

## NOVOMATIC Americas delivers a bold, street-smart experience at G2E Las Vegas!

*With a street-smart edge and bold new style, the NOVOMATIC booth at this year's G2E in Las Vegas sets the stage for a groundbreaking and unexpected experience. The dynamic display of gaming innovations is designed to captivate U.S. operators and international visitors, offering a diverse range of products spanning land-based and online gaming. From premium solutions like casino slots, progressives, and ETGs to VGTs, iGaming content, sports betting kiosks, and robust casino management systems, NOVOMATIC is geared up to meet the varied demands of the gaming industry with unmistakable street flair.*

**Gumpoldskirchen/Chicago, September 17, 2024** – Visitors at this year's G2E in Las Vegas can expect a bold, street-smart approach from NOVOMATIC at booth #1259, showcasing its successful expansion into the VGT market and solidifying its position as a premier provider of high-performing, highly entertaining Casino and VGT products.

Alexander Merwald emphasizes, "As the new CEO of NOVOMATIC Americas Sales, we are excited to bring a bold, street-market focus to this year's G2E in Las Vegas. We're introducing fresh, edgy entertainment experiences that redefine what gaming can be. Every detail, from our innovative products to the street art booth design, reflects our commitment to delivering something unexpected and inspiring. The products we showcase this year testify to NOVOMATIC's relentless drive for performance and innovation in the street market centered around Class III and VGT."

At the heart of this showcase is the **DIAMOND X™**, our top-performing cabinet set to steal the spotlight for the U.S. markets. Featuring two striking versions - **DIAMOND X™ 1.55J** and **DIAMOND X™ 2.32** - and loaded with a lineup of dynamic new content, this cabinet is all about pushing the boundaries.

Also, at booth #1259, prepare to be impressed by the latest addition to our product range: the **V.I.P. X™** cabinet series. Tailored for players and operators who demand top-notch gaming experiences, this series includes the striking **V.I.P. X Royal™ 1.85**, the immersive **V.I.P. X Dream™ 3.43**, and the sleek **V.I.P. X Lounge™ 2.32**. Each cabinet offers luxury, advanced technology, and a built-in sound system integrated into a comfortable armchair for an unparalleled gaming experience.

Get ready for the debut of the electrifying **Piggy Prizes – Wand of Riches**, a new intriguing title that's turning heads with a "thick" series of thrilling bonus features - both bursting with wins and surprises to grant some great prizes with its Magic Rewind events and free games. Throw in **Globe Link™**, **Space Booster™**, the robust portfolio of **Thunder Cash Gold™** games like **Charming Lady Explosion™**, **Charming Lady's Boom Coins™**, **Fiesta of the Dead™**, **Butterfly Quest™ Coins**, and the **Red Amazon Explosion™**, and you've got a lineup that's packed with edge, excitement, and unbeatable winning potential.

The popular **MONEY PARTY™ Fresh!** Link introduces fresh and new games, **Solid Sevens** and **Fruit Boost Magic Coins**, on a new Linked Progressive fruit game entertainment that combines jackpot thrills with an exciting winning combination feature.

The new APEX Pro Gaming Progressive product lines for the casino market, which will debut at G2E, are a final addition to the progressive portfolio of proven products for the U.S. market.

NOVOMATIC is turning up the heat in the VGT and route segment with a lineup about pushing limits and setting the pace. At G2E 2024, get ready to experience game mixes that rule the roost in Illinois, Pennsylvania, Puerto Rico, West Virginia, and Georgia skills markets. We're bringing the fire with **NOVO LINE™** and **Magic H.D.** for Puerto Rico, **Magic H.D.** for West Virginia and Pennsylvania, and **Magic H.D.** for Georgia skill. And for Illinois, we're unleashing both **NOVO LINE™ Concurve** and **Magic H.D.** - a combo set to blow minds and deliver unbeatable thrills. This isn't just gaming; it's a full-throttle experience redefining the street game!

Again, it is the NOVOMATIC **ActionBook™ Edge 1.43J**, the best sports betting kiosk already proven to deliver exceptional performance. With more action, betting options, and a sleek design that fits effortlessly into any environment, this powerhouse continues to set the standard and elevate the sports betting experience.

NOVOMATIC is set to dazzle with the versatile **NOVO UNITY™ PRO** electronic table games platform, featuring the sleek new slant-top cabinets: **EXECUTIVE SL™ 1.27** and **LOTUS SL™ 1.27**. This dynamic setup will highlight the cutting-edge **Novo Multi-Roulette™** wheel alongside an impressive array of ETG games.

Finally, experience the game-changing **NOVOVISION™** casino management solution, crowned 'Best C.M.S./Software Product' at the 2023 European Casino Awards in London. This powerhouse system elevates every facet of casino operations, offering a comprehensive suite of features beyond traditional accounting, jackpots, player tracking, Cashless and TITO functionalities. What sets **NOVOVISION™** apart is its cutting-edge biometric technology, revolutionizing the entire player journey through fast and secure player recognition and access management as well as sophisticated loyalty features and a single wallet functionality that encompasses the whole venue. Also on display in Las Vegas will be the **NOVOVISION™ pay** portfolio of biometrically supported cash terminals that perfectly complement the modern cashless casino.

In a spectacular dedicated area of the booth, Greentube - the digital gaming and entertainment division of NOVOMATIC - will showcase its iGaming offerings, perfectly complementing our land-based portfolio. Dive into an ever-expanding range of online content that includes classic NOVOMATIC hits and exclusive proprietary brands and developments. This is where innovation meets tradition in a truly thrilling way!

Thomas Schmalzer, VP of Global Sales and Product Management at NOVOMATIC AG, is ready to share what NOVOMATIC development teams have been working on: "The G2E Gaming Show is the perfect stage for industry leaders to dive into NOVOMATIC's diverse product lineup. Whether you're focused on international markets, U.S. gaming sectors, or Latin America, our range offers something for everyone. We invite all attendees to visit the NOVOMATIC booth and discover how our all-encompassing solutions can meet their needs from a single, comprehensive source."

Stop by the NOVOMATIC booth #1259 at the G2E – October 8<sup>th</sup> - 10<sup>th</sup> in Las Vegas – to see what's new and trending for U.S. and international gaming.



## **About NOVOMATIC**

*The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs more than 25,300 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 50 countries, and exports innovative gaming equipment, system solutions, lottery system solutions and services to more than 120 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in some 2,200 own electronic and regular casinos, as well as via rental models.*

*The NOVOMATIC AG Group is active as a full-service provider in all segments of the gaming industry through its numerous international subsidiaries, offering a comprehensive omni-channel product portfolio for partners and customers worldwide. This ranges from terrestrial gaming products and service through management systems and cash management solutions, online, mobile and social gaming solutions to lottery and sports betting solutions, as well as a whole host of other first-rate products and services. For more information, please visit [www.novomatic.com](http://www.novomatic.com)*

## **For more information please contact:**

Kathleen McLaughlin  
Vice President of Corporate North American  
Sales and Marketing  
NOVOMATIC AMERICAS, LLC  
Mob: +1(702) 524 4005  
Office: +1(224) 802 2974  
[kmclaughlin@novomaticamericas.com](mailto:kmclaughlin@novomaticamericas.com)

Nicole Fink  
Head of Product Marketing  
  
NOVOMATIC AG  
Mobile: +43 664 887 456 38  
Office: +43 2252 606 871 510  
[nfink@novomatic.com](mailto:nfink@novomatic.com)

