

## **NOVOMATIC introduces *The Very Important Player X-perience*: V.I.P. X – Gaming above and beyond.**

*Visitors at this year's G2E in Las Vegas witnessed the launch of an entirely new premium cabinet segment with the world premiere of NOVOMATIC's V.I.P. X series.*

**Gumpoldskirchen, October 24<sup>th</sup>, 2023** – Discerning operators know that every player deserves to feel like a V.I.P. In today's greatly diversified gaming landscape with traditional brick-and-mortar venues alongside constantly on-the-go-available iGaming offers, land-based operators are seeking to implement differentiating incentives to distinguish their venues by way of unique selling propositions as opposed to the iGaming offer. They give much thought to service and hospitality, soundscape and ambience, floor layout and ways to improve the customer journey.

NOVOMATIC has ventured one step further and gone above and beyond in developing the next-generation Very Important Player X-perience. Premiering at the G2E in Las Vegas, NOVOMATIC has launched its sophisticated new product line aimed at the most discerning player segment – and, of course, at operators who want to show their appreciation of their players with a corresponding top-class gaming entertainment offering. The V.I.P. X Royal™ 1.85, the impressive V.I.P. X Dream™ 3.43 and the space-optimized V.I.P. X Lounge™ 2.32 introduce exceptional luxury gaming with exquisite V.I.P. comfort, extra-high and extra-wide game screens and an integrated sound system in the comfy armchair which all add up to create a most intense gaming experience and maximum player immersion.

Thomas Schmalzer, VP Global Sales and Product Management at NOVOMATIC AG, explains: “We challenge operators to think big. But not only that. With our products, we aim to nurture the USPs of land-based gaming, focusing on distinguishing aspects like social, emotional and authentic sensory stimulation. With this sophisticated new V.I.P. X premium line, operators will introduce a truly exceptional Very Important Player X-perience on their floor – and their guests will love how that feels.”

### **About NOVOMATIC**

*The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 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 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](http://www.novomatic.com)*

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