

## Casino ADMIRAL Helmond opens as 7<sup>th</sup> Casino ADMIRAL venue in the Netherlands

*On June 5<sup>th</sup>, Casino ADMIRAL Helmond near the Dutch high-tech hotspot Eindhoven officially opened its doors. The brand-new electronic casino, situated in the monumental original cinema and theatre complex of the former “Scala Bioscope”, welcomed over 70 guests at a festive midnight opening.*

Gumpoldskirchen, July 14<sup>th</sup> 2021 – Casino ADMIRAL Helmond is the 7<sup>th</sup> Casino ADMIRAL venue in the Netherlands since Casino ADMIRAL Hoofddorp premiered in 2015. At full capacity, the casino is able to host guests at 190 player positions, making it the largest casino in the region. Currently though, due to the COVID-19 restrictions and strict safeguarding protocols, capacities are limited to allow for the necessary social distancing.

The interior design of Casino ADMIRAL Helmond was inspired by the rugged look of old masonry, the industrial elements of ironwork as well as the lush art deco style of the roaring 20s, the era in which the famous “Scala” cinema was originally built. The result is a sophisticated mix of textures, materials and colours, which range from the original materials of the building’s core, to premium crafted plate work, chandeliers and a striking alcohol-free gin-bar that dominates the front wall of the main gaming area. Lighting is provided by means of multi-coloured LEDs and realistic stained glass-like ornaments. Interactive light installations and video screens have been integrated to accentuate special occasions like jackpot hits and can be adapted to the time of day.

As the latest member of the Casino ADMIRAL family, Casino ADMIRAL Helmond offers the highest standards in terms of gaming equipment, hospitality and responsible gaming. The new team on site has been expertly trained by experienced staff members from other locations such as Casino ADMIRAL Heerlen, Hoofddorp and Hulst. The casino uses an advanced cashless system and offers the most popular reel games, video slots and electronic Roulette as well as a 3-level linked jackpot – plus Bingo on Sundays. The hospitality offer includes free food and beverages as well as regular events and raffles. With opening hours from 8.00am - 3.00am as well as free parking, Casino ADMIRAL Helmond guarantees that its guests will have a great time in an exciting ambience and with premium service and equipment.

Thomas Komnacky, NOVOMATIC VP Global Operations, said: "The opening of this new Casino ADMIRAL venue in the Netherlands is further evidence that we are committed to a sustainable business strategy, even in economically difficult times. The casino is located in

an exceptional building that has been skilfully adapted by our interior design specialists – in combination with our first-class service and premium gaming offer I am convinced that it will soon become another milestone in our Dutch story of success."

## **About NOVOMATIC**

*The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 21,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 45 countries and exports high-tech electronic gaming equipment and solutions to about 90 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its some 1,900 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](http://www.novomatic.com)*

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## **For more information please contact:**

Andrea Lehner  
Product Marketing  
NOVOMATIC AG

Mobile: +43 664 40 66 721  
Office: +43 2252 606 626  
[alehner@novomatic.com](mailto:alehner@novomatic.com)