

# 'Discover' Novomatic at ICE Totally Gaming

On a booth that is, quite literally, the size and space of a football pitch ICE visitors will discover the latest innovations of the Novomatic Group as presented by 18 international subsidiary companies and affiliates catering to the various segments of the gaming industry. Right at the front of the booth Novomatic UK (comprising Astra Games, Bell-Fruit Games, Empire Games, Gamestec and Mazooma Interactive Games) will welcome the guests, together with the colleagues from Eurocoin. Then Admiral Sportsbetting and a large Novomatic Interactive area will cover the right wing of the booth – with the varied online/mobile product offering of companies such as Greentube, iGaming2Go, Mazooma Interactive Games, Extreme Live Gaming, Betware and Novomatic Lottery Solutions. On the left wing will be the AWP and VLT offering for the Spanish, German and Italian markets, presented by Novomatic Gaming Spain, Löwen Entertainment Crown Technologies and Novomatic Italia, respectively. The main booth section at the top part of the booth features the full range of innovative gaming technologies from Austrian Gaming Industries and Octavian as well as a new Novomatic hospitality area and numerous meeting rooms that will allow negotiations amidst the busy noise of the show.



\*\_What's on Show\_\*

\*Novomatic UK:\*



Novomatic UK is looking forward with high anticipation to what is expected to be another spectacular showcase event at ICE Totally Gaming 2015. The Group will set out its stall to promote a broad range of new product launches from its top performing

brands including Astra Games, Bell-Fruit Games, Empire Games, Gamestec and Mazooma Interactive Games.

Among the debutantes lined up for ICE will be Astra Games' stunning new video-based Category C product, Community £100 bonus. This is a six-strong compendium of feature packed games comprising Space Kings, Winwall, Cashanooga, Bars Attacks, Thunderflash Cash and 100.00BC. It will be joined by Category C video product iPub Casino Slots. Also showing will be Category B3 products Slotto 500 and iBet Jackpot 500 plus a quartet of reel-based Category C titles including House of Fortune Multistake, Gold Vault Streak, Bullion Bar Streak and the well-known Electrocoin favourite Bar X.

Astra's sister company Bell-Fruit Games will make the journey from Nottingham to London with a bumper crop of strong new titles including Category C models Queen We are the Champions; Queen Rhapsody; and Deal or no Deal Dropzone. They are joined by Category B4 game Deal or no Deal Box 23, the lo-tech Category C pairing of Golden Winner and Queen Casino, plus Deal or no Deal Win Fall Casino

Empire Games, meanwhile, has lofty ambitions for a brand new quartet of titles ready to make their show debut at ICE. They comprise the Lucky Ladder three-player and Odd Bods single-player in ticket redemption format, alongside Category D three-player Gold Run and Category C Lite three-player Over the Rainbow.

For national operator Gamestec, the big promotional push at ICE 2015 will be focused on the ground-breaking iPub Casino

Slots. With a choice of 35 great games on board, all accessed via its intuitive menu, the fully connected platform is generating an incredible 2.5 million plays every week. And with updated content every month, it's delivering brand new gaming experiences to a growing army of players in the UK pub sector.

Visitors seeking out the latest digital content for online and mobile on the Mazooma Interactive Games stand will have nine titles to peruse. They comprise Cleopatra Queen of Slots; Gemstone Jackpots; Mighty Tridents; Cops 'n' Robbers; Happy Fruits; Rainbow Reels; Rumble in the Jungle; Spinderella and Clockwork Oranges.



Panther Roulette 2015

Commenting on Novomatic UK's ambitions for ICE, CEO Zane Mersich said: "Each of the constituent parts of the Group has been working incredibly hard in preparing for this event. The net result of those efforts is that we are able to go to ExCeL, fully confident that we have the very best world-class products currently available on the market."

He added: "The importance of this exhibition can never be understated, both in terms of the way it delivers an invigorating start to the New Year and its role as an inspirational showcase for new ideas and concepts. It is, without doubt, a highly effective shop window for the global gaming community. As our customers have come to expect,

Novomatic UK and its constituent brands will reflect those values with a world class portfolio of gaming products that are as exceptional as they are truly innovative.”

\*Eurocoin Gaming, JVH Products, AWP-Design.nl\*

In 2013 Eurocoin Gaming, JVH Products and AWP-design.nl were merged into Eurocoin Gaming. Within the three companies strong brands have been developed: JVH, Bell-Fruit and Errel. Additionally, Eurocoin Gaming holds the exclusive dealerships in Holland for some well-known industry brands.

Eurocoin Gaming has a dominant market share with 70-75% in the Dutch pub market and around 30% in the arcade market.

AWP-design.nl is extremely successful in both home and export sectors with their range of reel based machines: one notable and continuing success being the company's work in the Lithuanian market.

\*Admiral Sportwetten\*

Admiral Sportwetten GmbH, the undisputed number one sports betting force in Austria was founded in 1991. Thanks to a history spanning decades it is both the centre of excellence when it comes to sports betting and also a major national employer. More than 1,200 people are employed at the company's head office in Gumpoldskirchen and at more than 200 betting cafes throughout Austria.

In keeping with the company's corporate philosophy 'Building trust via bookmaking competence, guaranteed payouts and reliability' Admiral Sportwetten GmbH offers itself to ten thousands of customers and numerous business partners every day as a reliable provider of sports betting and other services both 'offline and online'.

With more than 200 outlets Admiral leads the way in the Austrian betting market in terms of branch-based business.

Here, the betting specialist has an unprecedented approach when it comes to quality: the brand stands for an innovative range of betting products, the latest technology and an inviting 'coffee house' atmosphere. Each day Admiral customers can follow a multitude of live sporting events, exchange views with like-minded sports enthusiasts over a coffee and place their bets on an appealing range of betting products in every betting cafe.

The Admiral Sportwetten team will present its latest products and developments at ICE and welcomes visitors to see for themselves the 'world of gaming' in person.

\*Interactive and Online Gaming\*



Novostar VIP

Vienna based Greentube, the market leader in online gaming solutions, is looking forward to demonstrate at ICE its future online and mobile trends to the casino industry and cannot wait to present a brand-new stand design surrounded by the partner companies of Novomatic Interactive at this year's show.

The Greentube team is delighted to present the well-known Casino Slots, latest Mobile Games, variants of Bingo, Skill Games, Server Based Gaming solutions and so much more. They are excited to expand their well-diversified product portfolio with an AWP 'reloaded' segment and the latest Social Casino Gaming solutions. Greentube will be joined at ICE by

iGaming2Go, Mazooma Interactive, Extreme Live Gaming, Betware and Novomatic Lottery Solutions.

**\*AWP and VLT International\***

Novomatic Gaming Spain and its latest addition, GiGames, in which Novomatic Gaming Spain acquired a majority stake in December 2014, will be present at ICE 2015. The main focus will be on showing the latest developments of both companies for the Spanish AWP sector. The product range includes traditional reel/video machines but also video/video slots for the bar segment. In addition, the companies will present their sophisticated multi-player solutions for bingos and arcades, including the brand new Lotus MG Roulette™.

**\*Löwen Entertainment\***

Löwen Entertainment is the long-standing and innovative German manufacturer of AWP machines and compact sport games. At ICE 2015 Löwen proudly presents a range of new products: The Löwen Star Premium including the world debut Book of Ra™ 6 deluxe, the new Novo Line HD Premium with superb graphics and the optimized bestseller Novo Superstar III offer gaming fun, thrills and excitement for every floor. For the gastronomy business Löwen will show its new Pantherstar cabinet.

**\*Crown Technologies GmbH\***

Crown Technologies is renowned in the German market for its great range of slant top machines but the company also provides a premium offering of money changers. At ICE 2015 Crown will present its new HD gaming machine, the Crown Diamonds HD Premium as well as a successor of the King Premium slant top featuring the ground breaking Book of Ra™ 6 deluxe. Furthermore, Crown will show its new redemption terminal Slim Change, a high tech machine with TITO system for secure cashless gaming.

**\*Novomatic Italia\***



Dominator  
Curve

Taking, for the first time, its own dedicated area of the ICE booth will be Novomatic Italia. The company is proud to show innovative solutions specifically tailored for the Italian market and anticipating local market trends. Novomatic Italia will show two cabinets produced by the company for the Italian AWP market, Artis and Lotus 3D, together with the well-known cabinets Classic FV624 and FV623, FV761 Lounge and FV680 slant top, all of them powered with successful Novostar game content. Also for the Italian market Novomatic Italia additionally offers money changers in three different versions: Novocash VLT, Novocash and Novocash Small, all of them assembled in Italy and featuring a fully remote control through a totally free portal; each machine is also equipped with a complete alert system, helpful in refill planning and cash requirement reduction.

#### \*Novomatic Lottery Solutions\*

Novomatic Lottery Solutions delivers end to end, 360° solutions for lotteries. The core is a secure and flexible gaming platform which ensures easy integration with 3rd party vendors and allows building a complete lottery presence within all sales channels (retail and interactive), following a clear 'best-of-breed' strategy. Novomatic Lottery Solutions also delivers market leading VLT solutions, fully compliant with all regional regulatory requirements and equipped with proven responsible gaming controls and applications perfectly suited



for the lottery market.

**\*Austrian Gaming Industries and Octavian\***

announcing a World Debut:

The Dominator® Curve: Your straight line to gaming success!

Making its first public appearance anywhere in the world, ICE will see the launch of the Dominator® Curve – a dramatic evolution of the hugely successful Dominator®.

The Dominator® Curve features all the ergonomic and design elements of its predecessor plus the advantages of its own unique feature – an upright 40” full HD curved touchscreen. The player position in the focal point of the curved screen guarantees maximum impact gaming with sophisticated graphics and sound. The Dominator® Curve will be launched at ICE with a set of especially developed brand new games and Novomatic’s first proprietary mystery progressive stand-alone jackpot.

Further attractions at ICE 2015 will be an enhanced Panther Roulette™ with new attractive LED features, the Novostar® V.I.P. II with its impressive large 50’’ screen, presented in Astra’s own highly successful VIP Wall extravaganza, as well as a large range of new games, new mixes and new jackpots.

**\*New Games, Multi-Game Editions and Jackpots\***



With a whole range of new multi-game editions with up to 46 games for the Super-V+ and Premium-V+ Gaminator® range as well as for Novo Line™ Interactive AGI will present a plethora of new games. Especially for the Novostar® V.I.P. comes the launch

of the Novo Line™ Interactive V.I.P. Edition 1 with 43 games. Also the Dominator® Curve will be equipped with a range of especially developed Dominator® Curve games for the new



cabinet's huge vertical 40" upright screen.

A special highlight will be the Book of Ra™ Jackpot and Four Seasons™ Jackpot – the latter of which will be launched with a quartet of associated games that span the four seasons with beautiful graphics, great features and gripping game play: Spring Queen™, Summer Queen™, Autumn Queen™ and Winter Queen™.

Standing proudly alongside AGI will be Octavian, Novomatic's continent spanning systems specialist. Octavian's modular casino management system ACP can be ideally adapted to the requirements of both the operator and pertaining regulations. The system's 'add-on' functions include Profit Calculation, Floor Monitoring, TITO, Cashless, Player Loyalty as well as Player Tracking.

With preparations now complete, the Novomatic Group of Companies are all set to welcome customers, business partners and visitors to what will be the 21st edition of ICE. Expectations that this will be the best ICE ever are high and, as the show's traditional largest exhibitor, Novomatic will guarantee to fully play its part. We look forward to extending the warmest of welcomes to one and all.