

Winners of the “Brass Ring Awards 2025”, presented by IAAPA:

Best Exhibit

IMAGE AWARD, The Deluxe Group, Booth #684

“Booth design was compact but very engaging, being fully themed including the staff. Very unique design”

Linear Booth, 1st Place, AI SketchBot, Booth #3056

“Their booth demonstrated the product well, was interactive with a good cohesive team, friendly, attention to detail, clean.”

Linear Booth, 2nd Place, American Coaster Enthusiasts (ACE), Booth #4319

“Included a bit of everything: a physical coaster car, giveaways and raising money for the foundation. Friendly team members. Celebrating the importance of the industry.”

20 x 20 Foot Booth, 1st Place, Iron, Wood & Glitter LLC, Haunting Grounds, NC9236

“Utilized space well, booth felt larger than it was. Well themed and exciting haunt walkthrough.”

20 x 20 Foot Booth, 2nd Place, Ventola Projects VAvR Global Alliance, Booth #460

“Interactive, interesting products, different on each side, software to tie all together, engaging staff.”

600 – 1,200 Square Feet, 1st Place, Splashtacular, Booth #2043

“Artistically well done, considered all sides of booth, new design, several of their meeting enclaves looked inviting.”

600 – 1,200 Square Feet, 2nd Place, Helix Leisure USA Inc (Embed), Booth #1040

“Elevated meeting space, clean, used all sides, accessible, branded, staff engaged, products displayed well.”

1,300 and Larger Square Feet, 1st Place, DOF Robotics, Booth #1369, 1671

“Ride vehicle moving under own motion nice aesthetic, products being visible, interesting.”

1,300 and Larger Square Feet, 2nd Place, ROLLER, Booth #2949, 3047

“Stylish and modern, rotating sign catches your eye, layout the product and meetings worked, a lot of staff engaging with attendees.”

Best New Product

IMPACT AWARD WINNER

The Rocking Boat, Mack Rides GmbH & Co. KG, Booth #2269

“Combines varied ride experiences with a depth-adjusting, direction-shifting, speed-controlled boat, enables new ways to tell stories.”

Major Ride/Attraction - Product cost of more than US \$3 million

1st Place, The Rocking Boat, Mack Rides GmbH & Co. KG, Booth #2269

“Combined varied ride experiences with a depth-adjusting, direction-shifting, speed-controlled boat, enables new ways to tell stories.”

Major Ride/Attraction - Product cost of more than US \$3 million

2nd Place, Dynamic Motion Stage "Danse Macabre", Intamin Amusement Rides, Booth #3825

“This rotating-barrel attraction defines a new dark-ride category. Its scalability, storytelling flexibility, and strong throughput make it a standout this year.”

Family Ride/Attraction

1st Place, Sundancer Galaxy, Sunkid GmbH, Booth #2689

“A traditional teacup, except as you spin it tilts; a new version of something established; very innovative.”

Family Ride/ Attractions

2nd Place, PUMPEN - SUPER SWING M20, RES RIDES AG, Booth #4404

“A unique swing ride because the lower section of the ride flows freely instead of under power.”

Water Park Ride/Attraction - Product cost of more than US\$2 million

1st Place, Wiegand SLIDE COASTER, Wiegand.Waterrides GmbH, Booth #3212

“Novel magnetic launch system, technology not seen before in the industry, enables the simultaneous launch of two rafts.”

Water Park Ride/Attraction - Product cost of more than US\$2 million

2nd Place, Wall Runner, WhiteWater, Booth #2236

“Using innovative water-movement tech, the system removes and recirculates water, cutting usage by 90%, while sprayers convincingly simulate ice.”

Water Park Ride/Attraction - Product cost of less than US\$2 million

1st Place, Wave, Wibit Sports GmbH, Booth #2838

“A water-based fun park built around a simple slide, but notable for being fully self-sufficient with solar panels and an integrated pump”

Water Park Ride/Attraction - Product cost of less than US\$2 million

2nd Place, Hydro Hurricane, Arihant Industrial Corporation Ltd., Booth #2051

“A boomerang element that rises and wraps around like a corkscrew; something not seen before and genuinely innovative.”

Patron Participation Ride/Attraction

1st Place, KristallTurm® PlayLetter, KristallTurm GmbH & Co. KG, Booth #4474

“Playground built from a single letter that can be designed and combined with others as customers choose: versatile, unique, and suitable for all ages.”

Patron Participation Ride/Attraction

2nd Place, Crazy Arrowz, LASERTRON, Booth #1027

“Real arrows and foam targets create multiple scoring games—an interactive concept that feels like an evolution of darts.”

Technology Applied to Amusements - Product or Service used by Consumers

1st Place, SmarteLocke™ Locker, Smarte Carte Inc., Booth #3600

“Fast, secure facial-recognition locker access: retrofit-ready, self-contained, POS-capable, and smart enough to redirect users.”

Technology Applied to Amusements - Product or Service used by Consumers

2nd Place, Genesis, Master FX, Booth #2086

“Dry-ice-free cool smoke with refrigeration, dehumidification, multi-fluid support, and strong value.”

Technology Applied to Amusements - Product or Service used by Facilities

1st Place, Blue Mar Basins, Martin Aquatic, Booth #1840

“Filtration system for large lagoons that isolates problem zones without shutting down others, featuring smart, programmable controls.”

Technology Applied to Amusements - Product or Service used by Facilities

2nd Place, Intelliband, Intelliply Inc, Booth #7340

“Gamified IntelliBands track activity, alert parents, map usage, and provide operators actionable insights and upsell opportunities.”

Games and Devices

1st Place, Hot Wheels Ultimate Speedway, Coastal Amusements, Booth #1350

“An air-hockey reimagining that supports multiple play styles—a fresh and interesting evolution.”

Games and Devices

2nd Place, Cyberpunk 2077 Turf Wars, LAI Games, Booth #231, 237, 431

“Interactive marbles with projection mapping—immersive, dynamic, and uniquely innovative.”

Exhibits, Thematic Displays, and Supplies

1st Place, RAKU Tool EZ-PZ® Light Sculpting Epoxy, RAMPF Group, Inc., Booth #2062

Light yet extremely durable sculpting clay with impressive strength.

Exhibits, Thematic Displays, and Supplies

2nd Place, Resin Fused Decals, Richco International Inc., Booth #1878

“UV-printed ink decals transfer consistently onto all substrates, offer excellent repeatability, and can be set under resin for later changes.”

Best New Product Concept Award – Major Ride or Water Park Ride

1st Place, HEXaPOT® Dark Ride, Simtec Systems GmbH, Booth #1354

“This rotating-barrel attraction defines a new dark-ride category. Its scalability, storytelling flexibility, and strong throughput make it a standout this year.”

Best New Product Concept Award – Major Ride or Water Park Ride

2nd Place, o-Ride X, Brogent Technologies, Inc., Booth #5431

“Inspired by military tech, this ride system offers longer reach, controlled multi-axis motion, and regenerates energy, using 30% less power than traditional systems.”

Best New Product Concept Award – Attraction

1st Place, EatX, Mack Rides GmbH & Co. KG, Booth # 2269

“Increased throughput with rotating vehicles that spin from pre-show to ride. Scalable for additional levels and higher capacity.”

Best New Product Concept Award – Attraction

2nd Place, Suspended Dark Ride, Vekoma Rides, Booth # 5124

“Reimagined ride with stunning quality, onboard lighting, and real control—designed for both adults and children to enjoy together.”

Best New Product Concept Award – Other Product/Service

1st Place, Build Alive, Breeze Creative, Booth #1684

“Projection-mapped shapes that educate, engage, and entertain—autism-friendly, customizable, and fun for all children.”

Best New Product Concept Award – Other Product/Service

2nd Place, E-Claw 2.0, ELAUT Group, Booth #2015, 2215

“Tech-enhanced claw machine delivering usage analytics, real-time alerts, and enterprise-wide performance and financial insights.”