

## NOVOMATIC at G2E Asia 2015 – Review

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## NOVOMATIC'S Technology Innovations Impress in Asia

*With a significant and predominant booth space NOVOMATIC, together with support from its Asian partner Jade Gaming, caused a climate of excitement at the recent G2E Asia exhibition and conference in Macau, as the comprehensive NOVO LINE Novo Unity™ II display that was presented, was exactly in line with local operators seeking to further create a bridge between electronic and traditional live gaming facilities.*

On booth #1209 of the annual G2E Asia show at the Venetian Macau, the NOVOMATIC subsidiary Austrian Gaming Industries GmbH (AGI), was joined by fellow subsidiaries Octavian, who presented their sophisticated ACP (Accounting, Control and Progressive) casino management system including player tracking functionalities. This modular system is a flexible and comprehensive solution for all modern gaming management and accounting requirements.

Adding a new dimension of gaming entertainment to the show were Extreme Live Games, following a high-profile move into the 'live dealer' sector via the acquisition by NOVOMATIC UK of a majority holding in the company. Based in the Philippine capital Manila, the live dealer gaming solutions provider operates studios in Asia and London, UK, employing both Asian and European dealers. Additionally, Extreme Live Games are integrated with NOVOMATIC's dedicated online specialist Greentube's gaming suite that will allow operators seamless access to NOVOMATIC content within the live dealer product and leverage Greentube's comprehensive back office capability.

"Extreme Live Gaming has emerged as a leader in the live-dealer space – a position that can only be strengthened further with the backing of our new owners", said Darwyn Palenzuela, founder of Extreme Live Gaming, recently. Sales and Business Development Director Marcus Honney and his team were kept busy in Macau, demonstrating the Extreme Live Gaming's system capability to an enthusiastic audience.

AbZorba Games were visiting G2E Asia for the first time since also becoming part of the NOVOMATIC family and company founders Andrew Hughes (CEO) and Manos Moschous (CTO) were both impressed and excited by the welcome that they received from booth visitors. The company, founded in 2012 as a technology company based in Delaware, US, and with its R&D headquarters in Athens, Greece, develops social casino and multiplayer games based on

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a proprietary gaming platform. It has a strong B2C mobile casino brand and delivers proven B2B white label turnkey solutions to a wide range of partners. The purchase of AbZorba and its portfolio of leading product lines in the field of social casino game apps for mobile devices perfectly supplements Greentube's current social casino portfolio and will further strengthen the NOVOMATIC Interactive branch in this important market.

From AGI itself came a diverse product offering, highlighted by the NOVO LINE Novo Unity™ II display that featured dealer-operated Novo TouchBet® Live-Baccarat, the fully automated Novo Multi-Roulette™ and a broad choice of fully animated ('Flying') electronic live game versions of Black Jack, Baccarat, Sic Bo, Poker and Roulette. Additionally, Novo Unity™ II also provides guests with the possibility to play up to 23 thrilling slot games directly at their seats. Coming at a time when Electronic Table Games are making huge strides in popularity in Macau's casinos and beyond, the display of NOVOMATIC's top quality and leading technology multiplayer products certainly proved to be a major attraction at G2EA, for all visitors from Macau and beyond.

The Dominator® Curve, that made its world debut in London at the ICE Totally Gaming show in February, was presented for the first time to the Asian markets and was undoubtedly one of the highlights of the G2EA show. The Dominator® Curve is far more than just an evolution of the original Dominator®. With its close attention to ergonomic and design features, plus of course its 40" full HD curved touchscreen, it represents an entirely new dimension in the NOVOMATIC product portfolio that is already proving to be a major attraction on any gaming floor. The DOMINATOR® Curve exclusively features NOVOMATIC's first proprietary stand-alone mystery progressive jackpot in a growing range of thrilling new games such as High Roller™ and Lucky Rose™.

*Austrian Gaming Industries GmbH (AGI) a 100-percent subsidiary of NOVOMATIC AG ([www.novomatic.com](http://www.novomatic.com)) is a global gaming company specializing in the design, development, manufacturing, distribution and sales of electronic gaming machines and advanced technology products. As Europe's leading manufacturer AGI delivers one of the broadest product ranges in the industry.*

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