

NOVOMATIC Romania preparing for EAE: “We continue to revolutionize the gaming market”

NOVOMATIC will participate in the 15th edition of Entertainment Arena Expo, the region's most important B2B industry event, which will take place from 5 to 7 September 2023 at Romexpo in Bucharest.

Gumpoldskirchen/Bucharest, August 17th, 2023 – Valentin-Adrian Georgescu, CEO of NOVOMATIC Romania says: “We invite all our customers and partners to visit our stand # 101, which we are premiering at EAE in exciting new style and discover our many special offers and surprises. Our host at the fair will again be Diana Munteanu, who has already accompanied us at the last two editions: She is looking forward to our visitors testing our high-quality products and participating in surprise tournaments – this year we will be giving away exclusive prizes! Also, Ilie Năstase, the brand ambassador of admiral.ro, will join us to sign autographs and take photos.”

This year, the portfolio has been expanded with new, revolutionary products that cover all the needs of operators, from AWP bars to clubs and sports betting shops. The stars of this show are five progressive jackpot packages that include a selection of innovative games with special features. “We have also prepared a special programme for the retrofitting of NOVOMATIC gaming machines according to the new legal standards. I am proud that our team is making remarkable efforts to create a truly special and unique gaming fair. We are committed to providing visitors to our stand with an unforgettable experience and offering them something unique at the event, as we continue to revolutionize the gaming market”, said Valentin-Adrian Georgescu.

Live at the show will be the latest cabinet releases with the outstanding BLACK EDITION II series and its flexible portfolio of three new cabinet versions: BLACK EDITION II 3.27, BLACK EDITION II XL 3.32, and BLACK EDITION II 1.49J. All three versions impress with their captivating, sophisticated design and high-impact game presentation. Additionally, they stand out with the harmonious contrast created by the elegant black finish and the innovative LED lighting concept.

The focus is also on the most impressive jackpot offers on the market, with a variety of complete hardware and software packages for all budgets and preferences. Leading NOVOMATIC cabinets are blended with top-performing Progressive multi-game selections and a variety of excellent signage solutions to create a new buzz of excitement on the gaming floor.

New on the Romanian market is the PRIMUS PRO, a cost-effective cabinet that offers excellent value for money. It represents the best alternative as a replacement for outdated Coolfire™ I gaming machines.

The most popular and successful gaming mix in Romania, Impera Line HD™, launches with its new Edition 9. This version offers a selection of classic NOVOMATIC games as well as new releases, and its user-friendly menu helps players easily identify their preferences.

The sports betting terminals will be presented in a dedicated stand area, where visitors can discover the advantages of the exclusive exhibition offers. NOVOMATIC Romania is expanding partnerships with advantageous conditions, offering an even more diverse range of products, including complete sports betting terminals and lottery products, depending on the type of business chosen by the partner.

“It will be an edition you won't want to miss! From campaigns, exclusive offers, and exclusive exhibition programs to surprises and special prizes. We have carefully created everything to provide the best conditions, both for our customers and their business. We look forward to welcoming visitors to our stand 101 for a glass of champagne and traditional Austrian food”, adds Laura Boşneag, Sales Director NOVOMATIC Romania.

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 23,900 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group exports high-tech electronic gaming equipment and solutions to about 100 countries and has locations in about 50 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its about 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC AG 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 gaming and social gaming solutions as well as sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at www.novomatic.com

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