

Setting the benchmark for 2026: NOVOMATIC at ICE Barcelona

With XTENSION LINK™ as the headline attraction, visitors can explore a new generation of multi-feature progressives, an all-new premium cabinet designed for immersive play, and an enhanced portfolio of integrated system and technology solutions.

Gumpoldskirchen, December 2, 2025 – At ICE 2026, NOVOMATIC will once again take to the global stage in Barcelona with a showcase that sets a clear direction for the year ahead. As the largest exhibitor at the Fira Barcelona Gran Via, the Group – together with its subsidiaries and technology partners NOVOMATIC Italia, NOVOMATIC Spain, NOVOMATIC Gaming UK, LÖWEN ENTERTAINMENT, APEX, and Ainsworth Gaming Technology – will present a portfolio shaped by performance, player engagement, and future-oriented innovation. And the centerpiece of this presentation is XTENSION LINK™, accompanied by a range of powerful new multi-feature progressives, as well as a brand-new premium cabinet that is designed to unlock fresh dimensions of immersive play.

XTENSION LINK™: Expanding the global success story

Building on the proven success of the global hit series, XTENSION LINK™ will headline NOVOMATIC's appearance at the show, introducing entirely new game worlds and evolved feature mechanics that broaden the entertainment spectrum across international markets. The XTENSION LINK™ brand has become a standout performer in casinos around the world, consistently demonstrating strong and sustainable floor results in a wide range of jurisdictions.

On top of this, NOVOMATIC will unveil a lineup of brand-new multi-feature progressives, each designed to offer distinctive engagement dynamics, compelling bonus features, and lasting floor performance. The development of these game concepts reflects a clear focus: more choice for operators, deeper engagement for players, and sustained results over time.

Elevating cabinet design to a new galaxy of experience

To accompany this expanded multi-feature offering, NOVOMATIC will present a new premium cabinet that is engineered to elevate the player experience and broaden the entertainment landscape. With an expanded visual stage, refined ergonomics, and powerful sound performance, this cabinet sets a new benchmark for immersive gameplay presentation on the casino floor. Its design supports the full depth and energy of the XTENSION LINK™ universe, enabling operators to create standout entertainment zones with strong visual impact and player appeal.

Systems that power performance

Beyond cabinets and game content, NOVOMATIC will also highlight its latest advances in Electronic Table Games. The presentation of the Novo Unity™ Pro platform, with its expanded functionality and flexible configuration options, will demonstrate how operators can combine live, automated, and virtual game formats within a single seamless environment. With new interface experiences and scalable multi-game capabilities, Novo Unity™ Pro continues to offer a powerful solution for venues that are aiming to diversify their table game offering while maximizing floor efficiency.

For the systems sector, NOVOMATIC presents the NOVOVISION™ Casino Management System, a modular suite of applications built to handle the complexities of modern gaming operations. From biometrically supported cashless gaming and real-time analytics to sophisticated player tracking and loyalty dynamics, NOVOVISION™ equips operators with tools to run smarter floors and cultivate deeper player engagement.

With their own spectacular Booth #2M70 in the iGaming area, Greentube - the digital gaming and entertainment division of NOVOMATIC - will showcase its latest iGaming offerings, perfectly complementing our land-based portfolio. Dive into an ever-expanding range of online content that includes classic NOVOMATIC hits and exclusive proprietary brands and developments. This is where innovation meets tradition in a truly thrilling way!

The stage is set for Barcelona

As one of the industry's most anticipated annual gatherings, ICE 2026 will once again provide the ideal setting for international operators, partners, and industry stakeholders to experience NOVOMATIC's latest developments firsthand. With XTENSION LINK™ as the leading theme, alongside an expanded multi-feature game portfolio, the debut of a next-generation premium cabinet, and a strengthened systems and ETG offering, NOVOMATIC will present a comprehensive vision for the future of gaming entertainment. Adding to the on-site experience, Max Hopp – one of Germany's most acclaimed professional darts players – will join the program at the NOVOMATIC booth with a special highlight for attendees. Visitors can look forward to an exciting challenge as well as the opportunity to collect exclusive prizes.

"This year's showcase reflects our continued commitment to meaningful innovation," says **Thomas Schmalzer, Vice President Global Sales and Product Management, NOVOMATIC AG**. "From multi-feature progressives to immersive cabinet design and intelligent system architecture, we are focusing on solutions that deliver sustained value for operators and compelling experiences for players worldwide."

"ICE Barcelona is a key platform to demonstrate the strength of our localized development and customer-focused approach," adds **Bernhard Teuchmann, Managing Director Product and Technology, NOVOMATIC Spain**. "We look forward to welcoming our partners and presenting innovations that are aligned with the needs and dynamics of these markets."

Visitors are invited to explore this showcase at the **NOVOMATIC Booth #3P70** and to see how these developments can shape stronger performance and more engaging gaming experiences.

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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