

Nottingham's Dusk Till Dawn Poker Club goes all in with NOVOVISION™ tournament

The renowned Poker room in the north of England has organised its first Poker event using the newly implemented NOVOVISION™ tournament solution, powered by NOVOMATIC. Premiering at two recent club tournaments in Nottingham, the system demonstrated its powerhouse qualities.

Gumpoldskirchen/Nottingham, 14th January 2025 – Owned by entrepreneur and passionate Poker enthusiast Rob Yong, Dusk Till Dawn is a Poker Club run by Poker players for Poker players. Yong originally founded the club out of annoyance that he and his best friend Nick Whiten were refused entry to a local poker tournament because they were one minute late for registration. Disgruntled, his friend suggested to better open their own Poker place – and that's exactly what Yong did in 2006, with Nick Whiten acting as Managing Director.

Today, the Dusk Till Dawn Poker Club is highly popular with Poker fans throughout the Nottingham region and beyond, with some 45 Poker tables plus video slots and electronic Roulette games. It has established a name as "The Home of UK Poker", with daily tournaments that draw a huge community of players. The focus is mainly on low-stakes recreational Poker in an ambience that appeals to occasional players, amateurs and pros alike as well as hosting official Poker championships like the World Championship of Amateur Poker (APAT), the World Poker Tour (WPT) Prime UK, the UK and Ireland Poker Tour (UKIPT) and the UK Poker Championships (UKPC).

What better place in the UK to use NOVOMATIC's premium solution for live table tournaments? With top customer service and smooth tournament operations being top priorities, Yong and Whiten decided to place their bets on a solution that covers the DTD's entire business requirements including live table tournament management: NOVOVISION™.

The system was implemented at DTD in a very unique and highly customized set-up with a broad range of functionalities across several modules. NOVOVISION™ *core* provides for cashdesk, player management, floor management as well as accounting and reporting. NOVOVISION™ *access* creates smooth access processes with QR code, face recognition and fingerprint functionalities. The NOVOVISION™ *wallet* serves as a convenient single wallet for players to manage their funds and buy-ins and can also be accessed via the NOVOVISION™ *smart* features of the new DTD player app. These do not only include fast and easy credit transfers via an external payment provider, but also tournament details, alerts and standings as well as a general overview of the tournament calendar, news and much more. Also, the floor staff benefits from the *smart* functionalities comprised in the *notifier* application that inform them in real-time about a demarcated variety of floor events.

NOVOVISION™ *tournament* is a dedicated live table tournament tool. Its functionalities include detailed settings for the game types, chips, levels, buy-ins and a dynamic prize calculation as well as sophisticated tournament table and player management, thus significantly reducing the administrative and organisational effort. The application also enables the DTD team to manage the tournament display content as well as messaging and sound notifications for all screens across the venue.

During the levels, DTD staff can monitor and control all tournament details live and in real-time. Timers indicate the current duration or time left to start specific events while other actions during the ongoing tournament, e.g., reseating, removing, adding players or manually shortening the tournament by skipping individual rounds, just require a few clicks in the system. All tournament events are tracked in real-time and instantly displayed in the “history” tab.

NOVOVISION™ *tournament* supports any type of Poker game as well as other live games, and is fully integrated with the NOVOVISION™ cashdesk for the tournament registration as well as managing the players’ buy-ins and prize wins directly via their individual NOVOVISION™ *wallet*.

Fabian Schnötzing, Market Coordination NBS, says: “The Dusk Till Dawn Poker Club is a truly special place with an atmosphere that represents the love of Poker. With the new NOVOVISION™ *tournament* module, the teams on the floor and behind the scenes can work together seamlessly to ensure the smooth running of the tournament, while focusing on creating an exceptional experience for the players. This project stands out not only for its prestige, but also as a true example of teamwork and dedication. The NOVOVISION™ team worked closely with the Dusk Till Dawn team to implement a new tournament application, inspired by a shared vision. Thanks to all who made this vision a reality.”

Paul Abbott, Sales Manager NOVOMATIC Gaming UK, adds: “When Nick and the Dusk Till Dawn team approached us at ICE enquiring about the NOVOVISION™ CMS system, it was very clear that they truly embrace innovation. Understanding their operational requirements and introducing the system solutions was a real privilege for us, as we knew that the system would easily meet and exceed expectations, in many areas of their business. That’s not to say that everything was “out of the box”, the guys have worked closely with the NOVOMATIC system design team, together introducing some fantastic new features to the already impressive CMS arsenal. Working with the DTD team continues to be a pleasure and the prospect of introducing the NOVOVISION™ Casino Management System to many more UK customers is for me, a very exciting prospect.”

Nick Whiten, Managing Director, Dusk Till Dawn, says: “The system passed its baptism of fire with flying colours at our recent Deep Stack and Bounty Hunter tournaments, and staff and players alike found it a very enjoyable experience. Player buy-in and registration is the fastest it has ever been. We definitely weren’t promised too much.”

... and as far as trouble with late entries is concerned – no player will be turned away because they are late: with NOVOVISION™ *tournament*, they can register fast & easy during the ongoing event.

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs more than 25,300 staff worldwide. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 50 countries, exporting 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



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