

Novomatic shows innovations and technical perfection at the ICE Novelty from Novomatic break sales records in London

At the largest stand ever in the history of the ICE covering over 550 square metres of floor space, Novomatic Group of Companies and its globally renowned wholly-owned subsidiary Austrian Gaming Industries (AGI) have presented novelty products of innovative and technological perfection that could not go unnoticed by the casino world. The record sales of the newest generation of Novomatic devices came as a gratifying confirmation of the intensive research and development work as well as a reward for the creative investment of AGI since the last ICE a year ago. More than 1500 reel and video slots sold and sales figures of just under 4 million Euros for multi-player installations speak for themselves.

In the multi-player sector, Novomatic has taken a great leap forward into tomorrow's virtual casino worlds with Flying Roulette™, the product that turned out to be the hit of the entire show. Flying Roulette™ completes Novomatic's unique Roulette games family consisting of the legendary Multi-player Roulette™ and Touchbet™ Roulette games.

Incorporating all machine functions of the Standard Coolfire™ devices, the new StreamLine™ series adds up to 30 more machines on a given gaming floor, at 20 less weight per machine. Unlike other „slim“ machines, Novomatic's streamlined cabinets include a slender base designed to bring new elegance to casino operations.

The sales record breaker this year was Novomatic's Moorhuhn™ machine. Available in a reel and in a video version, these new machines are the only ones of their kind to bring the enjoyable chase for Phenomedia's original moorhuhns to the casino floor. Intriguing bonus features put players in the hunting mood without a drop of blood spilled – thanks to amazing graphics and a fascinating game design.

With Moneypoly™ AGI landed another big hit at this year's show. This game has features representing a share speculation game set to attract completely new customer segments to the casino floor as the game uniquely combines the excitement of Wall Street with the entertainment experience of a popular board game.

The two multi-line video 5 reelers Heart of Gold™ and Treasure Ant™ were other great visitor magnets at the stand of Novomatic Group of Companies. The new Goal Mania 3™ effectively conveys the atmosphere of a large soccer stadium in the penalty shoot-out game in a multi-line 3-reel stepper slot with a penalty bonus feature displayed on a flatscreen in the top box.

World of Roulette is a completely new variety of Novomatic's electronic live games single-player product family. This multi-game Roulette machine incorporates Grand Roulette and a selection of other Roulette varieties including Golden Roulette, American Roulette and Europe Roulette. Integrated touchscreen monitors facilitate the selection of the game and the placing of bets. The system supports a variety of languages.

The new World of Games is set to become another casino attraction incorporating the nine most popular video games from Novomatic including Video Poker, Jokers Wild, American Poker, Beetle Mania, Pharaoh's Gold and Fruitcard just like the brand hot World of Poker, which also incorporates nine game varieties plus the options of playing one, three or six decks at a time.