

NOVOMATIC Americas makes sales strides at IGA 2025

Performance, partnership, and product innovation anchor tribal market growth strategy

Gumpoldskirchen/Chicago, April 29, 2025 – NOVOMATIC Americas demonstrated strong commercial momentum at this year's Indian Gaming Association (IGA) Trade Show, held March 31–April 3 in San Diego. With a focused, performance-driven presence, the team showcased an expanded portfolio of cabinets, games, and scalable merchandising that directly addressed the priorities of tribal operators nationwide. The result: a pipeline of new opportunities and a reaffirmed position as a key partner in the North American tribal gaming landscape.

V.I.P. X™ Series leads with floor presence and performance

At the core of the NOVOMATIC exhibit were the **V.I.P. X Royal™ 1.85** and **V.I.P. X Dream™ 3.43** cabinets – both drawing significant interest from operators due to their premium format and proven ability to elevate floor entertainment. The **V.I.P. X Dream™'s** triple curved display and panoramic bonus presentation make it ideal for high-engagement content, while the **V.I.P. X Royal™'s** portrait orientation provides maximum impact for vertical progressives and cascading bonus mechanics.

These cabinets were shown with key new titles which demonstrated their potential to extend time-on-device and support diverse bet levels. Attendee feedback reinforced the V.I.P. X™ cabinets as a high interest level product.

Building on NOVOMATIC's performance-first product strategy, the new game lineup emphasized volatility choice, interactive features, and multi-level progressive appeal:

- **Ultra Boost™ 3 Treasures Tiger Storm** captured attention with its “pot-style” multi-feature bonus, expanding reels, and mystery multipliers – earning strong interest in installs in Oklahoma and the Upper Midwest.
- **Piggy Prizes – Wand of Riches**, already gaining traction with operators, combined vibrant visuals and 15-reel gameplay with a “Feed the Pig” mechanic and cash reveals. Interest was high, with tribal groups planning installations in Q2.
- The **Apex Pro Gaming ELEMENT Series** (Clover Twist and Clover Inferno) from our technology partner stood out with independent art styles and flexible gameplay – suited for various player segments and floor placements.

Also at IGA was NOVOMATIC Americas' modular point-of-sale signage solution, which drew consistent praise for its cost-efficiency and customizable display capability. Tribal buyers appreciated the flexibility to scale signage according to floor size, configuration, and budget without sacrificing visual impact. This new approach contributed directly to increased interest in the Piggy Prizes title and supported bundled placement discussions.

Throughout the event, NOVOMATIC executives engaged in targeted discussions with leading tribal operators focused on floor optimization, premium zone development, and 2025 roadmap alignment. These conversations emphasized new positioning strategies for high-limit, pot style games, and ETG zones, with renewed interest in **NOVO UNITY™ PRO** terminals for communal electronic table game setups.

In addition, operators responded positively to NOVOMATIC's enhanced merchandising programs, designed to drive stronger ROI from the first day of installation.

Jakob Rothwangl, Managing Director, NOVOMATIC Americas stated, "The success at IGA 2025 reflects the strength of our team and the relevance of our product strategy in the tribal gaming market. The response to our latest cabinet innovations and game offerings reinforces our position as a trusted, performance-driven partner in North America. It is an exciting time for NOVOMATIC Americas as we continue to grow."

The tribal gaming segment continues to represent a core strategic focus for NOVOMATIC Americas. Following IGA 2025, new installations and evaluation trials are scheduled across **Oklahoma, California, Arizona, and tribal properties in the Upper Midwest**. With a refined product roadmap, scalable merchandising toolkit, and player-focused content lineup, NOVOMATIC is poised to accelerate market share in this space.

As tribal operators prioritize partners who deliver on performance, NOVOMATIC Americas is positioned to step into that role – with sales momentum, executive relationships, and marketing innovation all aligned.

About NOVOMATIC Americas

Established in North America in 2012 NOVOMATIC Americas operates from Buffalo Grove, IL, as a subsidiary of NOVOMATIC AG Group, one of the world's largest gaming technology producers and operators, employing approximately 26,200 people globally. Founded by Professor Johann F. Graf in 1980, NOVOMATIC has subsidiaries in 50 countries, exports to 130 markets, and operates approximately 2,100 gaming facilities worldwide. The Group offers a comprehensive omni-channel portfolio, including land-based gaming, management systems, online/mobile gaming, sports betting, and cash management solutions.

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