

NOVOVISION™: Momentous installation with Estoril Sol in Portugal

In a rigorous selection process, the NOVOVISION™ casino management system prevailed and met the highest demands of Estoril Sol, SGPS. In a first step, NOVOMATIC's visionary solution for the future-proof casino operation went live at the end of November at the Casino Lisboa. The Casino Estoril will follow in phase two during Q1/25.

Gumpoldskirchen/Lisbon, 10th December 2024 – Casino Estoril, and its sister location Casino Lisboa range without doubt among the most exciting continental venues for those seeking an enthralling gaming and leisure entertainment experience. With a strong focus on modern gaming and hospitality as well as promoting culture and arts, the venues of Estoril Sol provide attractive offers for tourists and local guests alike.

Excellent customer service and maximum convenience for the guests were a key focus in the operator's search for a modern casino management solution that would increase operational efficiency, profitability and security at the same time as taking the customer journey to the next level. The ideal solution was found in the wide NOVOMATIC portfolio of gaming technologies: NOVOVISION™, a proprietary casino management system that was originally developed for the Group's own operations before it turned into a growing success with third party customers. Built on the latest cutting-edge technologies, NOVOVISION™ is a visionary solution with extensive features that cover all areas of a modern gaming operation and beyond.

Once all the requirements had been determined, the expert team behind NOVOVISION™ went above and beyond to implement a comprehensive solution with a variety of fully customized functionalities that have been especially developed for the specific requirements of Estoril Sol. The first installation at the Casino Lisboa went live in November after a smooth three-week roll-out that was conducted during ongoing business – and it has introduced a next generation player journey.

The well-diversified gaming offer at the Casino Lisboa spans across three floors, with hundreds of video slots and live games comprising Poker, Roulette, Black Jack, Macau Baccarat as well as the typically Portuguese dice game French Bank, next to two restaurants and four bars. NOVOVISION™ was implemented in Lisbon with an almost full suite of the modular functionalities encompassing the entire business operation as well as the player journey from A to Z, via NV core, access, pay, wallet, promo, smart and more.

The first point of contact with NOVOVISION™ for the guest entering the casino are the brand-new NOVOVISION™ Self-Registration Terminals (SRT) and the registration desks at the entrance where, after the obligatory due diligence, KYC and GDPR procedures, they can choose to either agree to a biometric registration via fingerprint / facial scan with card or will receive a QR code that entitles them to pass the new NOVOVISION™ access gates. In total, all 634 EGMs have been equipped with biometric NOVOVISION™ player tracking modules and 27 live tables retrofitted with facial recognition equipment. The single wallet functionality guarantees maximum ease of play, an accurate allocation of promotional points and extra loyalty features at the Promo Tower for the guests as well as accounting and player tracking data in real-time for the casino. Estoril Sol have opted for

the full biometric functionalities as well as NOVOVISION™ BI, the NOVOVISION™ notifier smart staff app, comprehensive marketing & loyalty features and the custom-tailored QR code solution.

Jens Einhaus, Head of Sales & Product Marketing NBS, says: “It is very gratifying to see such a comprehensive system installation in operation with such a renowned customer. The NOVOVISION™ functionalities have been designed to closely interlock and work in tandem in order to fully exploit the powerful potential of the solution, which offers so much more than your standard CMS. I would also like to express my thanks for Estoril Sol management’s trust and support and the excellent cooperation with all Estoril Sol’s teams that have been directly involved. A special thanks also to our long-time distributor, Diverstock Entertainment, that has been supporting us for more than 20 years in Portugal and has contributed to this hard but successful journey.”

Bruno Ferreira, Gaming Manager/Coordinator Casinos Lisboa and Estoril, says: “By choosing NOVOVISION™, Estoril Sol sought to stand out and position itself technologically at the forefront of the national sector. We want to revolutionize the experience we offer our customers today and for that we need to know them better. We are convinced that with this system, which is much more comprehensive than the previous one, we will be able to achieve our goals. The migration process was quick and efficient. I would like to thank NOVOMATIC’s management team for their support throughout the process, and their entire operational team involved in this implementation. I also need to thank Diverstock, Estoril Sol’s long-standing partner, for their commitment and support throughout the process. And, last but not least, to the entire Estoril Sol team and consultants that were involved in the project. Together they were all crucial to the success of this implementation.”

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs more than 25,300 staff worldwide. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 50 countries, exporting innovative gaming equipment, system solutions, lottery system solutions and services to more than 120 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in some 2,200 own electronic and regular casinos, as well as via rental models.

The NOVOMATIC AG Group is active as a full-service provider in all segments of the gaming industry through its numerous international subsidiaries, offering a comprehensive omni-channel product portfolio for partners and customers worldwide. This ranges from terrestrial gaming products and service through management systems and cash management solutions, online, mobile and social gaming solutions to lottery and sports betting solutions, as well as a whole host of other first-rate products and services. For more information, please visit www.novomatic.com

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