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# Hospitality

## TECHGY

uWink's founder and CEO  
Nolan Bushnell (seated),  
and CTO, Brent Bushnell

**SAMPLE**

# Eat, Drink & PLAY GAMES

BUSHNELL CONTINUES LEGACY OF FIRSTS WITH uWINK, THE INTERACTIVE RESTAURANT  
WHERE TECHNOLOGY AND GAME-PLAY CREATE PERFECT STORM FOR DINING OUT

**PHOTOGRAPHY BY MICHAEL SEXTON**

Nolan Bushnell (right), CEO of uWink and founding father of the video game industry, knows that guests are ready to take their dining experiences to the next level. uWink CTO Brent Bushnell (left) leads the technology charge.

**SAMPLE**

A photograph of Nolan Bushnell, an older man with glasses and a mustache, wearing a dark suit jacket over a light-colored shirt. He is seated at a table in a restaurant setting, with his hands resting on a glowing, interactive table surface that displays a network of blue lines. In front of him are two glasses of wine. The background is dimly lit, showing the interior of the restaurant with yellow ambient lighting.

**SAMPLE**

# Eat, Drink & PLAY GAMES

Bushnell continues legacy of firsts with uWink, the interactive restaurant where technology and game-play create perfect storm for dining out

WRITTEN BY ABIGAIL A. LORDEN

If the latest venture from restaurant entrepreneur Nolan Bushnell seems like a grown up and more sophisticated version of Chuck E. Cheese restaurants — where game play meets meal time — there's good reason for it. Bushnell not only founded Chuck E Cheese in 1977, but also video game company Atari Corporation in 1972. He has taken the concept of entertainment-based dining to new heights as founder and CEO of uWink, Inc., a digital entertainment company based in Los Angeles, California. The company operates three restaurant locations by the same name and has franchise plans in the works.

