

NOVOMATIC delivers a high-impact showcase at G2E 2025 in Las Vegas

Marking another milestone event, NOVOMATIC delivered record visitor engagement, outstanding product premieres, and a powerful brand presence that perfectly embodied its bold “Play like you own the Block” message.

Gumpoldskirchen/Chicago, October 17, 2025 – The NOVOMATIC booth #1259 was a true crowd magnet throughout all three show days of G2E 2025, attracting record visitor numbers and exceptional feedback from operators and partners. Combining innovative products with an energetic presentation, the company successfully translated its “Play like you own the Block” theme into a powerful on-site experience. Large LED video walls, street art-inspired visuals, and interactive highlights turned the booth into a dynamic meeting point that captured the authentic spirit of Las Vegas while emphasizing NOVOMATIC’s creative and forward-looking brand identity.

Brilliance perfected: U.S. debut of DIAMOND X™ 1.55J Quattro

The highlight of this year’s showcase was the U.S. premiere of the DIAMOND X™ 1.55J Quattro, which expands NOVOMATIC’s internationally successful DIAMOND X™ series with a new flagship cabinet. The model impressed operators with its striking 55” UHD J-curve screen, elegant silhouette, and superior ergonomic design, setting new standards in player comfort and visual impact. A refined glass touchdeck and an integrated high-performance soundbar elevate the gaming experience, combining intuitive player interaction with immersive audiovisual quality.

In combination with the dedicated Sign Packages, the DIAMOND X™ 1.55J Quattro becomes a true centerpiece on any gaming floor. These signage solutions are available for configurations of four or six cabinets and feature perfectly harmonized LED animations and dynamic game content integration. This holistic design approach ensures that every DIAMOND X™ installation stands out as a premium showcase of technology, performance, and style.

Together with the full V.I.P. X™ cabinet line – V.I.P. X Galaxy™ 2.65, V.I.P. X Royal™ 1.85, V.I.P. X Dream™ 3.43, and V.I.P. X Lounge™ 2.32 – the DIAMOND X™ 1.55J Quattro reflects NOVOMATIC’s engineering excellence and long-term reliability. Its modular setup and service-friendly concept make it a future-proof investment for both single installations and banked configurations. With its eye-catching sign solution, dynamic LED lighting, and bold design, the presentation stood out as one of the true visual highlights of the NOVOMATIC booth.

Next-level content: linked progressives and game highlights

NOVOMATIC impressed operators and visitors alike with a powerful portfolio of new gaming content designed to deliver excitement and performance at every level. The latest addition to the company’s successful jackpot families, ULTRA BOOST™ 3 Treasures, premiered with three captivating titles – Grand Eagle™, Mighty Taurus™, and Tiger Storm™ – combining proven mechanics with engaging bonus features and striking audiovisual effects.

Another major highlight was XTENSION LINK™ Evolution, the latest chapter in NOVOMATIC's internationally acclaimed jackpot series. Building on the remarkable global performance of its predecessors, this new edition introduces fresh game concepts and enhanced jackpot dynamics for an even more captivating player experience. The XTENSION LINK™ series, now spanning Volume 3, Volume 4, and the brand-new XTENSION LINK™ Ultimate, continues to set benchmarks in entertainment and floor performance worldwide.

Also drawing strong attention was RISING TREASURES™ – Sizzling Hot™ Treasure Inferno, which expands the popular franchise with fiery Free Games and Xtra Spins. Another standout was the all-new “De la Isla!” Wide Area Progressive, which has been developed exclusively for the Puerto Rican market, reflecting NOVOMATIC's focus on localized content and tailored game design. Each title showcases the company's commitment to high-performing game mathematics, compelling player experiences, and measurable ROI for operators, again confirming NOVOMATIC's ability to combine entertainment and profitability in equal measure.

System innovation: Novo Unity™ Pro and NOVOVISION™

At G2E 2025, NOVOMATIC also highlighted its cutting-edge system solutions that redefine efficiency and player experience in modern casinos. The latest version of Novo Unity™ Pro impressed operators with its flexible architecture and seamless integration of live, automated, and electronic table games, including Roulette, Blackjack, Baccarat, Poker, and Slot Games. Its modular design allows operators to precisely tailor layouts and functionalities to meet their venue's needs, ensuring maximum entertainment and operational efficiency.

The NOVOVISION™ casino management system showcased advanced functionalities for comprehensive casino management, player tracking, and responsible gaming. With a future-proof platform based on the latest technologies, NOVOVISION™ continues to set new standards for transparency, security, and data-driven decision-making – empowering operators to optimize their venues' performance and elevate the player experience across all touchpoints.

Experience and entertainment: pure energy on the floor

Beyond its strong product line-up, NOVOMATIC also delivered one of the most memorable brand experiences on the G2E show floor. The Street Smart-themed photo wall became a must-visit attraction. Visitors also enjoyed interactive highlights such as the claw machine promotions and the daily “Beat the Champ” table soccer challenges with 11-time World Champion Chris Marks, which added a distinctive layer of fun and engagement.

Reflecting on the event's success, **Sabine Stoppel, Managing Director of NOVOMATIC Americas**, emphasized the teamwork and flawless execution behind the show: “Our team delivered a seamless performance from concept to show floor. By combining a deep local market understanding with global innovation, NOVOMATIC continues to create sustainable impact and long-term partnerships.” **Jakob Rothwangl, Managing Director of NOVOMATIC Americas**, added: “G2E 2025 demonstrated what

is possible when strong teams, bold ideas, and customer confidence come together. Play like you own the Block is more than a theme – it defines how we think, act, and create value in every market.”

Thomas Schmalzer, VP Global Sales & VP Product Management, NOVOMATIC AG, concluded: “G2E once again confirmed the global relevance of NOVOMATIC’s innovations. From cabinet design to game performance, our products inspire confidence and deliver results. We sincerely thank our customers and partners for their trust, loyalty, and ongoing collaboration, which continue to drive our mutual success.”

As the company moves into 2026, NOVOMATIC will continue to expand its footprint in key U.S. jurisdictions such as Puerto Rico, Georgia, and other emerging U.S. markets. Building on the strong momentum of G2E 2025, the next phase of the Street Smart 2.0 campaign will focus on strengthening operator partnerships, driving performance across product segments, and advancing NOVOMATIC’s mission to deliver cutting-edge gaming entertainment.

With innovation, reliability, and partnership at its core, NOVOMATIC remains committed to shaping the future of gaming across the Americas and beyond.

About NOVOMATIC

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs about 20,000 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 45 countries, and exports innovative gaming equipment, system solutions, lottery system solutions, and services to more than 130 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in its own more than 1,400 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 services, through management systems, cash management solutions, and 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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