

NOVOMATIC impressed at GAT Expo – Bogotá 2023 with its BLACK EDITION II cabinets and 100% circular jackpot signs

NOVOMATIC once more confirmed its position as an innovation leader by introducing a range of products that promise to boost the gaming experience. The Austrian gaming technology company continues its mission to redefine the industry, fusing cutting-edge technology with a bold vision and an unwavering commitment to excellence in land-based gaming.

Gumpoldskirchen/Bogotá, September 15th, 2023 – On September 8th, GAT Expo was held at the Sheraton Hotel in Bogotá. The event focused on the local market was the space chosen by NOVOMATIC to impress operators with a renovated NOVOMATIC Lounge that made a difference in terms of design and hospitality. An impressive XXL curved screen and first-class catering perfectly accompanied the launch of an outstanding product line.

The undisputed star of the event was the BLACK EDITION II cabinet series, the latest innovation in NOVOMATIC's cabinet offering. These cabinets feature modern design, perfectly angled full HD LCD displays, crisp game presentation, smoothly integrated toppers, a high-performance sound system, LED lighting with game-synchronised colour effects and a striking “Black Metro” finish. For GAT Expo, NOVOMATIC chose two of the models in the series: the BLACK EDITION II XL 3.32 cabinet, with three 32-inch screens, and the BLACK EDITION II 3.27, which features three 27-inch screens. Both cabinets offer an unparalleled gaming experience.

But innovation did not stop there. NOVOMATIC presented a triad of Linked Jackpots with 100% circular signage, which add a highly attractive differential to the recognized performance of this type of solutions in the Colombian market. The offer included the outstanding IMPERA LINK™ Series 2, which comprises 41 games and four jackpot levels, in perfect harmony with the BLACK EDITION II 3.27 cabinet. The Superia CASH CONNECTION™ Volume 2 linked jackpot was presented with its 15 LOCK 'N' WIN titles and four prize levels, complementing the BLACK EDITION II XL 3.32 cabinet. The fusion continued with the NOVO LINE™ CASH CONNECTION™ Edition 4, integrated with the MASTER SL™ 3.32 cabinet, offering a selection of 20 LOCK 'N' WIN titles and four prize levels.

Mónica Serrato, Commercial Coordinator for Central America and the Caribbean at NOVOMATIC Gaming Colombia said: “When we planned our participation at the GAT – Bogotá, we set ourselves the objective of achieving a fresh and renewed offer. And we can be proud of the results: the spectacular BLACK EDITION II cabinets and the impressive appeal of the jackpots with 100% circular signage surprised and aroused the curiosity of all our customers”.

The event also marked the debut of the 2-level Progressive mix Superia CASH CONNECTION™ Volume 1 with ten exciting LOCK 'N' WIN titles and two jackpot levels, along with the FUNMASTER cabinet. This cabinet is an outstanding example of affordable engineering that optimises the gaming offer in the venues.

Manuel Del Sol, CEO of NOVOMATIC Gaming Colombia, highlighted: “We concluded the GAT 2023 event series with a comprehensive journey and a great variety of new products. We are extremely satisfied with the results, and personally, I would like to express my gratitude to the team for their constant professionalism and commitment. In addition, I would also like to take this opportunity to thank GAT Showcase and all our valued partners who helped make this event such a great success.”

For more information about NOVOMATIC Gaming Colombia and its products, please visit their website www.novomaticclub.com or contact their Sales Executives.

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs more than 24,500 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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