

New blood comes on stream at ICE

Organisers of the International Casino Exhibition, which takes place at London's Earls Court Exhibition Centre between 24th–26th January, have released details of at least 23 companies that will be making their first appearance within ICE and its i-gaming sector ICEi.



Drawn from 12 countries, including Austria, Belarus, Bulgaria, Canada, France, Israel, Italy, Russia, Sweden, South Korea, the UK and USA, the ICE debutants will line up alongside the biggest names in gaming and i-gaming, with a combined roster in excess of 180 companies from 30-plus nations.

First-time exhibitors at ICE will include a quartet of Eastern European manufacturers: Belatra, slots and video poker specialists from Belarus and Russia's Villart Industrial Group, authorities on slots, cabinets, glasses and components, will be joined by two Bulgarian slots and video specialists, Euro Games Technology and Gaming Technologies.

The ICE newbie making the longest round-trip, South Korea-based Goldrace.com will bring their virtual horse racing knowledge to London.

A sextet of new exhibitors from North America include US-based slots supremos Cadillac Jack, machine refurbishers Spin Inc, online-offline gaming technologies gurus StreamTech Gaming and e-commerce experts Iovation. Joining them from across the border in Canada will be 1 Gaming Inc., specialists in online bingo, lottery and casino development, and G-Fed Games, i-gaming software developers.

Two Israeli companies also making their first ICE outing are

e-commerce enterprise SafeCharge and mobile game company Zone4Play.



European companies making their maiden appearance will be Greentube from Austria, who will advise on web, mobile and iTV game platforms, French web and mobile game developers Quedesjeux, Italian slots, game software and remote data capture company Zest Gaming and two from Sweden; online gaming and betting company 24h Poker AB and interactive video terminal experts Essnet Interactive.

Making the somewhat shorter trip to Earls Court, UK slots companies Fair Play Gaming UK and Gamesoft are accompanied by note validation experts Innovative Technology, security and surveillance systems specialists IView and hardware/software gaming platform company Quixant in making their ICE bow.

The international make-up of the Earls Court showcase continues to expand; of the 173 companies confirmed at the beginning of October, 119 (68.8 per cent) are from outside the UK, up 5.2 percentage points on the final 2005 ratio.

Head of exhibitions at ICE organisers, ATE, Karen Cooke commented: „The huge popularity of ICE has added tremendous pressure on space availability at January’s show. The fact that we have been able to attract and accommodate so many new suppliers is very good news for everyone looking forward to seeing a wide and diverse range of new products and services at Earls Court.“

New companies confirmed at ICE 2006

Company	Country	Products/Services
1 Gaming Inc developer	Canada	Online bingo, lottery and casino game
24h Poker AB	Sweden	Online gaming and betting

Belatra Co Ltd	Belarus	Slots and video poker games
Cadillac Jack	USA	Slots, video slots and bingo
Essnet Interactive AB	Sweden	Interactive video terminal systems
Euro Games Technology	Bulgaria	Slots, video slots, cabinets & jackpot systems
Fair Play Gaming UK	UK	Video slots and video poker
Gamesoft Ltd	UK	Slots, video slots and multi-players
Gaming Technologies	Bulgaria	Slots and video machines
G-Fed Games	Canada	i-gaming software developer
Goldrace.com	South Korea	Virtual horse racing
Greentube IES AG	Austria	Web, mobile and iTV game platform provider
Innovative Technology Ltd	UK	Note validators and card dispensers
Iovation	USA	e-commerce software systems
IView	UK	Security and surveillance software solutions
Quedesjeux	France	Web and mobile games developer
Quixant Ltd	UK	Hardware and software for gaming platforms
SafeCharge	Israel	e-commerce systems
Spin Inc	USA	Refurbished machines and components
StreamTech Gaming	USA	Offline-Online gaming technology solutions
Villart Industrial Group Ltd	Russia	Slot machines, cabinets, glasses and components

Zest Gaming	Italy	Slots, game software and remote data capture
Zone4Play Ltd	Israel	Mobile, TV and iTV/iPTV game