

BLACK IS BACK – NOVOMATIC with major product launches at ICE 2023

Show visitors to ICE London 2023 are set for an all-new experience at the NOVOMATIC stand. Gone is the traditional blue design. What is new is a complete redesign of the exhibition space to stage a product portfolio of leading gaming technology solutions that aim to inspire, perform and entertain.

Gumpoldskirchen, January 31st, 2023 – Expectations are high in the final run-up to this year's edition of Europe's major gaming event from February 7-9 at ExCeL London – and rightly so. Prominently positioned in the South hall, the show's biggest exhibitor will showcase an inspiring display of cutting-edge gaming solutions for the diverse industry segments and markets on an all-new exhibition stand, and the savvy ICE visitor will instantly recognise: NOVOMATIC is back in black.

Land-based casino and AWP products & systems, biometric technologies for modern access solutions, secure cash handling solutions, sports betting and iGaming solutions – there is hardly an operator requirement for which the vastly diversified NOVOMATIC portfolio does not have a perfectly fitting answer in store, or can tailor a custom solution.

At the centre of attention, the slogan "BLACK IS BACK" heralds the international launch of a highly versatile slot cabinet series: the successor of NOVOMATIC's hugely popular "Black Edition" cabinet with a series of three exciting new slot machines. All three models of the BLACK EDITION II series deliver leading-edge cabinet design, perfectly angled screens and a razor-sharp game presentation against the backdrop of a Black Metro finish and a contrasting LED ambient lighting concept. The multi-screen cabinet versions BLACK EDITION II 3.27 and BLACK EDITION II XL 3.32 are equipped with two full HD LCD screens in 27" and 32" diameters respectively and an equally dimensioned top, which is optional for the XL cabinet version. The bottom screens feature PCAP-touch for maximum player interaction and the smoothly integrated toppers are slightly angled in characteristic Black Edition-style – all of which creates a striking presence on the floor, especially in XL and with the optional top on board. The sister model BLACK EDITION II 1.49J perfectly complements the cabinet series and offers a state-of-the-art presentation of NOVOMATIC's wide range of upright games with its elegant 49" J-curve screen. Additional features that enhance player convenience are the ergonomic footrest and padded palm-rest the powerful sound system and the overall maximum-impact game presentation powered by game play, graphics and audio.

Additional cabinet news comprise the massive new video slot slant top MASTER SL™ in versions 2.32 and 3.32 as well as two further slant top cabinets for the ETG segment. The DIAMOND X™ will showcase modern, state-of-the-art Progressive content presentation with the exclusive XTENSION LINK™ Volume 1 in the upright cabinet 1.55J and the brand new GOLDEN LINK Progressive mixes in the multi-screen version 2.32.

A central content highlight and showcase theme are the Candelas de los Muertos™ games with Señorita Suerte and Señor Muerte, both presented in banks of brand new BLACK EDITION II 1.49J machines, as well as with a dedicated photo booth and game characters roaming the booth. Both titles are also part of the brand new Linked Progressive mix NOVO LINE CASH CONNECTION™ Edition

4, which will be premiering at ICE with a superb selection of 20 LOCK 'N' WIN titles. Further new mixes comprise a MONEY PARTY™ mix, an ULTRA BOOST LINK™ multi-game, NOVO LINE™ Interactive Edition X4 and Impera-Line HD™ Edition 9 as well as Series 2 of the top-selling IMPERA LINK™.

NOVOMATIC ETGs will be represented with two new slant top terminals as well as a sneak preview to further product news waiting to be launched as 2023 moves on – and a complete LOTUS ROULETTE™ Genius installation.

At the centre of the stand, NBS will present the powerful features and functionalities of the NOVOVISION™ casino management system. This modular system offers a highly effective toolset for efficient casino management with extensive possibilities for automation, detailed analysis and sophisticated performance optimisation, taking into account all responsibilities and requirements of modern casino operations in terms of player protection, responsible gaming and reporting obligations.

In the different dedicated areas of the exhibition stand, experts from various subsidiaries as well as technology partners will also present their market-specific portfolio: NOVOMATIC Gaming UK, NOVOMATIC Netherlands and NOVOMATIC Gaming Spain with their show display of market-specific AWP products; Ainsworth and Apex with their latest cabinets and games; Fazi with a full range of ETG solutions; NOVO Cash with moneychangers made in Germany, AdmiralBET systems as well as SSBTs and the ever-growing Digital Gaming and Entertainment Division Greentube with trend-setting iGaming content and solutions.

Thomas Schmalzer, Vice President Global Sales NOVOMATIC AG says: “As the traditional NOVOMATIC performance show, the ICE is an experience we look forward to every year. Especially for this year, we have an exceptionally extensive range of new products and attractive highlights – and such a comprehensive portfolio that the NOVOMATIC stand is really a one-stop shop.”

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 21,900 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 212,000 gaming terminals and video lottery terminals (VLTs) in its about 2,000 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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