

ICE 2018 PREVIEW

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Paradise sets the stage for 'NOVOMATIC Enchantment' at ICE 2018

Occupying a giant footprint on the ICE show floor at South Entrance S5/S6, NOVOMATIC will take guests on an enchanted journey through the world of gaming, from land-based to interactive – and around Europe – with innovations for each key market.

“After completion of the Ainsworth transaction in January, our participation at ICE is another important milestone for NOVOMATIC at the beginning of this year,” said Harald Neumann, NOVOMATIC CEO. “Our ICE portfolio covers the industry’s entire range of gaming products and solutions with innovative content for delivering new player experiences and developing next-generation gaming solutions.”

NOVOMATIC Gaming Industries (NGI) is proud to reveal brand new cabinets, exposing the latest in gaming technologies – razor-sharp graphics, powerful hardware and refined designs that drive the ultimate gaming experience. The new cabinets will present a wide selection of single games and multi-games, including the launch of new focused game mixes.

The ENCHANTED FORTUNES™ Linked Progressive presents NOVOMATIC games on a linked progressive jackpot – with special titles such as Book of Ra™ Mystic Fortunes, Treasure of Tut™ and Goddess Rising™, as well as new games like Pyramid Fortunes™ and Vampire Fortunes™.

After its introduction to the US market at G2E last year, the licensed title From Dusk Till Dawn™ makes its international, omni-channel debut at ICE – presented on the NOVOSTAR® V.I.P. III and V.I.P. Lounge™ cabinets, as well as tablet and mobile devices. Exciting new slots will take players on an action-packed US adventure in the 4K version of Great American Wilds™ or into the playful realm of Viking & Dragon™ with Extra Wild Entertainment.

The Ainsworth Game Technology (AGT) line-up of cabinets – A640®, A600® and A600® Slant Top – presents compelling content such as the standout Pac-Man™ Dynamic Edition, follow-up to the hugely successful Pac-Man™ Wild Edition, as well as new games Desert Dusk™ and Rio Riches™. Highlights also include HAO YUN DAO, an Asian-themed linked progressive, the MEGA CHOICE TREASURES™ mystery progressive, as well as new brands Fire Power™, Big Hit Bonanza™ and Raging Roosters Reloaded™.

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A video bingo presentation on the Otium OT300 highlights the new The Mix Games concept and Volcano Risk Meter, as well as a set of newly flavoured jackpots. And in addition to the robust myACP casino system, Octavian will display a series of mystery and WAP jackpots. Increasing its imprint on the world stage, the evolving ETG solutions will demonstrate how operators can create stadium areas inside their casino with popular electronic table games and slots packaged with specialised signage by NOVOMATIC Media Technology.

Greentube will present new slots and omni-channel solutions from the NOVOMATIC Interactive companies. The new Greentube UK slot Crazy Birds™ drops players into a desert island in search of riches, while the online version of From Dusk Till Dawn™ joins George Clooney and Quentin Tarantino on an epic adventure. Another attraction comes from StakeLogic with the new Hardwell slot featuring global sensation DJ Hardwell. The multi-channel gaming solution Plurius™ will detail major developments such as a new wide-area jackpot and expanded games suite.

The UK market is in for a treat as NOVOMATIC UK is set to present its latest developments to enliven the local market in 2018. Astra Games will unfold a series of games with licensed titles such as Austin Powers, Sherlock Holmes, Batman Begins and The Joker Why So Serious? on market-specific cabinets such as the TIGER and WOW. Part of the Bell-Fruit Games demonstration will be the new fruit machine concept Revolution, and Gamestec will show its advancements on the digital gaming platform iPUB 2.

Over in Germany, the technical specifications introduced this year have sparked innovation amongst suppliers, not least the LÖWEN Group that will present two brand new cabinets at ICE. The high-performing NOVO OPTIMUS features two sharp monitors and attractive lighting that captures the attention of players. New to the Slant Top range is the CROWN MASTER that keeps the familiar and exclusive Crown look while adding a set of new features such as cash handling on the console and an intelligent lighting concept.

New products tailored for international AWP and VLT markets, as well as cash management solutions, will complete the extensive offering with individual exhibits from European subsidiaries NOVOMATIC Gaming Spain and GiGames, NOVOMATIC Italia and NOVOMATIC Netherlands. NOVOMATIC Sports Betting Solutions (NSBS) will also occupy a dedicated area with a range of highly innovative sports betting products for international markets.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs around 25,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in 45 countries and exports high-tech electronic gaming equipment and solutions to more than 70 countries. The Group operates more than 260,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services.



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