

# Reflex return to ICE with award winning tech offering

London – ,ICE is a theatre of gaming creativity and we are determined to have a leading role' is how Quentin Stott, Managing Director of award winning UK games developer Reflex Gaming, previewed his company's aspirations for the international showcase being held at the ExCeL Centre, London (2nd – 4th February).



Reflex, which was named one of the UK's fastest growing privately owned tech companies in The Sunday Times Hiscox Tech Track 100, is returning to ICE following an expansion which has seen it deploy its gaming content onto mobile platforms and boast one of the country's most popular social gaming apps. Explaining the return to ICE Quentin Stott said: „Historically, our business has been focussed on supplying machines to street market locations in the UK, by which I mean pubs, clubs, arcades and bingo halls. However, over the last two years we have sharpened our focus on creating digital games which have both complemented our historic business model and grown us into new areas: it's these new areas which we will be showcasing at ICE which in our opinion is the biggest and most international business to business gaming show in the world.



Quentin Stott (right) Managing Director Reflex Gaming and Ian Chuter, Non-Executive Director, receive The Sunday Times sponsored award for being one of the UK's fastest growing privately owned technology companies.

„Undoubtedly, there will be many attendees that haven't heard of Reflex at ICE, however, we are there to show our products and demonstrate our capabilities. I'm proud to say that Reflex has grown into one of the largest producers of low stake gaming machines in the UK and this has been down to the success and performance of our games. We are at ICE to show that we can extend that skill set to higher stakes and prize gaming sectors and bring with it a fresh, game changing approach, literally.“

He added: „ICE has a reputation for nurturing innovation and buyers come to be surprised and to engage with smart companies and games creators like ourselves and if they haven't heard of Reflex before arriving in London our task is to make sure that they have before they leave. ICE is an experience which should leave everyone excited and confident about the future and not just comfortable or complacent about the present. Quite simply our key objective is to use ICE to engage with online retailers and in the process progress game content supply deals.“

Reflex Gaming specialises in the design and production of market-leading gaming machines to industry clients throughout the UK. Through investment in people and technology, Reflex can take its proven land-based games and make them playable via mobile and tablet technologies. The company will be exhibiting at ICE Totally Gaming, 2nd/3rd/4th February, ExCeL Centre, London: (Stand S8-110).

For more information on ICE Totally Gaming and to register for free tickets, visit: [www.icetotallygaming.com](http://www.icetotallygaming.com)