

NOVOVISION™ casino management solution celebrates fantastic ICE in Barcelona

Traffic in the systems sector of the NOVOMATIC stand in Barcelona was high, as international operators sought to learn more about the NOVOVISION™ casino management solution. The visionary CMS stood out at this year's ICE with its future-proof approach and extensive features that cover all areas of the modern casino operation and beyond.

Gumpoldskirchen/Barcelona, 4th February 2024 – The year started excellent for the NOVOMATIC systems unit: After successful recent installations with renowned customers in Portugal and the UK, the NOVOVISION™ casino management system celebrated its “best ICE ever” at the new show venue in Barcelona. Perfectly integrated in the comprehensive NOVOMATIC product portfolio, but also as a standalone solution, NOVOVISION™ has become a CMS force to be reckoned with.

Visitor interest was accordingly high at the NOVOVISION™ sector of the NOVOMATIC stand as international operators took a deep dive into the manifold functionalities that combine casino management, efficiency optimization and player satisfaction in one powerful and yet highly scalable CMS solution. The system was presented at ICE in two distinct set-ups, showcasing the different functionalities and choices for club operations and for casino venues. A biometrically supported NOVOVISION™ access installation with elegant flap gates served as a divider between the two demo-venues.

Especially the casino side focused on a high-traffic architecture with options for TITO, Cashless or biometrically supported wallet solutions, highlighting detailed player tracking and attractive loyalty functionalities across a player journey that is highly individualized, appreciative and fully compliant with Responsible Gaming protocols.

A highlight in both demo set-ups was the triple version of a highly accessible new self-service station demonstrating its uses as a loyalty kiosk, as a promotional service point and as a Self-Registration Terminal (SRT), that turns customer registration into an intuitive, fast and secure self-service. The new NOVOVISION™ SRT uses 32" Full HD screen with PCAP touch that serves as an intuitive customer interface with customized language selection and clear menu navigation. It can be equipped with a customized registration set-up according to the individual operator preferences and prevailing regulatory requirements, fully satisfying detailed player tracking or anonymous play environments with a variety of optional components such as OCR document scanner, ID card reader, camera, QR code printer and more.

Another popular product premiere was the NOVOVISION™ *panorama* picture-in-picture feature that transfers the PTM player interface to the bottom game screen to enhance the usability, along with any other streaming content inserts. But also, the sophisticated NOVOVISION™ *tournament* solution as well as the latest functionalities for in-depth BI, jackpot management and powerful loyalty features drew large crowds.

Jens Einhaus, Head of Sales and Marketing NBS, says: “I am not exaggerating, when I say that this was the best ICE ever for us. Many factors have added to that. Apart from the excellent new location

in Barcelona, the superb venue and well-planned show layout according to industry sectors as well as the new stand, it is definitely our product that is now attracting a lot of attention. And the reason is quite simple: it is an excellent solution for today's and tomorrow's CMS requirements. While many legacy casino management systems are approaching end-of-life and lack support for modern loyalty and jackpot programs, NOVOVISION™ has been developed from the ground up, by operators for operators. As a visionary state-of-the-art CMS platform, it is the sustainable and future-proof choice for operators who now need to assess whether their current CMS can comply with the increasingly complex gambling regulations. And, NOVOVISION™ has been designed as a solution.”

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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