

ICE Totally Gaming 2016 - Review

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NOVOMATIC with a Massive Performance at ICE 2016

For three days the world's biggest gaming show ICE Totally Gaming transformed the ExCeL Exhibition Centre in London's Docklands into the 'Gaming Technopolis' and right at the heart of the show the NOVOMATIC booth covered all aspects of gaming with a spectacular Omni-channel offering. 4,500 square meters of exhibition space, 300 gaming machines, 18 semi-trailers for the delivery and logistics efforts and 450 staff on the show floor: These were the impressive benchmarks deployed to stage NOVOMATIC's 'V.I.P. Experience @ ICE 2016'.

The collaborative R&D efforts within the Austrian gaming group and its international subsidiaries and competence centres were presented in London by teams of no less than 22 group companies. Paying tribute to its sheer size, the NOVOMATIC booth was split into industry segments. A casino section demonstrated the Very Important Player Experience with new cabinets, themes, jackpots and the ACP system by Octavian, as well as Crown Technologies' cash management solutions. An extensive line-up of Arcade and Pub products for international markets was on show by LÖWEN Entertainment and Crown Technologies of Germany, NOVOMATIC Italia, NOVOMATIC Gaming Spain and Novo Gaming Netherlands. Another significant part of the stand was dedicated to Omni-channel Sports Betting and Lottery products, as well as a standout online, mobile and social gaming display that presented new innovations with specialists on hand from NOVOMATIC Interactive subsidiary companies such as Greentube, iGaming2Go, Funstage, StakeLogic, Mazooma Interactive and Extreme Live Gaming.

An important headliner for NOVOMATIC this year was the extended V.I.P. cabinet line-up. Due to the overwhelming success of the NOVOSTAR® V.I.P. II since its introduction at ICE last year, NOVOMATIC launched four new cabinets at ICE 2016 - NOVOSTAR® V.I.P. III, NOVOSTAR® V.I.P. Royal, the V.I.P. Lounge and the new slant top EXECUTIVE SL™ - all of which were eagerly acknowledged by the many customers and visitors.

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The NOVOMATIC Omni-channel offering allows operators to deliver a seamless gaming experience across land-based, online, mobile and social channels – and at ICE it was spearheaded by the new Football Gladiators™ game on all product verticals. One of the main 3D animated game characters and brand ambassador of this game is Manchester Utd and English football legend Rio Ferdinand along with fellow icons Robin van Persie, Toni Kroos and Andrea Pirlo. His appearance at ICE drew large crowds of fans all wanting their personal Football Gladiators™ ball signed by Rio Ferdinand himself. This special highlight was – like the multitude of video content on display – broadcast via the omni-present video content delivery system Absolute Vision™ that turned the booth into a truly spectacular arena of action and innovation.

Dedicated Sports Betting and Lottery areas of the booth presented Omni-channel solutions for discerning operators. Key members of the NOVOMATIC SPORT BETTING SOLUTIONS team were on hand to discuss the available solutions for the management of an unlimited number of self-service terminals and tills in the land-based segment, as well as a secure online and mobile sports betting solution via Responsive Web Design and platform independent apps. The team of NOVOMATIC LOTTERY SOLUTIONS showcased the superior offering of premium technology solutions for the international B2B lottery industry.

Harald Neumann, CEO NOVOMATIC AG, sums up the significance of ICE 2016 for the Group: “ICE is unarguably the world’s biggest and most important gaming show. For NOVOMATIC it has always been the ideal professional setting to present the Group’s leading-edge innovations and gaming technologies for the various segments of the international gaming industry. ICE brings together the industry’s major technology providers and decision-makers for one large-scale event early in the year. This makes ICE an event of major importance for our Group and its international competence centres as a dynamic kick-start into every new year.”

About NOVOMATIC:

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 24,000 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 235,000 gaming terminals in its some 1,600 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries the NOVOMATIC Group is fully active in all segments of the gaming industry and thus offers a diversified omni-channel product portfolio to its partners and clients around the world. This product range includes land based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services.



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