

G2E LAS VEGAS 2019 REVIEW

Release date: October 28th, 2019 • Embargo date: immediate release

NOVOMATIC Americas celebrates best G2E ever

A gripping range of products for the US and neighbouring markets was met with eager customer interest and excellent footfall at the NOVOMATIC booth in Las Vegas. This year's G2E will go down in show history as 'the best G2E ever'.

Shining in the centre of the product presentation was the marvellous Samurai Beauty™ installation with 2x3 V.I.P. Lounge™ Curve 1.43 cabinets propped against a double-sided 4x3 LED screen video wall featuring game-specific, choreographed content for a high-visibility game presentation. Visitors were stoked not only by the visuals but also by the smooth gameplay of the gripping new, Asian-themed linked progressive that was presented with a photo booth featuring two real-life Samurai Beauties plus some befitting stage props.

Venturing deeper into the NOVOMATIC booth, visitors discovered more linked progressives for the US market: the MONEY PARTY™ Link featuring titles Fruity Fruity™ and Juicy Juicy™ as well as the THUNDER CASH™ Link, already a highlight in a growing number of US casinos. The PAY DAY™ Progressives series was extended with a fourth title, PAY DAY™ Plus which premiered at the show, adding a classic, straightforward version with thrilling multiplier bonus features to the set.

US Commercial, Tribal and VGT operators were treated to a broad suite of products and award-winning technology to boost their operations: games and game mixes, progressive jackpots, sports betting kiosks, system solutions and ETGs were on full display at G2E 2019. Located in the centre of the NOVOMATIC booth was an authentic sports lounge, featuring the NOVOMATIC ActionBook™ self-service sports betting kiosk – a hit product for US casino customers inclined to integrate a sportsbetting offer in their portfolio using a self-service terminal that fulfils the highest casino standards in terms of security, maintenance and style.

Especially for the VGT markets in Illinois and Pennsylvania, new mixes were on display – and the modular myACP casino management system showcased new player recognition modules for VGT operators in Illinois, including a new NOVO Rewards™ player recognition kiosk.

“This year's G2E was really exceptional, maybe the best ever and I have heard that from all our sales teams as well,” said Jens Einhaus, VP of International Sales Europe & Americas. “We had excellent customer traffic on the NOVOMATIC booth – not only in terms of quantity but also in terms of quality – and a lot of specific interest from US and Latin American decision-makers. It makes me proud to see how we finally hit the target with our development focus for the US.”

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About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 30,000 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 more than 70 countries. The Group operates around 255,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 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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