

NOVOVISION™ casino management solution with stunning new functionalities at ICE

Operators visiting the NOVOMATIC stand got to see a visionary solution for their casino management: NOVOVISION™ is the CMS that stood out at this year's ICE with a broad variety of functionalities that enable operators to make informed decisions for their business – and add extra fun to their floor.

Gumpoldskirchen, 23. February 2023 – Visitor interest was high at the NOVOVISION™ corner of the NOVOMATIC stand as operators took a deep dive into the manifold functionalities that combine casino management, efficiency optimization and player satisfaction in one powerful CMS solution. New system functionalities premiering at ICE included extended mobile applications for casino staff and evolved AML functionalities, a new “eye” feature as well as the official launch of NOVOVISION™ *smart* and NOVOVISION™ *tournament*.

NOVOVISION™ offers extensive features that cover all areas of a modern casino operation, enabling operators to make informed decisions and build their business strategy on real data. The system's powerful toolset allows operators to streamline their processes, increase operational security and maximize player convenience with the most secure and innovative cashless experience on the market plus many other functionalities. At the same time, its high scalability qualifies it to perfectly suit operations of all sizes and with any cash system requirement: TITO, Cashless or biometrically supported. Operators can opt for individual modules and gradually expand their system according to growing operational needs or changing regulatory requirements.

The system's many extended functionalities for access as well as sophisticated player loyalty strategies allow an in-depth analysis of player preferences and conclusions about specific promotional activities – with stunning results, since a targeted approach can yield a significant impact on player retention and revenue growth. Implementing biometrics creates a smooth player journey with a single wallet, from access control to the *Promo Tower*, across the slot floor and even to the live table games. NOVOVISION™ also meets 360° requirements to serve operators who not only run a brick-and-mortar business but also an online offer.

The NOVOVISION™ system architecture is designed to handle high-volume transactions, ensuring maximum security, data integrity and regulatory compliance for the operator, while its player-centric approach helps significantly enhance the customer experience for the guest.

Jens Einhaus, Sales Director NBS, explains: “I was delighted not only as a sales executive to see so much interest from operators at the show, but also because I know how much energy and passion our development teams put into the many different functionalities of NOVOVISION™. We had some very pleasant surprise visitors at ICE and were able to present our CMS to several well-known operators. This is a high-speed segment with constant new developments, and it is very gratifying to know that we are at the forefront.”

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 more than 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

For more information please contact:

Andrea Lehner
Senior Product Marketing Manager / NBS
NOVOMATIC AG

Mobile: +43 664 40 66 721

Office: +43 2252 606 626

alehner@novomatic.com

