

Multi-channel showcase of Aristocrat's 'greatest gaming experience' at ICE 2012

çLondon, 10th February 2012 – Aristocrat delivered a total gaming experience at ICE 2012 with a broad portfolio for casino, street, lottery, online and mobile operators. The global gaming solutions developer is reporting unprecedented levels of interest and solid sales orders for its latest software and hardware products for each and every sector.

Stand 3415 at Europe's premier gaming trade show was the launch pad for a number of European and global firsts from Aristocrat as the Company displayed numerous new games, game categories and cabinet options and extensions for traditional gaming floors.

Also evident was the anticipation of further growth in server-based and downloadable fields, lottery and street markets and a wide range of online platforms, where the demand for Aristocrat's extensive library of unique content continues to build.

Class III

In Class III gaming, a number of new categories were introduced to a European audience, including Reel Tube™ games, Mad Professor™ and Pharaoh's Prize™ and 6-reel standalone games Wicked Winnings™ III and Samurai's Honor™.

Christian Colus, Head of Sales for Southern Europe, said casino operators clearly saw the appeal of these games.

"Reel Tube's unique feature twist and building anticipation of hits was a hit, while the added sixth reel on our two new Xtra Reel Power™ games now offers 4,096 ways to win, compared with

the 1,024 permutations of their predecessors," he said.

"Our order books from ICE have reached new heights, which shows just how well Aristocrat's widescreen games are being received by the market."

Further stand-out games were Wonder 4™, Aristocrat's first multi play offering for Europe, The Phantom™, Queen of the Nile™ Legends and upcoming Feature Top Box games JAWS™: Bounty Hunter and The Mummy™.

The sheer breadth of exciting and varied new forms of gaming entertainment turned presentations into a whistle-stop tour at this year's London show, explained Damien Greig, Senior Regional Sales Manager.

"There was barely enough time for customers to take in the entirety of the range, from the new games in the Mega Pay™ and Win Your Way™ series, through classic revivals and standalone progressives to the latest innovations," Mr Greig said.

"The ultimate star attraction was Aristocrat's range of VIRIDIAN Hybrid™ steppers, particularly the licensed Zorro™ games, with their unique shutter technology that allows for video overlays to mask the reels.

"These games proved universally popular, and Aristocrat is now prioritising their introduction into Europe following their launch in the USA," he said.

Pedro De Matos, General Manager, Aristocrat Technologies Africa, said South African customers had shown great interest in Wonder 4 and The Phantom.

"South African operators visiting London were very excited to see the new and exciting titles being released, such as the classics on our widescreen cabinet. They're also pleased that Aristocrat is re-entering the stepper market," he said.

New hardware and advanced technology developments featured

strongly on the stand with debut public displays in Europe of the Vii™ Slant widescreen cabinet, linked progressive jackpot games and the new Xtreme Mystery™ Jackpot system, incorporating LCD toppers on each connected standalone game.

Downloadable

Following a first outing at G2E Las Vegas, Aristocrat brought its Class III downloadable solution 'Aristocrat On Demand' to the London Show.

Gary Fairchild, Networked Gaming Product Manager said European operators have been highly enthusiastic about this development.

"Suitable for both VIRIDIAN WS™ and Vii Slant cabinets, Aristocrat On Demand offers a start-up library of more than 30 game titles, can be installed with any casino management system, is GSA G2S/S2S-based for interoperability and features multidenom support," Mr Fairchild said.

Street markets



Aristocrat stand 3415.

Aristocrat continues to support its growing street market base, using the show to preview its forthcoming release for the Spanish Type B Salon market, Where's the Gold™.

Jaime Riera, Aristocrat's Official Spanish Agent, said many of the Company's customers were in London to see the new games.

"Our customers told us they were very pleased to see the important street market is being supported with new games," he said.

"ICE gives us a great chance to share developments ahead of

their formal launch at the FER-Interazar show at the end of March in Madrid, where Aristocrat will have some even bigger announcements to show off.”

Lotteries, Server-Based Gaming & Online

Aristocrat believes an integral facet of the stand at ICE was the prominent presence of gaming sectors led by the company’s Emerging Business & Strategy team.

Aristocrat Lotteries presented for the first time a VIRIDIAN WS™ (widescreen) layout of its Video Lottery Terminal solution already in operation with Cogetech in Italy. Also on display on Indago™ interactive Video Terminals were the Belago™ system, now ready for launch into Norway’s bingo hall network and the existing Multix™ route market system, both in association with state-owned operator Norsk Tipping.

Common to both these products is TruServ™, Aristocrat’s true server-based gaming system, which was also powering Class III gaming terminals on the stand, along with demonstrations of application on mobile platforms including Apple iPhone and iPad, Android™ devices, virtual scratch cards and interactive television.

Aristocrat Online experienced a busy week in London. On-stand demonstrations included premium content on websites and IOS devices, as well as nLive™, a fully branded virtual casino designed to facilitate a phased approach from play-for-fun to real money in jurisdictions where it is permitted, also incorporating nLiveLink™ to integrate with player data on the Oasis 360™ casino management system.

Whilst strengthening its ties with distribution partner GameAccount Network through joint on-stand presence, Aristocrat also announced the expansion of its global online reach with new content porting and distribution agreements signed with OpenBet and Chartwell.

Sam Nickless, Managing Director, Emerging Business & Strategy said Aristocrat clearly demonstrated its status as a creator of the world's greatest gaming experience, at ICE.

"It is apparent that the cultivation of our core content, to bring it to as many places in the world as we can, is an important part of our strategy," Mr Nickless said.

"Aristocrat is looking to reach as many different players in regulated markets as we possibly can.

"Whether that is through mobile devices, online, VLTs, street or casino gaming equipment, our key aim is to get our amazing games into players' hands."