

Asia in good health

Despite its regional exhibition, G2E Asia, decreasing in size for the second year in succession, Asia shows definite signs of economic recovery with the past year being marked by the opening of the Singapore market and both Vietnam and Cambodia showing increased statistics for gaming-tourist activity.



Novomatic subsidiary Austrian Gaming Industries, GmbH presented an exciting range of products at G2E Asia including, for the first time, a complete game mix rendered in full Chinese language translation and with the games themselves adapted to the requirements of the Chinese market. With the best selling Super V+ Gaminator® and recently launched Novostar® SL2 slant top model on display the AGI booth experienced a strong level of visitor interest on both of the two days of G2E Asia.



Also creating much interest was the Pinball Roulette from Panter Gaming of Slovenia, a company that had joined the Novomatic family only days before G2E. This single player Roulette game is activated by the player using a traditional pinball launching device to deploy the ball onto the roulette wheel. Highly innovative and with several interesting graphic features and multi-language capability the Pinball Roulette seems set to be a 'must have' attraction for many international casinos.

Speaking at the close of G2E Asia, AGI's Managing Director Jens Halle noted: "This has been a highly satisfactory event for Novomatic. We have seen customers from across Asia and have received several highly significant enquiries for both our slot and multiplayer products. Gaming development progress in Asia was slowed by the economic recession but there are now clear signs that better times lie ahead. Novomatic has a strong commitment to Asia and we expect many positive developments throughout the remainder of this year and onwards."