

# Novo Gaming UK

With the new opportunity for British casinos to increase from 10 to 20 slot machines only a few weeks old, Novo Gaming UK, subsidiary of Austrian Gaming Industries GmbH (AGI) is already delighted with the substantial share of the business that its new range of games has generated. With a current total of 8 titles in the British Novomatic range, players' tastes have been fully accommodated and each game has the potential of being fully upgraded to the very latest £4,000 jackpot increases that were introduced on 31st October.

[bild:] The demand for the AGI range has been exceptional and has emanated from the entire casino sector including independent operators through to the big four multiple casino operators. Most of the early deliveries were made in good time for the 1st October legislation which heralded the increase in machine numbers and almost all operators strictly targeted the date for installations.

**Jens Halle, AGI's Managing Director commented,**

*„We were anticipating substantial sales of machines to satisfy the early demand that legislation would generate, however, the degree of business that has materialised has been exceptional. I am delighted with the outcome so far and thank our customers for the confidence they have again shown in our products. We always aim to develop games with the players' tastes in mind and this has again paid dividends in satisfying this new demand for machines“*

The AGI share of the casino market in the UK is impressive and reflects the pioneering attitude that the company has towards markets worldwide. AGI was probably the first to introduce a full specification random slot machine to the British market several years ago. This new direction developed into a big success and the change in player and operator preferences has

paved the way for the transformation of the machine base within the market in the UK.

**Phil Thomas, Novo's director of sales and marketing was equally enthusiastic,**

*„The Novomatic name is synonymous with high quality games and technology. British casino operators appear to have been very comfortable in ordering large numbers of machines from us based on those factors. These new games are already performing very well and we expect further enthusiasm following the £4,000 jackpot introduction.“*

With the ICE at Earl's Court, London only a few months away, AGI's products will be a key attraction.

Petra Blaschka