

NOVOMATIC prepares for an inspiring ICE Totally Gaming

The year 2023 marks NOVOMATIC's return to ICE as the traditional first event of the year that has all the key suppliers to the industry gather in London to personally meet customers, partners and industry peers. In the meantime, the R&D departments are putting the finishing touches on a portfolio of products that are all set to inspire.

Gumpoldskirchen, December 22st, 2022 – Never has an ICE Totally Gaming show been so eagerly anticipated as the upcoming 2023 edition of this major gaming event, which will take place from February 7-9 under the motto “Stronger together” at ExCeL London.

NOVOMATIC will maintain its position as the biggest exhibitor to present a vast array of modern gaming solutions comprising systems, hardware and content for the diverse segments and markets of the international gaming industry. Visitors to the NOVOMATIC stand in the south hall can look forward to an inspiring display of news as well as to the traditional Austrian hospitality on an all-new exhibition stand.

The NOVOMATIC technology portfolio for 2023 and beyond will serve every operator demand – from land-based casino and AWP products & systems including biometric technologies for modern access solutions, to secure cash handling solutions on to sports betting products and online gaming solutions for markets that are burgeoning in many regions worldwide. Casino highlights will be presented in terms of both exciting new cabinets and content, with new hardware, mixes and fresh Progressives premiering at ICE. In the various dedicated areas of the exhibition stand, experts from the NOVOMATIC HQ and its subsidiaries as well as technology partners will be on site: NOVOMATIC Gaming UK, NOVOMATIC Netherlands and NOVOMATIC Gaming Spain will have their dedicated show display of market-specific products and so will Ainsworth, Apex, Fazi, Greentube, NBS, NOVOCash and many more.

Thomas Schmalzer, Vice President Global Sales NOVOMATIC AG says: “Our teams have always looked forward to ICE, but this year we can hardly wait to present the results of our recent months’ intense development efforts. There will be some surprises for sure: exciting news in the cabinets segment and enhancements for our most successful product lines, all of which will provide fresh and exciting entertainment for players resulting in premium performance and a fast ROI for gaming operators.”

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 21,900 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group exports high-tech electronic gaming equipment and solutions to about 100 countries and has locations in about 50 countries. The Group operates around 212,000 gaming terminals and video lottery terminals (VLTs) in its about 2,000 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC AG 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 sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at www.novomatic.com

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