Press Release

Slick City and Pixel Games Enter Long-Term Partnership for U.S. Franchise Network

The fast-growing U.S. action park chain is adding Pixel Games' entertainment systems to its franchise concept as recommended attractions. Five additional Pixel Floors are already confirmed.

Magdeburg, Germany, November 2026. Pixel Games and Slick City Action Park are expanding their collaboration into a long-term strategic partnership. Going forward, the U.S. leisure park chain will recommend Pixel Games' entertainment systems to all franchisees as "Recommended Attractions." This gives Pixel Games access to one of the fastest-growing franchise networks in the U.S. leisure industry.

Growing U.S. Franchise Concept Bets on Pixel Games

Founded in 2022, Slick City specializes in large-scale indoor slides and active entertainment experiences. With 52 parks open, 48 additional locations under construction, and a total of 136 franchise territories awarded, the company is one of the fastest-expanding players in the U.S. indoor entertainment market.

Innovation is firmly anchored in the company's strategy: "Innovate Always" is one of its five core brand values. The new partnership enables franchisees to expand their existing park concept with Pixel Games' interactive attractions.

Following the first two Pixel Floor installations, five more Slick City parks are already confirmed. Arizona is planned as the next location.

> "Our Pixel Floor has been a key addition to our park. It adds to the atmosphere and brings kids, teenagers, and adults together to laugh and play—reaching the same broad demographic as our slides. Including it with admission keeps guests coming back for more, while the short games keep the line moving. It adds another dimension to the park experience, and for the investment, the constant engagement and guest enjoyment make it an outstanding value."
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> Dan Bryant, owner of the Slick City location in Fargo – the first Slick City park in the U.S. to implement Pixel Floor

> “At Slick City, we’re always looking for innovative attractions that complement our core experience and give guests more reasons to visit. Pixel Floor brings together physical activity, technology, and competition in a way that aligns with our vision for continued growth. Our experience with Pixel Games has been very positive, and the initial installation allowed us to see firsthand how the attraction complements our existing park experience. That experience reinforced our confidence in the product and our decision to expand it across the Slick City network.”
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> Bron Launsby, Co-Founder and CEO of Slick City Action Park.

Additional Revenue Potential in Existing Spaces

Pixel Floor complements Slick City’s active entertainment concept with physical-digital gaming experiences for all ages. Pixel Games’ adaptive systems can be flexibly integrated into existing venue spaces, enabling operators to turn previously unused or underutilized areas into additional revenue streams. Attendant-free operation and a versatile game library ensure cost-effective operations.

> “In a remarkably short time, Slick City has built a successful and highly scalable entertainment concept. Having such an ambitious company recommend our products to its entire franchise network is a significant step for Pixel Games in the U.S. market. Our systems are designed to make more profitable use of existing space and unlock new revenue potential. We look forward to equipping more locations together with Slick City and supporting the brand’s long-term growth.”
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> Philipp Hacker, CEO of Pixel Games.

The partnership is designed for the long term and lays the foundation for deploying additional Pixel Games attractions across the growing Slick City network.

About Pixel Games
Pixel Games GmbH is an international provider of interactive gaming floors for leisure and entertainment venues. Founded in 2023 and headquartered in Magdeburg, Germany, the company develops and distributes systems that combine physical movement with digital game mechanics, enabling new forms of active, spatial play.

With more than 400 Pixel Floors installed in over 45 countries across six continents, Pixel Games is the world's leading provider. Developed in Germany, its solutions are used in a wide range of leisure and entertainment formats and are designed for efficient use of space and reliable operation.
Pixel Games GmbH is led by Managing Director Philipp Hacker.

Contact

Pixel Games GmbH
Sophie Jungnickel
Leipziger Chaussee 23
39120 Magdeburg
Email: presse@pxl-games.com