

JUEGOS MIAMI 2017 PREVIEW

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NOVOMATIC shows Latin American strength at Juegos Miami

After the success of the inaugural Juegos Miami last year, the new gaming event for Latin America and the Caribbean returns to the lavish Biltmore Hotel in the Coral Gables area of Miami. With a strong focus on the region, NOVOMATIC will once again play a major role with a presentation of gaming machines on the Ainsworth stand as well as being host to an exclusive networking event.

NOVOMATIC representatives from around Latin America will be at the second edition of Juegos Miami on May 31 - June 2 to meet their customers and participate in key discussions that are driving gaming forward in the region. This new gaming show format gives the opportunity to attend networking events, understand regional developments and present new product innovations set for the market.

“Participating in Juegos Miami allows NOVOMATIC to reach key decision makers in the Latin American market,” commented Lawrence Levy, Vice President of Global Sales NOVOMATIC. “The event format perfectly fits our brand’s approach to building relationships with our customers in the region. We look forward to showcasing some of our latest gaming machines for guests to experience during this year’s event.”

On show alongside Ainsworth on Stand #S1 will be a selection of new NOVOMATIC cabinets that are a top-sellers in the region. Taking pride of place will be the GAMINATOR® Scorpion, the very first gaming machine to be compatible with all NOVOMATIC platforms. Delivering gaming entertainment in striking high definition, this new cabinet will present a selection of latest slot titles such as the Impera-Line™ HD games Amazon’s Diamonds™, Upward™ and Lord of Fire™.

Returning to the event will be the elegant V.I.P. Lounge™ with new content, as well as the NOVOSTAR® II featuring a fine blend of games in The One & Only™ mix that was designed specifically for the cabinet. Making its debut appearance in Miami will be the OT-100 video bingo machine by NOVOMATIC Group company Otium and will feature a range of the latest bingo titles such as Bingosaurus and Multi Dragon.

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NOVOMATIC has teamed up with show producer Clarion to host an exclusive networking event that takes place on the second day, June 1 from 5-8pm, at the Biltmore Hotel. Open to all guests of the event, the evening begins on the outdoor terrace that will be transformed into an elegant beach theme. Guests will enjoy tray passed canapes, scorpion bowl cocktails, beer and wine at this bespoke event that will be the perfect backdrop to highlight the new GAMINATOR® Scorpion machine.

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 29,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to 80 countries. The Group operates more than 260,000 gaming terminals in its some 1,800 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC 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/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services.

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