

# Gamesman praise for vintage edition of ICE

London (10th March) – Gamesman returned from ICE reflecting on what Managing Director Mark Smith described as ‘the most satisfying exhibition that the company has ever participated in’. The comments came as Gamesman celebrated the first year since its full integration as part of the Esterline Corporation and its 17th consecutive appearance at ICE.



Expanding on Gamesman’s show experience Mark Smith said: „ICE is very much a barometer for the international industry based on its unerring ability to attract gaming professionals from all corners of the globe. I wouldn’t go as far as to say the economic climate has turned round but we detected a real sense of purpose on the show floor at ExCeL and a determination to make the very most of the immense array of gaming innovation that were on display. ICE has very rapidly become a gaming technology event and from our perspective stand visitors were keen to learn more about our dynamic, LCD, OLED and touchscreen button deck solutions, which represent a formidable array of technology right across the board.“

The volume and geography of visitors who make the journey to London each year is another major attraction for Gamesman: „ICE is like the United Nations of gaming“ explained Gamesman’s Martin Rigby.

„It gives us the opportunity to engage with our customers in every region. There was a strong presence from Asia which continues to grow in importance for us. We went into ICE in confident mood and left the show with a clear agenda for

growth.”