

G2E ASIA 2016 REVIEW

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NOVOMATIC products debuted by Jade Gaming at G2E Asia

At the tenth anniversary of G2E Asia in Macau, several NOVOMATIC products were presented in Asia for the very first time by the company's official distributor in the region, Jade Entertainment and Gaming Technologies. Boasting a central position on the show floor, the Jade product and sales teams showed off the new product range to their customers.

With offices in Manila, Kuala Lumpur and Macau, the official NOVOMATIC distributor has a wide range of expert knowledge in the local markets. Directly from G2E Asia, Jade was able to secure a key product placement of NOVOMATIC machines with a major operator in Macau, a major operator in the Philippines and clubs in Vietnam, with products going straight from the show floor to the properties.

Of the product highlights on the exhibition stand, the new V.I.P. Lounge™ cabinet generated notable attention. This slim-line cabinet is one of three V.I.P. cabinets launched this year and provides the V.I.P. experience in a space-optimized lounge format. Creating a large impression at the show, this new style of cabinet offers an affordable way of bringing the V.I.P. experience into the mass segment.

First unveiled at ICE Totally Gaming earlier this year, the GAMINATOR® Scorpion has created a stir amongst casino executives around the world. As such, a bank of four machines was taken to G2E Asia, demonstrating the NOVO LINE™ Interactive and Impera Line™ HD platforms. This latest version of the international best-selling GAMINATOR® cabinet is highly attractive with a matte black finish and comes with three 24" full HD LED screens.

Another debut for the market was the NOVOSTAR II® cabinet, which is the result of transforming the original GAMINATOR® into a brand new machine with re-engineered components. It was shown with The One and Only™ game mix that was designed specifically for the new cabinet. Also on show were the proven-performers, the DOMINATOR® and sister cabinet DOMINATOR® Curve, with a variety of game mixes including the Macau mix.

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Joe Pisano, CEO of Jade Entertainment and Gaming, commented: “G2E Asia was a very successful show for us with visitors from all parts of Asia coming to the stand with the intent to buy product. The new GAMINATOR® Scorpion, in particular, attracted a lot of interest from visitors.”

About NOVOMATIC:

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 24,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to 80 countries. The Group operates more than 235,000 gaming terminals in its some 1,600 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries the NOVOMATIC Group is fully active in all segments of the gaming industry and thus offers a diversified omni-channel product portfolio to its partners and clients around the world. This product range includes land based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services.

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