

International Marketing

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USA

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— USA
2000 6

—
Betson 50 가

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(PC 9)

Mechanical Game
Video Game
Online Game

(Ticket Dispenser, Prize Redemption)

✓ Chain Store

- Wal-Mart : 4,300 , 8
- Chuck&Cheese :
- D&B(Dave&Buster) : 43 ,

✓ Family Fun Center

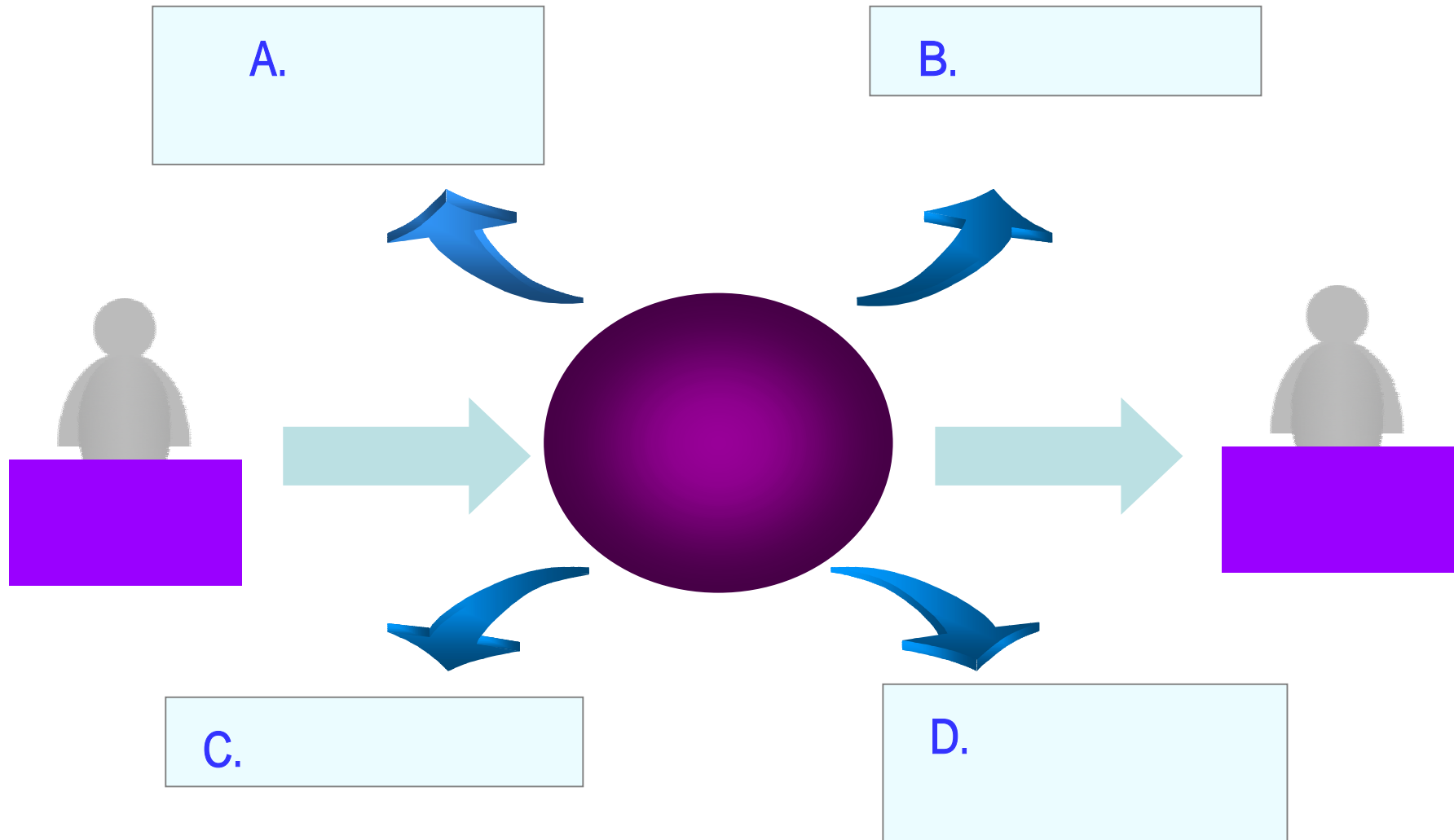
- , 가
- Disney Land

✓ Single Location

- : (40~50), Incredible Technologies Golden Tee
- , :
- , Mall,

!!

(Americanizing)





A.

- : , , , Coin door, Hardness, Connector, Parts
-



B.

- Standard packing
- ,
- , standard door 36'



C.

- (drop, shaking)
- : Free voltage test, 95V~120V
-
- Income, Location



D.

- FCC , U/L, CE
- , (search) license
- (liability)