

# ICE 2007: Ainsworth Game Technology – READY TO PLAY

SLIMLINE cabinet release for Europe – Innovative new games – Multi-game launch

Ainsworth Game Technology will use the 2007 ICE Expo, as the platform for the European launch of their new SLIMLINE cabinet.

Delivering all the famed Ambassador features (including the 26 inch LCD screen, 3D graphics and enhanced player interactivity to name just a few) condensed into a super slim cabinet, this new EGM will allow venues to capitalize on floor space with a greatly reduced machine footprint.

GM of Ainsworth's European operation, Georg Steiner commented of the latest release; "Venues are constantly seeking ways to maximise their gaming floor space and the Ambassador SLIMLINE is going to be an obvious choice for this reason. Of course it still packs all its previous punch with a strong suite of EXCELL games, so it's a strategic combination of performance and practicality in design."

Game-wise, Ainsworth will display a number of new concepts including their latest link concept 'Parrots Gold'. Based on Ainsworth's winning link formula, Parrots Gold is a tailor-able link package sitting over a strong suite of 3 Parrot themed games – Parrots of the Caribbean, Parrots of the China Seas and Parrots of Penzance. The Ambassador game range will continue to grow with multiple new releases across European markets being shown including Wacky Walrus, Year of the Dog and Dollar Bill.

Most interestingly, Ainsworth has now indicated that ICE 2007 will be the launch pad for the international release of their multi player EGM. Packaging up to 5 games on one cabinet this

development has been whispered about throughout the industry but little other information has been revealed.

When questioned, Georg Steiner commented, 'Yes, we have an ace up our sleeve which we will be launching at the show. I can't tell you the name, nor any other detail until it is officially launched at ICE 07. What I can tell you is its going to be a big hit so don't miss the chance to see it first hand at the show.'

Ainsworth Game Technology will also use the ICE Expo to culminate the international roll out of their corporate re-brand, launched at the AGE Expo in August 2006.