

## Incredible Technologies is Heating Up

by [Dan Whelan](#), Game Designer | Art Director | Project Manager, Incredible Technologies

Being recognized by Global Gaming Business (GGB) magazine in the “40 Under 40” Class of 2016 was a well-timed honor, considering that I just turned 41 in March. I look forward to every GGB issue, and consider it a great resource for following the video slot industry. There are a lot of exciting things happening in the market, and Incredible Technologies (IT) is right in the middle of it.

In years past, when the game developers at IT would walk a casino floor, finding our games was a challenge. Now, it's rewarding to see that after all of our hard work, our games are everywhere. It started with Co-Owner and Vice President of Development Richard Ditton taking a deep dive into our math. He shifted our philosophy on development and it worked. Between Vernon Hills, Illinois and Las Vegas, Nevada, we now have seven studios making video slot games and are on track to develop over 50 titles this year. That is a huge milestone for the company.

As the Game Designer for Heavyweight Studio, my team and I recently created two launch titles for IT's new Infinity® V55™ cabinet, *Heat 'Em Up Power Wheel™* and *Fate of the 8 Power Wheel™*. The games were first shown at G2E 2017 after strong earnings results at our casino test locations. My goal was to combine the success of *Crazy Money Deluxe™* and *Heat 'Em Up™*, as both games are huge successes on our Infinity Skybox® cabinet. I used some ingredients from each Skybox game to create a whole new experience for players in the new V55 games. *Heat 'Em Up Power Wheel* and *Fate of the 8 Power Wheel* are earning over twice the house average across casinos.

Tasked with making sure that all of our product lines have enough games in production, I work closely with Dan Schrementi, Vice President of Sales & Marketing, and Caitlin Harte, Director of Product Marketing. Dan, Caitlin and I meet every month to ensure sales, marketing and development are aligned. I meet with all of the other game designers and review their game proposals, evaluating the games to see how they will fit into our product strategy. Casinos will be excited to see the new products we having coming to NIGA and G2E this year.

Elaine Hodgson and Richard Ditton founded Incredible Technologies under the creed “It's all about the game”, a philosophy that has not changed since the company's inception 33 years ago. My fellow game designers and I work tirelessly with our studios to create great earning games for IT. Please visit <https://gaming.itsgames.com/> to see our latest games that are heating up the casino floors.