

# Amusement Revenues Nearly Double in One Month with USA Technologies

When Stewart Bryant outfitted his four Key Master games with USA Technologies' ePort cashless payment readers, he thought sales might increase, but he never expected it to evolve into a new line of business. In his first month after installing the ePort technology, Bryant's cash sales remained roughly the same, while cash-

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ePort readers accept credit and debit cards, as well as mobile wallets such as Apple Pay, Google Pay, and Samsung Pay, while giving Bryant remote access to sales and payout data. The ability for

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– Stewart Bryant, Owner, Sneaker Syndicate

less led to a 45 percent increase in intake. In other words, his overall sales nearly doubled, without cannibalizing cash.

With Bryant's Key Master machines, users are charged \$5 to play a "key game" with the hopes of winning high-end sneakers, such as Adidas Yeezy Boosts or Nike Air Jordans, that normally sell for anywhere from \$300 to \$2,000. Bryant originally deployed the machines as a marketing strategy to drive traffic to his a high-end athletic shoe boutique in Orlando, Florida called Sneaker Syndicate. But because Bryant's results with his ePort equipped games were so profitable, he's launched an initiative to deploy 25 more machines up and down the East Coast.

"I'm starting to fly into and develop franchise agreements at several locations solely because of USA Technologies," says Bryant. "This technology has opened the door to the future of the amusement and

Bryant's machines to easily accept cashless payments for the premium-priced amusement machines using the ePort technology has made a critical difference in the business model.

"I'm a businessman, and quite frankly, I'm not interested in quarters, or even just dollar bills, anymore," Bryant says. "USAT's technology allows you to accept any denomination you set, and when you do, you find that consumers will pay that amount through electronic means. It's just becoming a way of life and society today that people no longer carry cash."

Indeed, data shows the higher the price to play an amusement, the more likely a

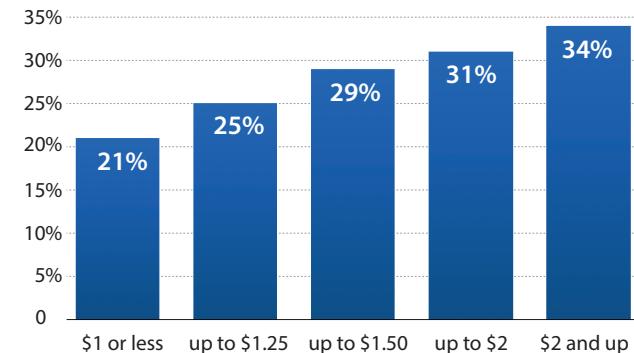
consumer is to use digital payments to make a purchase (see chart).

In addition to the ease of cashless acceptance for consumers, USA Technologies' ePort Connect data solution allows Bryant to have access to his machines remotely, a critical factor in his decision to expand geographically. "I've got real-time data that I can check for each of my machines, 24 hours a day." While he says he shopped competitive offerings, USA Technologies' easy, plug-and-play capabilities stood out from the rest.

"Other solutions were more expensive, and required an app to use them," Bryant said. "My customers wouldn't go for that."

Finally, using the cashless payment technology has allowed Bryant to forgo the need to hire a person to make change. "I

**Percent of Cashless Sales by Vend Price**



couldn't pay people \$15 an hour to man these locations and stay in business," Bryant says. "But with these machines, and USA Technologies, I don't have to!"