

## Open Days 2025: NOVOMATIC Italia offers a welcome to the future of gaming

*NOVOMATIC Italia once again welcomed clients and partners to the Open Days at its Rimini headquarters, which took place this year from February 17 to 19, coinciding with ENADA Primavera, Italy's leading gaming industry trade show. The exclusive event was dedicated to innovation, strategic vision, and the presentation of the latest gaming solutions, further strengthening the company's leadership in the sector.*

**Gumpoldskirchen/Rimini, March 7, 2025** – The 2025 edition of the Open Days marked a key moment for NOVOMATIC Italia: The inauguration of its new showroom in Rimini. A modern and technologically advanced space designed to offer an immersive and interactive experience reflecting the hospitality typical of the ADMIRAL gaming venues. The innovative design and meticulously detailed setup allow visitors to explore the entire range of the NOVOMATIC products that are designed for the Italian market, transforming their visit into a true journey through the evolution of gaming, as envisioned by NOVOMATIC.

Among the most anticipated novelties are the latest generation VLTs, such as the *NOVOSTAR® FV637* and the *V.I.P. X Dream™* cabinets, which redefine the gaming experience with high-definition monitors, sophisticated design, and top-level performance. To enrich the offering, a quartet of new titles promises unique thrills: the *CASH CONNECTION™* pair with *Golden Sizzling Hot™* and *Golden Voodoo Magic™*, together with two titles set in Ancient Egypt, *Anubis Power™* and *Queen Cleopatra™ Evolution Catch 5*. In the AWP segment, the Open Days paid special attention to the *Top Seven* series, with the exclusive preview of *Top 7 Vienna* and the multi-game *Game Club*, which brings together some of the most prestigious titles in the Italian market. Both titles are 100% *Made in Italy* and developed by *NOVOElsy*.

**Markus Buechele, CEO of NOVOMATIC Italia**, stated: “During the three days of the event, the Rimini headquarters welcomed nearly 1,000 guests, including industry operators, customers, and stakeholders. This result confirms the great interest and trust that the local market places in NOVOMATIC Italia and attests to the value of the event as a key reference point for the gaming industry.”

### Digital payments and cash flow management: APay Cash Station

Thanks to its ADMIRAL Pay products, the Group offers innovative digital payment solutions, including the *APay E-Wallet app*, a digital wallet with an associated IBAN that can be used for daily financial services. It also integrates deposits and withdrawals for online gaming in full compliance with Italian regulations, as well as with the new rules for PVRs (Point of Sale Recharge). Among the latest innovations is the *APay Station*, a self-service device designed as a physical hub for digital payments that adapts to every type of retail outlet, even general ones.

## **About NOVOMATIC Italia**

NOVOMATIC Italia employs over 4,000 people in Italy and is a leader in the VLT segment. On the B2B front, it offers comprehensive gaming services and solutions, including the commercialization of AWP and VLT cabinet, games and gaming technologies, and payment solutions. On the B2C side, NOVOMATIC Italia reaches the final consumer through the ADMIRAL brand, which is present in its 300 directly-managed arcades, which include over 40 bingo halls, as well as through its online gaming offer on the websites [www.quigioco.it](http://www.quigioco.it) and [www.scommesseitalia.it](http://www.scommesseitalia.it), and in 130 franchised betting shops. For more information, please visit [www.novomatic.it](http://www.novomatic.it)

## **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 its own approximately 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, cash management solutions, and 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)

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