

ICE 2017 REVIEW

Release date: February 22nd, 2017 • Embargo date: immediate release



NOVOMATIC took centre stage at the World Theatre of Gaming

The international gaming community was once again welcomed to London on February 7-9 as Clarion Events put on another stellar ICE Totally Gaming at ExCeL London. Central to the show was NOVOMATIC and its various international group companies and competence centres that presented a full range of gaming solutions ready to excite the market and break new ground in 2017.

Harald Neumann, CEO NOVOMATIC AG, said: “With this trade show appearance, NOVOMATIC once again proves that as a full-service provider, we are among the world’s leading gaming technology groups.”

Ever-expanding, the NOVOMATIC stand increased to 4,700 square meters this year to make way for an even wider selection of products including those from new additions to the Group. Ainsworth Game Technology exhibited for the first time on NOVOMATIC’s monumental ICE stand, presenting the new A600® cabinet line and debuted the A640® for the first time on the global stage. Visitors got their hands on a selection of new content such as Rumble Rumble Bear™, licensed titles King Kong City™ and Three Amigos Ride Again™, as well as several linked progressives. Another newcomer to the NOVOMATIC stand was Otium that demoed a range of market-leading video bingo products.

International highlights of NOVOMATIC Gaming Industries included a presentation of the full suite of V.I.P. cabinets – NOVOSTAR® V.I.P. Royal, NOVOSTAR® V.I.P. II, NOVOSTAR® V.I.P. III and V.I.P. Lounge™ – that showed how Very Important Player experiences can be created in gaming venues of all sizes. After making a sneak preview last year, the GAMINATOR® Scorpion made a standout display at ICE and showed a multitude of content across all NOVOMATIC platforms and game mixes, such as the brand new Jackpot Edition™ compendium that made its international debut at the show.

New casino games were in abundance. Popular with attendees were the brand new Book of Ra™ theme Temple of Gold™, NOVO LINE™ Interactive Concurve Edition games Asian Fortunes™ and Phoenix™, as well as the international version of Tales of Darkness™, a series

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of four spellbinding themes already proving very popular in the US. New features demoed by Octavian for its ACP casino system included a retrofit display for slot machines that allows players to interact with the machine in new ways.

Presented for the first time at ICE was the brand new NOVO WALL gaming machine from LÖWEN Entertainment built for upcoming regulations in Germany. Technical innovations introduced by Crown Technologies included SlimChange TiTo and SlimChange Sports Betting, both new versions of proven concepts. Hirscher Moneysystems, a subsidiary of Crown Technologies, displayed a wide variety of high-quality money changers and launched the SC3 Bill Change and SC4 Bill Change. A range of product highlights for AWP and VLT markets were on show, including the traditional Spanish bar style machine CINEFANS as well as the new NOVOCASH VLT for the Italian market.

NOVOMATIC Interactive, spearheaded by Greentube, presented a vast array of multifaceted content including popular casino slots from the NOVOMATIC game library, new mobile titles, the server-based gaming system Plurius™, AWP online slots and social gaming solutions. NOVOMATIC Interactive company StakeLogic launched six slot titles at ICE including Darts Heroes, Bank or Prank and Clash of Gods. Forward-thinking live dealer solutions were showcased by Extreme Live Gaming with new tournaments, leader boards and social features. NOVOMATIC Lottery Solutions (NLS) and NOVOMATIC Sports Betting Solutions (NSBS) presented their results of a year of significant growth with a range of Omni-channel solutions for lottery and sports betting markets.

The NOVOMATIC UK presentation took visitors to Gotham City with games based on the Dark Knight Trilogy for European AWP and VLT markets. Other licensed titles new for UK and export markets included the Deal or No Deal Big Shot and Easy Money games, as well as Monopoly Mayfair. New developments on show for arcade and pub markets included the tier-one digital gaming platform iPub2 and the server-supported gaming system aServe. Visitors to the stand were again impressed with the diverse offerings NOVOMATIC is able to provide across a truly integrated Group portfolio.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 29,000 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 260,000 gaming terminals in its some 1,800 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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