

NOVOMATIC presents “Samurai Beauty™” in Las Vegas

Subtitle: On October 15, 2019, the Global Gaming Expo (G2E) will kick off in Las Vegas. More than 490 exhibitors and over 27,000 visitors from 106 countries are expected. As the largest Austrian gaming company, NOVOMATIC will again be represented at this year’s most important gaming fair in the United States.

Las Vegas/Gumpoldskirchen, October 14, 2019 (OTS) – From October 15 to 17, NOVOMATIC will join the listed Australian company, Ainsworth Game Technology Ltd., in which NOVOMATIC holds a majority stake, to present the NOVOMATIC Group’s comprehensive product portfolio at G2E Booth #1259. The offer ranges from brand new games for casino markets - for example we will showcase the Asian theme “Samurai Beauty™”- to new linked progressive jackpots, casino management systems, sports betting solutions like NOVOMATIC *ActionBook™* and innovative products for the VGT markets. Moreover, visitors can discover online and social gaming products at the NOVOMATIC booth.

For the third time in NOVOMATIC’s long history of participating in the largest US gaming fair, NOVOMATIC will be exhibiting in Las Vegas at a joint booth together with Ainsworth. “The United States are an important growth market for NOVOMATIC – together with Ainsworth we intend to significantly increase our market share in the medium term. This is why we are once again presenting ourselves together this year,” emphasized NOVOMATIC CEO Harald Neumann in the run-up to G2E.

“Due to the liberalization of sports betting in the United States, the local market continues to gain importance for us. We have been following the developments in the US sports betting segment with great interest for several years now,” said Neumann. “Because of this, NOVOMATIC cooperates closely with international service providers of sports media and sports betting to further develop our innovative line of sports betting products and solutions. These will be showcased in a separate section of the NOVOMATIC booth. Therefore, innovations and our presence at the G2E are key factors for success,” Neumann explains.

In addition, NOVOMATIC, together with the G2E exhibition organizer, AGA (American Gaming Association) and AGEM (Association of Gaming Equipment Manufacturers), is supporting the RTP (Return to Player) 5k Glow Fun Run in Las Vegas, which is also launching the American Games Fair. Attendees, visitors and staff can participate in this charity run. The net proceeds benefit Responsible Gaming.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 30,000 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 more than 70 countries. The Group operates around 255,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 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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