

NOVOVISION™ CMS celebrates successful go-live at Casino Tróia in Portugal

The most recent implementation of the NOVOVISION™ casino management system has equipped the Portuguese Casino Tróia with a visionary solution that greatly enhances both the player journey and the business processes of the venue.

Gumpoldskirchen, 17th January 2025 – Casino Tróia is a popular gaming and entertainment venue on the Tróia Peninsula off the coast of Setúbal in Portugal. The elegant casino is part of the 5-star Tróia Design Hotel Resort and welcomes international visitors and local guests alike with a broad variety of gaming entertainment, comprising video slots of leading manufacturers as well as table games including Black Jack, Roulette and Poker.

To upgrade the casino's player journey and enhance the internal business processes, the management of the Casino Tróia have opted for a visionary solution powered by NOVOMATIC: In early January, the NOVOVISION™ (NV) casino management system was successfully implemented in an Advanced setup comprising *NV core* as well as a number of additional modules that comprise nearly the entire gaming floor.

The first point of contact for the casino guests are the *NV access* registration desks, where they are enrolled with a player account and an NFC card for their *NV wallet*. Once all regulatory requirements and data protection obligations are fulfilled, guests are granted access to the gaming floor, where their next step will lead them to the *NV promo* PromoTower to participate in the casino's promotional programme via the NOVOSPIN™ Wheel. Any wins will be directly booked into their single wallet and be instantly available for slots play.

All 150 video slots of leading manufacturers across the Casino Tróia have been retrofitted with NOVOVISION™ player tracking modules (PTM) for smooth and intuitive cashless gaming. They also ensure precise accounting processes and for player revenues to be consistently accounted for in the loyalty programme. Also the majority of the casino's live tables have been equipped with *NV tables* accounting functionalities. *NV pay* guarantees the fast pay-out or purchase of additional credits at three cash desks and a brand new NCM 90 large-capacity cash terminal.

Floor staff benefit from the NOVOVISION™ Notifier app, which notifies selected users of any defined event according to their user role to ensure they can react to these alerts fast and accurate. At the same time, the Casino Tróia's management will greatly appreciate the system's powerful set of Business Intelligence functionalities that enable them to make informed decisions for their business, based on in-depth analysis of game, machine and player performance, promotions and the business trends as a whole.

Werner Kearns, Sales Manager NBS, says: "Casino Tróia is our second NOVOVISION™ installation in Portugal, which firstly shows how highly the Portuguese market appreciates visionary solutions, and secondly, it is a real testament to the excellent local service provided by our long-standing local distribution partner Marcos Pinto from Diverstock. It is very gratifying for me personally to see how our solution is gaining momentum with customers who recognise its true benefits and technical

depth. I also extend my thanks to the management of Casino Tróia for their trust and the excellent cooperation of their local team with our NOVOVISION™ teams.”

Jorge Calado, General Manager Casino Tróia, adds: “We are incredibly proud to implement this state-of-the-art management system, which not only enhances the quality of service we offer our customers but also delivers a more engaging and dynamic experience for them. This milestone is the culmination of months of dedicated effort and collaboration between our team at Casino Tróia, Diverstock, NOVOMATIC and the SRIJ (Serviço de Regulação e Inspeção de Jogos). Thanks to this collective effort, we are now among the first casinos in Portugal to offer such an innovative solution to our guests. This achievement represents a significant step in our continuous journey of growth as we strengthen our value proposition and leverage innovation as a key differentiator in the national market. The new system expands our service offerings for guests while streamlining operations for our team, enabling faster, more efficient service and creating a smoother, more engaging customer experience.”

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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