

ICE Totally Gaming 2016 – Preview

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NOVOMATIC Boasts Very Important Player Experience at ICE 2016

Already hailed as the ‘Gaming Technopolis’ and unarguably Europe’s major gaming show, ICE-Totally Gaming 2016, will once again provide a magnificent setting for NOVOMATIC’s premiere display of new and innovative Very Important Player Experiences. The traditionally spectacular NOVOMATIC booth will cover all aspects of gaming with products and solutions for a variety of international markets and their particular segments.

From February 2nd-4th the ExCeL Exhibition Centre in London’s Docklands will be transformed into Technopolis, a city within the city of London, entirely dedicated to the future of gaming. A significant area of this gaming show of superlatives will be taken by the NOVOMATIC booth with a comprehensive presentation of the collaborative R&D efforts within the Austrian gaming group and its international subsidiaries and competence centres.

In order for visitors not to get lost among the plethora of product, the huge NOVOMATIC booth space will again be sectioned into individual spaces that cater to the various industry segments such as casino products, systems and cash management solutions, arcade and pub products, sports betting and lotteries as well as interactive solutions.

Upon entering the south hall visitors turning left will find themselves in an international Arcade & Pub area where they are welcomed by the teams of LÖWEN Entertainment, Crown Technologies, NOVOMATIC Italia, NOVOMATIC Gaming Spain and Novo Gaming Netherlands with an extensive range of AWP/LPM and VLT products. Moving on, the products array of NOVOMATIC UK (Astra Games, Bell-Fruit Games, Empire Games and Gamestec) and Eurocoin for the UK and international markets follows. On the right hand side NOVOMATIC SPORTS BETTING SOLUTIONS and NOVOMATIC LOTTERY SOLUTIONS will reside side by side, each with a true omni-channel offering for discerning operators. Moving on right-handed a large NOVOMATIC Interactive area will cover the right wing of the booth boasting varied online/mobile/social gaming products and solutions from subsidiaries comprising Greentube, iGaming2Go, Funstage, StakeLogic, Mazooma Interactive and Extreme Live Gaming. At the head of the booth concludes the main section which will be dedicated to the full range of innovative casino gaming technologies and systems, presented by NOVOMATIC and Octavian

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as well as to the traditional hospitality area and, slightly above, a tier of meeting rooms for secluded talks and negotiations away from the noise of the show.

As in previous years there's no way past the NOVOMATIC booth – located as it is right at the heart of the show! Visitors, partners and guests will be greeted with the famous Austrian hospitality and treated to NOVOMATIC's own Very Important Player Experience. No enquiry shall remain unanswered and all requirements will be elucidated by the many product experts for the various industry markets and segments.

There's no pleasure like the frisson of anticipation, and we'll not give the game away by revealing that for 2016 the Very Important Player Experience will be augmented with massive additions to the V.I.P. range of cabinets. Whereas the NOVOSTAR® V.I.P. II is already a smash hit on the international casino floors, NOVOMATIC will launch no less than four new V.I.P. cabinets.

Further attractions on the NOVOMATIC booth will, of course, come in the form of new games, fresh multi-game editions, jackpots and solutions as well as the omni-present video content delivery system Absolute Vision™ that will turn the booth into a truly spectacular arena of action and innovation.

The teams of NOVOMATIC and its various affiliate companies look forward to welcoming visitors, partners and guests at ICE – Totally Gaming 2016.

About NOVOMATIC:

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 23,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to 80 countries. The Group operates more than 232,000 gaming terminals in its about 1,500 plus traditional and electronic casinos as well as via rental concepts. Part of the Group is also Admiral Sportwetten GmbH, Austria's leading sports betting operator with more than 200 outlets as well as the Vienna based online gaming specialist Greentube Internet Entertainment Solutions GmbH. With the foundation of NOVOMATIC Lottery Solutions in 2013 the Group also entered the lottery business segment.

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