

# Progressive boost: NOVOMATIC celebrates awesome G2E revival

After a two-year hiatus due to COVID-19, NOVOMATIC returned to this year's Global Gaming Expo (G2E) trade show in Las Vegas. Alongside a stunning product portfolio that spans across premium hardware, content and systems for land-based casino and VGT operators, new concepts



in sports betting retail technology and Online gaming solutions, customers, partners and visitors at the NOVOMATIC booth were above all welcomed for a warm reunion.

Gumpoldskirchen/Las Vegas – The NOVOMATIC portfolio of new products are on the road again and made a stop in Las Vegas for an inspiring show. At the centre of the product presentation stood the extended Progressives offer, premiering the new ULTRA BOOST Link™. This multi-level Linked Progressive comprises three roaring 50-line titles: the magnificent Great American Buffalo, the iconic Great American Eagle and the Asian title Tiger Storm, all three with an engaging feature game. During the Lock & Spin ULTRA BOOST Feature, an additional reel matrix can be unlocked for extra chances for a Progressive Jackpot win. At the G2E, the new offer was presented with an impressive signage concept that guarantees maximum visibility on the casino floor.



### ULTRA BOOST Link™

New titles for the growing THUNDER CASH™ Link multi-level Progressive series comprise Voodoo Magic™ in enchanting bayou-style as well as the brand-new Charming Lady's Boom™, both presented in the PANTHERA™ Curve 1.43 cabinet with the new eye-catching Signature Tower Design. Leveraging the success of the Dancing Series of games, enter the Dancing Tiger™ Gold and Dancing Lantern™ Gold titles. The POWER PRIZES family of games has grown as well, with the mythical creatures Mighty Minotaur™ and Enchanted Pegasus™, both featuring colossal cash columns and massive POWER PRIZES across 60 lines. MONEY PARTY™ Link, an excellent performer on casinos floors across the US and ranked #1 or #2 on the Eilers Report's Small Suppliers list since July 2020, again hit a sweet spot at the show with titles Fruity Fruity™ and Juicy Juicy™. The JI DENG GAO ZHAO Link was presented with the Signature Tower for the titles Lucky Trail™ and Lucky Path™, both featuring an attractive Rising Lantern feature as well as a Pick & Win game.

The ETG segment also saw the introduction of brand new jackpot features for the NOVO LINE Novo Unity™ II platform with the Going for Gold™ jackpot and Lucky Lady's™ Roulette side bet.



## POWER PRIZES

Products for the VGT markets featured prominently on the NOVOMATIC show floor, with a variety of cabinets, game-mixes and system solutions for the Illinois, Pennsylvania, Georgia and Puerto Rico markets. The myACP system was on display presenting a dedicated solution for route operators in Illinois and Pennsylvania. It provides a performance management tool that is both user-friendly and powerful, including maintenance functionalities as well as a new Novo Rewards™ player loyalty module shown on the Novo Rewards™ kiosk.

Greentube, the NOVOMATIC Interactive division, having recently partnered with Golden Nugget Online Gaming for its debut in the US market, presented its comprehensive portfolio of premium content specifically tailored to US player demographics in Las Vegas. As a supplier with a great track record in Europe, Greentube now looks to use its significant experience to work with operators in regulated states in the US. The strength of the game content and Greentube's experience in cross-conversion marketing will build the foundation of success in the US market and beyond.

When it comes to sports betting kiosk hardware, NOVOMATIC

Americas is the place to play: The NOVOMATIC ActionBook™ self-service sports betting kiosk has quickly established an excellent reputation and an impressive footprint in the US. With its quick response time and user-friendly multi-touch-screen betting experience, it is the kiosk of choice for premium software providers and established operators. Heralded at NIGA and presented at the G2E, two brand new kiosks will elevate the wagering to new levels: the bar-top version NOVOMATIC ActionBook™ Mini and the upright version NOVOMATIC ActionBook™ Plus.



JI DENG GAO ZHAO Link

Rick Meitzler, CEO of NOVOMATIC Americas, states: “While we have continued to focus on customer care, service and support, especially during these past months, it is now also a matter of continuing to build our credibility with an exciting pipeline of new products and confidence with our customers so that we deliver on their expectations. At G2E, we were finally able to present the results of the hard work and commitment of our teams, and the feedback of our customers was fantastic. The new Progressives present a well-diversified range of games that allow our customers to expand our popular brands as well as introduce new highlights on their casino floors. The customer response at the show has also confirmed our high expectations for our new sports betting kiosks. Especially the versatile NOVOMATIC ActionBook™ Mini will change the sports betting kiosk landscape.”