

Opportunities are closing fast – Be at DEAL 2025 today before it wraps the 31st edition!

The DEAL Show has been nothing short of electric over the past two days—and as we step into the final day, the energy has surged to new heights. From cutting-edge innovations to immersive experiences, the show floor is alive with meaningful conversations, ground-breaking tech, and serious business deals in the making. Exhibitors are drawing strong interest, industry leaders are networking at full throttle, and global buyers are locking in opportunities. The momentum has clearly picked up, with footfall increasing and curiosity turning into action.

If you haven't visited yet, now is the time. This is your last chance to experience the region's most influential entertainment, amusement, and leisure industry event—where ideas come to life and partnerships are forged. Come see the future unfold—live, loud, and larger than ever.



WOG presents redemption game showstoppers



Looking for fast-paced redemption game fun to brighten the atmosphere at your FEC? Warehouse of Games Ltd. presents DUCK DERBY by Adrenaline as the redemption game frontrunner that will incite a frenzy as up to 8 players race and competitively pump water as fast as they can to send their rubber ducks to the finish line! MINIONS: BULLSEYE MANIA also shares the redemption game spotlight as the globally recognized IP is the theme for this new and unique game format that will have players aim, throw, and go bananas with rubber darts! Be sure to visit the WOG Pavilion Za'abeel Hall 6 for the ultimate lineup in redemption fun!

SPREE Interactive Unveils SPREE Play at DEAL Expo 2025

SPREE Interactive has launched its latest innovation, SPREE Play, at this year's DEAL Expo, delivering a new era of active entertainment for families and kids. Designed for Trampoline Parks, Soft Play Centers, and hotel kids clubs, the motion-controlled gaming system offers five interactive, family-friendly games—all with no ongoing license fees. Attendees can experience SPREE Play in action at booth ZD-172, where the system's engaging, movement-based gameplay is on full display. The platform is available as a turn-key setup, featuring a sleek trussing system and an impressive 85" HD screen, or as a game system-only package, allowing operators to integrate it with their own screens and themed play areas.

SPREE Play is easy to install, fun to use, and built to energize group



play. It's a must-see for operators looking to refresh their attractions with an immersive, physical, and license-free experience. Don't miss the chance to jump into the future of motion-based entertainment—only at DEAL Expo 2025.

Zone Laser Tag brings its powerful UV-enhanced system



As DEAL 2025 enters its final day, Zone Group is celebrating another fantastic year at the show. With several deals already closed and exciting new partnerships in motion, it's clear that Helios3 continues to set the standard in laser tag innovation.

Our powerful UV-enhanced system has drawn crowds all week—thanks to its visually stunning gear, immersive gameplay, and operator-friendly features. Built for competitive socialization and repeat play, Helios3 is the backbone of high-performing entertainment venues around the world.

But the real excitement? Many visitors have discovered that Zone offers far more than just laser tag. From UV mini golf and arena theming to turnkey venue design and support, we're helping operators build complete experiences that keep guests engaged and coming back.

If you haven't stopped by yet—this is your last chance so let's see you at Z5-19! Let's talk about how Zone can help bring your next attraction to life.

THE NO. 1 TRADE EVENT FOR THE ENTERTAINMENT, AMUSEMENT AND LEISURE INDUSTRIES IN THE MEA REGION



DUBAI WORLD TRADE CENTRE, UAE



Phyigital Games redefines location based entertainment

Phyigital Games is a leading developer of interactive solutions for the entertainment industry with our phyigital attractions populating children's playzones and entertainment centers from the Middle East to North America.

We entered DEAL Expo with the assumption that our interactive children's attractions would demonstrate value to a range of different businesses; from activity parks to restaurants. We did not expect that the application and potential use case would go even further.

This year's DEAL Expo has signalled to us that the Middle East and the industry of location-based entertainment continues to innovate and grow.

We're grateful to our current partners that stopped by our booth and new clients that saw the value in our interactive table and "digital painter" attractions that we showcased this year. We noticed a balance between existing and new projects where these could be a good fit.



On day 2 we also showcased new content that we're working on and received interesting ideas for customization for separate IPs.

We're entering day 3 with optimism and leaving this year's DEAL Expo with new friends, colleagues and a hunger to come back next year.

A big thank you to the organizers that made it a wonderful event!

DEAL 2025 SNAPSHOTS



Ushering in DEAL 2026 – legacy, vision, and a bold new chapter

On Tuesday, 8th April, the DEAL Recognition Evening brought the industry together for a night of reflection, celebration, and renewed purpose. It was more than just an event—it was a tribute to the tireless commitment, creativity, and pioneering spirit of our exhibitors who continue to shape the future of the entertainment, amusement, and leisure sectors.

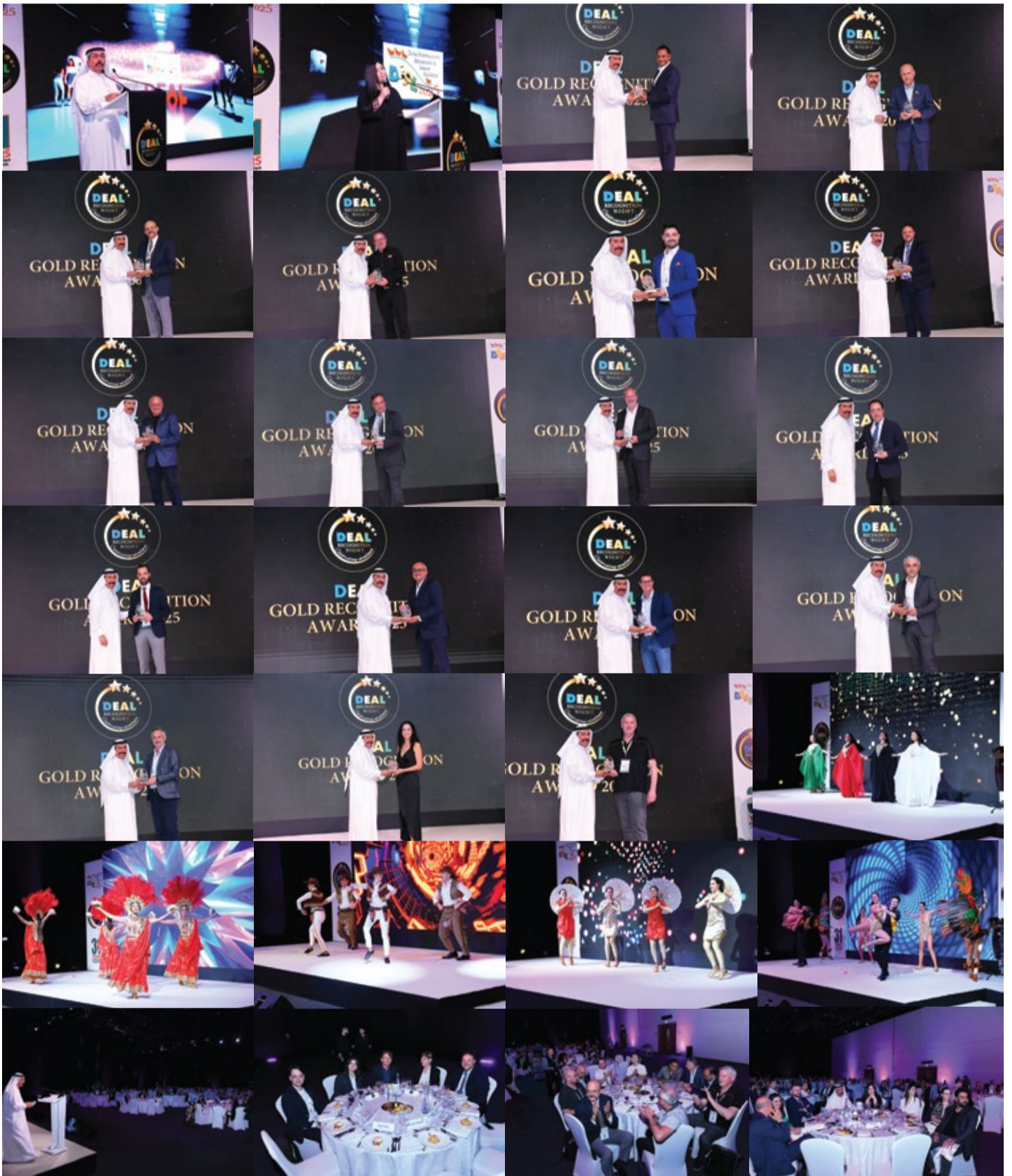
From legacy partners who've walked this journey with us for years, to visionary first-time participants lighting the path ahead, every exhibitor has left a mark on the DEAL story. Their passion fuels the ecosystem, and their innovation keeps it evolving.

One of the most powerful moments of the evening was the unveiling of the new DEAL logo—a bold emblem that captures our essence and ambition. It stands as a promise to honour our roots, champion innovation, broaden our horizons, and co-create the future of the industry, hand in hand.

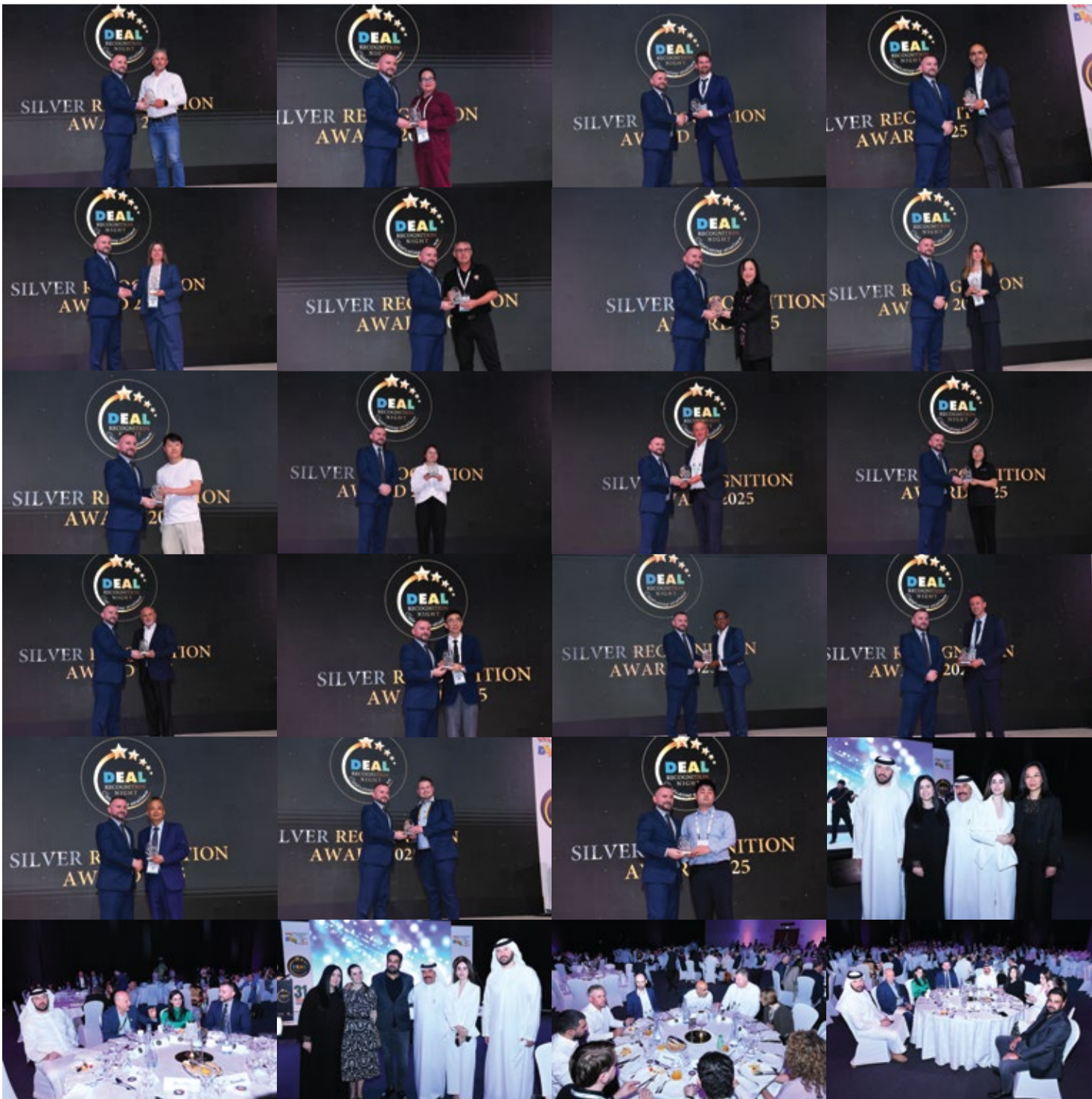
Taking this vision further, we proudly also announced the launch of the DEAL Advisory Board—a forward-thinking, action-driven collective designed to catalyze regional growth. With representatives from Morocco, Tunisia, Libya, Egypt, Algeria, and Sub-Saharan Africa, this is not a ceremonial body. It's a powerhouse of strategy, connection, and progress, focused on opening new markets and influencing industry policy across borders.

As we turn the page to a dynamic new chapter, DEAL remains grounded in its legacy, powered by collaboration, and inspired by the limitless possibilities ahead. Together, we're not just imagining the future—we're building it. We look forward to welcoming the world during DEAL 2026.

DEAL 2025 GOLD AWARDEES

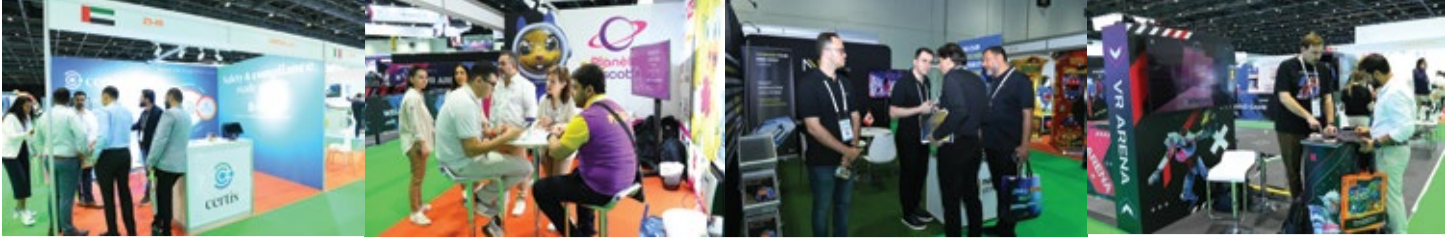
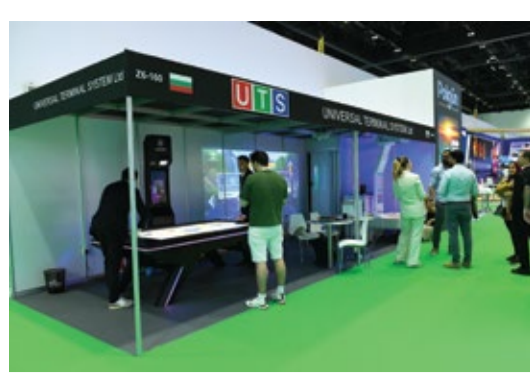


SILVER AWARDEES



A truly global showcase of first-time exhibitors

DEAL 2025 welcomed a dynamic mix of first-time exhibitors from around the world, further cementing its status as the leading global platform for the entertainment, amusement, and leisure industries. From Europe, Southeast Asia, and Latin America to emerging markets across Africa, these new participants brought fresh energy, breakthrough concepts, and a spirit of curiosity to the show floor. Their offerings ranged from innovative arcade technologies to sustainable play solutions, sparking meaningful conversations and new commercial possibilities. Their presence not only added diversity but also opened doors to new cross-border collaborations.



AR and VR took centre stage



Immersive technology dominated the spotlight at DEAL 2025, with AR and VR attractions drawing long queues and widespread attention throughout the event. From high-octane VR simulators and multiplayer gaming zones to educational AR experiences, exhibitors demonstrated how technology is reshaping the very concept of interactive play. Buyers showed particular interest in systems with modular design and revenue-sharing models, making it clear that immersive content is more than a trend—it's becoming a must-have. The AR/VR section proved to be a hotbed of innovation, excitement, and serious business.

Inflatables made a big bounce back

Vibrant, playful, and endlessly versatile—inflatables made a bold return at DEAL 2025, charming visitors with their sheer scale and creativity. From themed obstacle courses and interactive zones to giant mascots and imaginative playgrounds, the inflatables category had something for every type of venue. Many exhibitors reported heightened interest from indoor play center developers, mall operators, and event planners who were on the lookout for cost-effective, high-impact attractions. With new safety standards, durable materials, and striking designs, inflatables are clearly back in business.



Spotlight on the U.S. and China pavilions



The U.S. and China pavilions stood out as two of the most dynamic zones on the DEAL 2025 show floor. Packed with industry giants and up-and-coming innovators, these dedicated spaces showcased a wide spectrum of products—from advanced arcade systems and motion platforms to smart payment solutions and turnkey park designs. Attendees flocked to these pavilions not only to experience cutting-edge products but also to network with seasoned professionals and explore international partnerships. The pavilions served as a reminder that DEAL is truly a global meeting point for the industry's best and brightest.

Oculeap took flying cinema to new heights



Oculeap, the world-renowned flying cinema pioneer, delivered one of the most talked-about attractions at DEAL 2025. Their latest immersive theatre experience combined dynamic motion seats, cinematic visuals, and multisensory 4D effects to simulate the thrill of soaring through iconic landscapes. The result? An unforgettable ride that blurred the line between film and flight. Operators and investors were particularly impressed with Oculeap's customizable formats and scalable designs, making their solutions suitable for both mega theme parks and boutique attractions. It was a showcase that truly elevated the flying cinema experience.

Redemption games struck a winning streak



Redemption games proved once again that they're the heartbeat of any arcade. At DEAL 2025, exhibitors brought out their A-game—displaying new concepts that balanced skill, excitement, and rewarding gameplay. From nostalgic titles with a modern twist to innovative, tech-integrated machines with real-time analytics, these games attracted serious attention from arcade owners and entertainment center managers. Many vendors also introduced enhanced prize systems, mobile app integrations, and cashless payment options, ensuring a seamless experience for both players and operators. The result was clear: redemption remains a cornerstone of arcade profitability.

Say cheese! Photobooths made a picture-perfect comeback



Photobooths drew smiles, laughs, and lots of snapshots at DEAL 2025, making a powerful comeback as an experiential must-have. Exhibitors reimaged these crowd favorites with smart technology—AI filters, green screen environments, social media integration, and even customized branding features for events and venues. Photobooths were particularly popular among FECs, event planners, and retail developers looking to add interactive, shareable moments that also double as marketing tools. Whether retro or futuristic, the booths delivered fun with flair—and plenty of photo-worthy memories.

Roller coasters delivered adrenaline and innovation



Thrill took a front seat—literally—as roller coasters captivated attendees at DEAL 2025 with their daring designs and engineering marvels. From family-friendly compact coasters to high-speed, looping giants, exhibitors showcased models that were as visually stunning as they were mechanically advanced. Several manufacturers highlighted features such as AI-based maintenance tracking, magnetic braking, and energy-efficient systems, reflecting a shift toward smarter, safer, and more sustainable rides. Park operators and investors were drawn to the seamless integration of tech with thrills, making roller coasters one of the most buzzworthy categories at the show.



Behind every great attraction at DEAL 2025 was a layer of intelligent software making operations smarter, smoother, and more scalable. From integrated POS systems and ticketing platforms to real-time analytics dashboards and AI-driven customer engagement tools, software exhibitors demonstrated how technology is reshaping the business side of entertainment. Solutions focused on automation, data insights, remote management, and personalized guest experiences were among the most sought-after. Operators showed strong interest in cloud-based systems that streamline operations across multiple locations, reduce downtime, and drive profitability. The message was clear: smart software is no longer optional—it's essential.

Arcade games brought back the buzz



Arcade games lit up the show floor at DEAL 2025, drawing crowds with their classic charm and cutting-edge upgrades. From racing simulators and rhythm-based games to multiplayer challenges and eSports-ready stations, exhibitors showcased an impressive range of options catering to every age and interest. There was a strong focus on immersive gameplay, intuitive controls, and social competition—factors that continue to drive arcade resurgence globally. Operators showed particular interest in machines with low maintenance, modular design, and cloud-based performance tracking. The vibrant sounds, flashing lights, and sheer excitement reminded everyone why arcades remain at the heart of family entertainment centers.

RCI brought one of the latest immersive environments to DEAL

For over 38 years RCI has been at the trusted staple in Themed Entertainment, Museums, and Amusement Parks industries with our theming, and exhibits expertise. In addition, RCI Studios which is home to a world-class foundry with a state of the art facility that can accommodate large scale projects of any size or complexity with regards to bronze and aluminum casting and artwork. RCI Theming where we create fully immersive themed environments from design to production - Including Rockwork, Themed Environments, Themed Environments and Custom Models. Finally our Exploration Exhibits, which specializes in creating, to be seen all across the world. RCI also maintains a full-time project management staff and takes responsibility for all aspects of commissioned projects.



THANK YOU for being part of DEAL 2025



**SEE YOU AGAIN
at**

