION



ITEM & CARD KIOSK

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.”

DANCE SIMULATION



DESIGNED FOR ALL AGES: FROM YOUNG PLAYERS TO ADULTS 4–80+

ANDAMIRO[®] 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 Andamiro's social compliance meets the conditions required by Social Accountability International's "Social Fingerprint" assessment, the Walt Disney Co.'s International Labor Standards and NBCUniversal's Global Brand Standards.

Throughout the supply chain, Andamiro's commitment to social compliance extends to product safety, with all equipment undergoing rigorous testing and evaluation to bear the ETL Mark.



FROM THE PRESIDENT



The belief in branding is a driving force behind Andamiro's corporate organization and design culture. We've made significant investments in licensed intellectual property and today proudly hold the largest portfolio of licensed titles in the amusement machine industry. Current licenses include *Star Wars*™ from Lucasfilm, Marvel's *Avengers* and *Spider-Man* from Disney, *Dragons* from GameWorks, *SpongeBob SquarePants* from Nickelodeon, along with developing sports-themed collaborations with the Major League Soccer. Past partnerships included World Wrestling Entertainment, and the MLB and NFL players associations. The result has been more than two dozen high-profile games tied to these influential properties.

Over my 12 years on Andamiro's executive team, I've witnessed our development teams grow stronger, with each release reflecting more creative and technical innovation. Walk through any game room or FEC, and before engaging with a device, chances are you'll notice an Andamiro piece that stands out for its distinctive cabinet design. Our artists have a unique eye for exterior presentation—honed by years of working with some of the world's most recognized consumer brands.

It is a privilege to represent such remarkable partners and bring their creative universes to life in the form of amusement machines enjoyed by players around the world. They've entrusted us with their most valuable properties, and we take that responsibility to heart.

A handwritten signature in black ink, appearing to read "Drew Maniscalco". The signature is fluid and cursive, written on a light-colored background.

Drew Maniscalco
President, Andamiro USA

THANK YOU!

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

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