

Novomatic Scales New Heights at G2E

Not only did Novomatic's brand new two level booth raise a physical bar at G2E in Las Vegas but so too, with the culmination of several important international deals, did the climate of expectation surrounding the company's trans-Atlantic expansion in US markets rise to new heights.



As one of the world's premiere gaming shows, G2E has, since its inception in 2001, been regarded as an unmissable event for gaming professionals and so Novomatic, for its 'world of gaming' presented a total industry spectrum visitor experience that covered casino slots, lotteries, online, social gaming, mobile, PC and iTV, sports-betting, multiplayer, casino management systems and the VGT products produced specifically for the Illinois street market.

Novomatic has established itself as a rising force in the US gaming supply chain and, as such, has risen to the challenge of bringing to market product lines that provide operators and their customers with attractions that are packed with gaming entertainment. At G2E, Austrian Gaming Industries (AGI) and the numerous Group subsidiary companies – including of course the recently expanded Novomatic Americas team – came together to 'go live' and excite the many business partners, customers and guests attending. In that objective, they were fully successful: demonstrating recent major advances in both product approvals and licensing and presenting product ranges with a clear emphasis on the Native American and VGT markets as well as traditional mainstream casinos; all part of Novomatic's determination to become a major supplier to US

gaming markets.



This year's booth space was divided 50/50 between US and international markets with the US team demonstrating market specific products such as the Action-Gaminator® machine or the new Magic Games™ Premium HD for the Video

Gaming Terminal (VGT) market in the company's home State of Illinois. Launched at G2E was the brand new innovative multi-game mix Novo Line™ Interactive X2E for traditional land based casinos.

As always, G2E in Las Vegas proved to be a magnet for visitors from Latin American countries and, in order to cater completely for these welcome arrivals representatives of the Novomatic subsidiary companies in Peru, Argentina, Colombia, Mexico, Panama as well as Honduras, Guatemala and Costa Rica were on hand to present their individual product portfolios and respond to the many enquiries received.

Set on split levels of the booth the Novo Line Novo Unity™ II display featured three live dealers – operating Novo TouchBet® Live-Baccarat, Novo TouchBet® Live-Black Jack and Novo TouchBet® Live-Roulette while a live DJ played music to suit the mood. Multiple large video screens gave booth visitors a panoramic view of the games in play. For additional variety Novo Line Novo Unity™ II also provided guests the possibility to play additional electronic live game ('Flying') versions, including Sic-Bo, Roulette and Poker as well as multiple thrilling slot games, directly at their seats.



Novostar-VIP Magic Games HD

Making its official US debut at the show, the Dominator® Curve was a major attraction as it is now soon to be rolled out for use in the US markets where Novomatic Americas is licensed and where the necessary final product approvals are pending. As a significant technology evolution of the original Dominator®, the Dominator® Curve takes up the twin brother's successful concept and enhances its attractiveness with its own unique feature: the upright 40" full HD touchscreen that ideally places the player position exactly at the focal point of the curved screen and thus guarantees maximum impact gaming with sophisticated graphics and sound.

In terms of gaming entertainment the Novostar® V.I.P. II slant top is already a huge star on gaming floors around the world and this high end gaming experience featured prominently in Las Vegas. With its Crown V.I.P. chair, huge 50" LCD top screen, armrest-located additional Start/Take win & bet setting buttons, plus sound volume control and the Flipscreen® feature the machine represents gaming in a truly grand style.

The Magic Joker Jackpot™ was presented in the Dominator® cabinet while the new Book of Ra™-Jackpot, that takes its name from the sensational Novomatic hit game, was shown with the ever popular Super-V+ Gaminator® III.



Dominato
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The unique Panther Roulette™ II was yet another gaming attraction in Las Vegas; presenting its one of a kind experience where the guest is not just the player but also the 'dealer' thanks to the Pinball launch mechanism. Additionally Panther Roulette™ II gives the possibility for guests to switch between the main Roulette game and a choice of 23 HD slot games, all at the same machine.

Group subsidiary Octavian's product presentation at G2E showcased the company's internationally established products, such as the ACP Casino Management System (Accounting – Control – Progressives), the latest jackpot developments and a selection of innovative new Octo-Games.

Since 1991, under the brand name Admiral, sports betting has been an integral and important sector of the Novomatic Group. At G2E Novomatic Sports Betting Solutions proudly presented the company's market specific products, including systems, cabinets and Cash Desk for international markets.

Another important presentation at G2E came from Novomatic Lottery Solutions (NLS), a sector in which the Group has made huge strides. Key members of the NLS team were on hand in Las Vegas to meet visitors and discuss the latest developments and innovations.

Presenting Novomatic's 'third pillar' of innovation and activity – the online gaming segment – the Novomatic Interactive area of the G2E booth was packed with the latest innovations and developments for this, the currently fastest growing segment of the international gaming industry. The Novomatic Interactive business division, under the umbrella of Greentube, is a market leading provider and operator of online, mobile and social gaming services in markets with a clearly defined legal framework in Europe, the U.S. and Australasia. During G2E it was announced that Greentube Pro, the turn-key white-label social casino marketing platform, will be the exclusive social casino platform for the world famous Foxwoods Resort Casino.

By implementing Greentube Pro, Foxwoods Resort Casino will leverage the expansive library of games offered by Novomatic/Greentube. In addition, Foxwoods will benefit from Greentube's advanced functionality and the ability to have a uniform brand presence on their social gaming site.



“Foxwoods’ leadership in the gaming industry makes them a perfect home for Greentube Pro,” said Thomas Graf, CEO of Greentube. “We are proud of our alliance with Foxwoods and the Mashantucket Pequot Tribal Nation. We look forward to a long-term and mutually-beneficial relationship.”

So, at the close of three frenetic show days Novomatic could look back with considerable satisfaction on an event that had clearly succeeded in its primary objectives of presenting a total industry spectrum and also providing a dramatic launch pad for Novomatic Americas onwards into 2016. Based on the success of the show the level of anticipation regarding significant progress in US markets was sky high. As one team member succinctly remarked: “For Novomatic Americas, 2016

begins right here and right now.”