

US sports betting – NOVOMATIC ActionBook™

Release date: October 8th, 2019 • Embargo date: immediate release

U.S. sports betting kiosk invasion: Enter NOVOMATIC ActionBook™

Betting kiosks, which are popular in Europe, have launched into the United States and are captivating operators and bettors alike with their multiple benefits. As more states in the North American market are legalizing sports betting, NOVOMATIC Americas has met the demand to cater to the rapidly expanding casino customer base — and they have propelled themselves into the world of gaming kiosks and sports betting at a frenzied pace.

With the proven growth in the sports betting segment, casinos continue to streamline their betting processes. Sports betting kiosks paired with premium software will be a critical factor in making that happen. These entirely automated self-service betting stations offer the full suite of wagering options that customers would expect: both pre- and in-game, including parlays and proposition bets. They are designed to provide an intuitive user experience with simple navigation in the betting menu as well as live odds and live feeds from the games. Convenience, speed, and choice all improve the sports betting experience. Sports betting kiosks like the NOVOMATIC ActionBook™ process more bets per hour and offer multiple betting options that promote a quick pick style of playing. The increase in speed and betting volume allows operators to maximize betting opportunities and to capitalize on high volume betting periods, inevitably increasing revenues.

The NOVOMATIC ActionBook™ provides a turn-key, proven and ergonomic hardware solution with outstanding graphic capabilities and partners with the world's best sports betting software and sportsbook providers. The NOVOMATIC design team in Austria relies on many years of experience and expertise gathered in the Group's proprietary sports betting operations across Europe to refine and develop popular and bettor-friendly technology. U.S. operators have complimented the kiosk's touchscreen interface, praising the short learning curve for both bettors and employees.

The kiosk is quick and easy to install and supports operators with intuitive maintenance routines and reliable hardware technology. The NOVOMATIC ActionBook's security conscious design and door locking mechanism comply with casino security standards, providing a reliable barrier against unauthorized manipulation. Operators can also choose from a variety of secure cash handling solutions including TITO compatible printers, banknote acceptors, card readers and barcode scanners that facilitate user-friendly cash and non-cash processing as well as customized player card options.

During the first week that the kiosks were launched at Resorts Casino in Atlantic City, the initial numbers shared indicated that the majority of all handle was kiosk driven. Currently, NOVOMATIC ActionBook™ kiosks are operating at Rivers Casinos, SugarHouse Casino, Resorts Casino, Parx Casino, Parx Casino Turf Club, and rolling out at Penn National Gaming locations across North America. The most recent installation is at French Lick Casino, in French Lick Indiana. With those kiosks, NOVOMATIC Americas has approximately 200 units in the field, and the shipping rate continues to grow.

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Rick Meitzler, President and CEO of NOVOMATIC Americas said: “The commitment to providing the absolute best product and player experience is what inspires everyone within NOVOMATIC. Our kiosk will continue to evolve and is already a clear favourite, as the recent announcement with Penn National reinforces: We are the kiosk provider, powered by Kambi for Penn National Gaming and we are also the kiosk provider of choice for Rush Street Interactive. We make a superior betting kiosk that sets a market standard, and we provide tremendous long-term support and service.”

The NOVOMATIC ActionBook™ will be shown at G2E, booth #1259, within the Sports Betting Lounge area.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 30,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to more than 70 countries. The Group operates around 255,000 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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