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FRIDAY 20 JAN 2017

ICE PREVIEW



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WEEK 03

FRIDAY 20 JAN 2017

NEW JERSEY BACK IN BLACK

First revenue increase posted in a decade

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THIS WEEK

- **ESports sponsorship on the rise**
- **Bookmakers face UK racing levy changes**
- **Burvall steps down as Cherry CEO**
- **Ladbrokes Coral records solid 2016**
- **Guest columnist: Rossi Mckee Casino Technology**



New Jersey's casino industry has just broken a ten year losing streak after posting a moderate 1.5% increase in revenues for 2016. Thanks to the burgeoning New Jersey online gambling industry, Atlantic City's casinos were able to post their first revenue increase in a decade.

Atlantic City's seven casinos generated gambling revenues of \$2.6bn last year, representing its first growth since 2006 when its then twelve casinos hit an all-time revenue peak of \$5.2bn.

New Jersey's online gambling revenue came in at \$196.7m in 2016, up by 32% compared to 2015. Results show that casino games generated 36% more revenues at \$170.2m, while poker even noted an 11% increase to \$26.5m.

Land-based revenue alone was down only slightly for 2016, considering revenue was down \$65m for the shuttered Taj Mahal alone. Only two casinos posted revenue declines during 2016, with Harrah's down \$16m to \$358m. However without the online vertical, the market would have suffered a 0.3% year-on-year decline.

A continuing boost from New Jersey's nation-leading online gambling industry helped Atlantic City casinos start to find a new equilibrium, following a difficult three-year period that saw five casinos close and at least 11,000 jobs lost.

New Jersey residents voted on 8 November against the expansion of casinos into the north of the state, allowing Atlantic City to maintain its 40-year monopoly on casino gambling. ▶



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THIS WEEK IN NUMBERS



Season the partnership between Fulham Football Club and Sportito will run to



Number of land-based and digital categories in which companies can to submit self-nominations for the Global Gaming Awards



Class of licence Casino Technology recently acquired for online game content in Romania

More than 78% of voters chose not to allow the proposal pushing for two new casinos to be built.

In related news, the USA's second biggest market, Pennsylvania, is predicting a 1% revenue increase to \$3.2bn for 2016, whilst the country's biggest casino market, Nevada, has already reported similarly positive news, turning its first profit since 2008. ◀

KEY POINTS

- New Jersey's casinos posted an increase in revenue of 1.5% for 2016
- This increase has been driven by online wagering
- NJ residents voted against expanding the casino industry outside of Atlantic City in November

ESPORTS SPONSORSHIP ON THE RISE AS UNIKRN INVESTS IN CS:GO TEAM

Unikrn's investment follows a number of similar deals by operators, with Betway recently sealing a deal to sponsor Ninjas in Pyjamas

Unikrn has become the first official partner and investor of the Berlin-based CS:GO team BIG (Berlin International Gaming).

Unikrn are not currently able to operate in Germany, however this may be a preliminary move to acquire a gambling licence for this particular market in the near future.

Following the announcement of this partnership, BIG delivered a strong performance at Dreamhack Leipzig, coming second in the tournament overall.

Rahul Sood, CEO of Unikrn, comments on the partnership: "Initially we were approached by BIG, asking for a sponsorship. We immediately fell in love with the idea of supporting a German allstar team. We were discussing sponsorships for multiple teams in the recent past, but somehow it never felt right. We even discussed the possibility of team ownership with some of our star investors.

"We met this dream half way with BIG. We are not only partnering up with BIG, we are actually investing in them! We want to create value for the team but at the same time we are completely hands-off when it comes to the daily



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N5-220



\$25,234,833,987

Total revenue for the state
of Nevada in 2016



Predicted year-on-year operating
growth in profits for major
casinos in Macau

2024

Predicted year that integrated
resorts will open in Japan

operation or anything roster related. We support them through financial backing and business development! We are super excited about this opportunity and wish the team all the best for Dreamhack Leipzig!"

Fatih 'gob b' Dayik, player and founder of team BIG, also commented upon the announcement of the news: "We are happy to partner up with Unikrn, who were really excited to become part of our new team and the BIG family. Unikrn strongly believes in our vision and wants to help us in the background, which allows us to concentrate more on our training and the upcoming tournaments."

ESports sponsorship from gambling operators has become a growing trend in the industry over the last few years: GG.Bet has sponsored a number of teams, including Fnatic, Na'Vi and Luminosity; Betway agreed to a six-figure partnership with Ninjas in Pyjamas in 2016; and back in 2015, Unikrn launched an all-female pro team in CounterStrike, advocating gender equality in eSports.

**UK RACING BOOKMAKERS
FACE 10% LEVY ON PROFITS**

Levy to be imposed regardless of operator's geographical location

NBookmakers taking bets on British horse races are in line to pay a 10% levy on their profits, under new plans outlined by Westminster.

Operators will be required to pay the levy from April 2017, regardless of whether they are based in the UK or elsewhere.

This new measure will reform the current system, wherein only UK-based companies must pay the levy of 10% on gross profits above the first £500,000.

UK Minister for Culture, Media and Sport, Tracey Crouch, said that the new measure would ensure "gambling firms pay a fair return" to the sport.

However, the new measure must meet EU state aid regulations, with delays a possibility should the reforms not be finalised by April.

Clive Hawkswood, CEO of the Remote Gambling Association, noted that the measure may face a legal challenge from bookmakers, but that such talk is "premature" before the EU review process has been completed.



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Macau during 2016



Mobile Games Revenue for 2016



Cost of MGM's integrated resort,
MGM Cotai, which will open in 2017

FREDRIK BURVALL STEPS DOWN AS CHERRY CEO

*He will leave the role in summer
2017 for family reasons*

Chief Executive of Swedish gaming operator Cherry, Fredrik Burvall has announced plans to leave the company, with former Betsson Malta CEO, Anders Holmgren taking over on a temporary basis.

Burvall is said to be leaving for family reasons after more than ten years with the company, having initially served as chief financial officer before taking over as CEO from Emil Sunvission in December 2014.

Rob Åkerlind, Chairman of the Board comments: "Fredrik has been CEO during a busy period when the company has expanded rapidly and been very successful. During the last two years, Cherry's turnover has grown 137% and the company has completed seven acquisitions.

"It has been a period which has required a heavy workload, in particular from Fredrik. I am extremely grateful for the dedication and hard work Fredrik has given the company."

Fredrik Burvall adds: "I am extremely proud of having been part of the

development of the company which has led to a revaluation of Cherry as a company. Cherry is today well positioned for the future with five strong business areas all with strong management teams.

"Although I will continue with Cherry until the summer, I would like to take this opportunity to say thank you to all colleagues and the board of directors for our time together, with best wishes for continued success in the future."

KINDRED LAUNCHES SCANDINAVIA-FACING ONLINE CASINO BRAND

*The new brand will target
"high rollers" in Norway and Sweden*

Kindred Group (formerly known as Unibet Group) has recently launched a new internet casino brand targeting the small group "high rollers" in the Norwegian and Swedish market, who spend £200 or more per month.

Peter Alling, Head of Nordic Public Affairs at Kindred Group, commented upon the announcement of the news: "You will find high rollers within all national and international gambling companies.

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Instead of pretending as if this group of players does not exist, we have chosen to take their needs seriously, and are launching a safer gambling environment and a better reward system.

"Kindred Group has always focused on each individual customer when planning the development and growth of the company. We know our customers well and we know what they want. The High Roller concept is a result of this knowledge. Gambling habits will manifest differently for different customers, which is why we focus on each individual's behaviour, not the sums themselves."

Kindred Group will be the first online gambling company in the industry to introduce, among other things, third party affordability assessments of all new customers at Storspiller.com. The affordability assessment is introduced on top of mandatory ID checks, BankID registration, personal deposit and loss limits, the PS-EDS surveillance system, self-exclusion tools, and a range of other responsible gambling tools which are used to detect and inhibit problematic gambling behaviour. Players will be expected to set a spending limit upon registration, which will

help to raise awareness of how much each individual player can afford to lose.

At Storspiller.com, Swedish customers have to use BankID to register. The company hopes to soon implement a similar form of resignation in Norway, even though laws prevent foreign gambling companies from using BankID. Norwegian ID checks are currently carried out through document verification.

"We are proud of our work on strengthening responsible gaming on all levels, and through the responsible gaming measures at Storspiller.com, we are setting a new standard for the industry in preventing, detecting and handling problematic gambling," says Alling. "We believe in the freedom of each individual customer and tools focusing on each customer, instead of setting a collective limit."

This launch follows the recent announcement that Kindred Group assets successfully passed an official review benchmarked against EU standards and best practices which focus on consumer protections and responsible gambling initiatives, meeting the requirements of the EU's 'Recommendation on Consumer Protection'.

Kindred were judged on core criteria such as: The communication of transparent information on the nature of gambling; The implementation of measures to prevent minors from gambling, including strict minimum age requirements; The use of responsible gaming tools to keep gambling under control and prevent problems, such as deposit limits, information, customer support and self-exclusions; And the provision of training to employees, notably on problem gambling issues.

The EU recommendation awarded to Kindred is the first objective standard for industry best practices across the European Single Digital Market and part of the 2012 EU Action Plan on Online Gambling.

Henrik Tjärnström, CEO at Kindred Group, commented upon the announcement of the accreditation: "Kindred Group continues to raise the bar for responsible gambling and customer trust. The successful completion of this independent audit once again demonstrates that we have the right practices, technology and people in place to provide a safe and secure experience for our customers."



DRAGON Spin



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LADBROKES CORAL RECORDS SOLID 2016

Operating profits to be "in-line with expectations"

Ladbrokes Coral has released its first trading statement, confirming that full-year operating profits are set to be "in-line with its expectations" of £275-285m.

Ladbrokes assets are expected to generate approximately £101m, while it is anticipated that Gala Coral operations will contribute profits of £179m, with corporate governance underlining the continued growth of the business in digital verticals.

These profits come in spite of a turbulent sporting December for bookmakers, with customer friendly results in the football and racing markets adversely impacting earnings.

Ladbrokes Coral CEO Jim Mullen says: "The last quarter of 2016 was one of significant activity with the completion of the merger, good progress on integration along with the necessary shop disposals and a busy sporting schedule. While the sporting gods did not look favourably on us in the period, it is pleasing to report that the business continued to perform well and

that our full year numbers will be in-line with expectations.

"It has been an encouraging start to the life of Ladbrokes Coral Group plc. Good progress is being made on all the key integration workstreams. We saw continued growth in our Digital division with Australia going from strength to strength and further growth in multi-channel sign ups. We remain confident in our plans for 2017 and on delivering the opportunities identified in the merger."

PAYSAFE FULL YEAR PROFITS EXPECTED TO HIT \$300M

Corporate revenues to exceed \$1bn

Paysafe Group shares edged higher today after the FTSE 250 listed payment provider issued an 'unaudited' full-year trading update, stating that the combined momentum of its enlarged group would see the firm exceed \$1bn in corporate revenues.

Paysafe governance updated investors, stating that a strong second half to FY 2016 would see the company report top line metric guidance towards the upper end of its corporate guidance.

In an update to investors, the group's adjusted earnings before interest, tax, depreciation and amortisation (EBITDA) are expected to hit the \$300m mark for the first time.

In addition to growth in adjusted EBITDA, the board said it continued to demonstrate strong cash conversion, enabling to capitalise on market conditions with an inaugural share buy-back programme announced in December, without compromising any of the "bold mergers and acquisitions opportunities".

Joel Leonoff, Paysafe CEO comments: "Our ongoing momentum underpins our confidence in our growth prospects for 2017. We have delivered another excellent financial performance and expect to surpass \$1bn in revenue, an impressive milestone of which we are extremely proud.

"Our ongoing momentum underpins our confidence in our growth prospects for 2017. We are well prepared for the additional levels of customer due diligence expected as part of forthcoming regulatory requirements, including anti-money laundering legislation in Europe. Operating amid regulatory change is simply business as usual for Paysafe."

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ICE EVENT PREVIEW



WHY ATTEND?

The award winning show ICE Totally Gaming is back again for 2017, following a record attendance of 28,487 in 2016. Maintaining its reputation as the biggest international business event anywhere in gaming, ICE has upped the ante with hundreds of shows and events planned over the three day event. With hundreds

of new product launches over the three days, this expo acts as the annual launch pad for gaming innovation.

As one of the highlights of the gaming industry's calendar, ICE acts as a unique gathering place for all the major gaming players, including operators, regulators and more, allowing you to build your contacts, arrange meetings and forge partnerships with "maximum convenience and minimum fuss".

WHO'S GOING TO BE THERE?

Kate Chambers, Managing Director of Clarion's gaming division, has described the large number of first time exhibitors attending ICE as the "X factor" in the success story of the industry's biggest b2b gaming event. As of December 2016, a total of 91 gaming organisations will be making their ICE debuts.

As well as over 8000 operators to attend, ICE offers a full range of free-to-attend seminars throughout the event, from Blockchain to eSports, LatAm to Africa, the seminars provide focused and invaluable learning opportunities for all visitors.

The first time exhibitor making the biggest impression is Apollo Games. The Prague-based company will be setting a new record in London when it becomes the biggest first-time exhibitor in the history of ICE Totally Gaming, taking over an impressive 600sqm presence at the event. Kate Chamber's adds: "What I think makes ICE unique is that our first time exhibitors are drawn from throughout the gaming world, thereby providing visitors with an international perspective as opposed to a regional or a national one, in the process bringing a new dimension and vitality to the show floor."

NETWORKING

ICE offers a wide variety of networking and social opportunities, from popular show floor attractions such as the Racing Post Café, Sports Betting Bar and Bingo Café as well as events which form part of the London Casino Club, the World Regulatory Assembly and more.

ICE Totally Gaming will also be teaming up with Sports Betting Community (SBC) once again to provide two Official Sports

Betting Tours of the exhibition floor during the show. The tours are designed to give delegates the opportunity to mix with key industry suppliers and to discover the latest products that will help their business thrive in a competitive market.

A NEW WAY OF LEARNING: ICE VOX

ICE VOX, the new concept of learning, which is being launched at the event, has gathered widespread support from gaming's premier thought leaders and commercial partners. Kate Chambers comments on gaming's newest knowledge exchange and educational platform, which replaces ICE Conferences, saying: "ICE VOX is a bold, non-conformist and sassy approach to learning. We have enlisted the services of some outstanding thought leaders who have three things in common: the ability to engage, the ability to provoke and the ability to enrich.

"Our aim is to provide our customers and broader stakeholder community with a truly engaging experience which puts attendees at the centre of learning courtesy of a programme of high-value modules." ICE VOX streams for 2017 include: International Casino Conference, World Regulatory

Briefing, Cross-Platform and Multi-Channel Gaming, Modernising Lotteries Data Science & Personalisation, BetMarkets, Cybercrime, Security and Regulatory Compliance in Gaming, Game Design and finally, Development.

SEMINAR SCHEDULE

The aforementioned seminar schedule is in line to once again be one of the highlights of this year's show, with a varied and exciting selection of subjects being discussed. The UNLV Regulator Executive Education Seminar will kick proceedings off at 9am on Monday 6 February, while sessions covering regional markets including India, Japan and Italy will also be taking place across the seminar schedules four day span. Anyone in the gaming industry looking to keep on top of the changing regulatory environments across the globe would be well advised to attend for at least some of the seminar schedule. Please see below for a selection of three seminars to look out for throughout ICE.

TRANSPORT

ICE organisers have implemented a logistics and communications plan

following confirmation that the Custom House Docklands Light Railway (DLR) station will be shut for 12 months as a part of the London Cross Rail development. Visitors will be able to use the Royal Victoria stop which is 650 metres from ExCeL, with organisers providing a fleet of buses and coaches throughout each of the three days to transport visitors to the main ExCeL registration entrance.

OUT OF THE OFFICE

As part of the visitor experience at ICE Totally Gaming, you have unrivalled access to London's foremost gaming venues. Simply by showing your ICE visitor badge, you gain privileged benefits at partnering casinos, from complimentary drinks to seats for an evening's entertainment. The select number of clubs features venues such as Caesars Entertainment, Aspers Casino, Genting Casinos and the Hippodrome Casino.

ExCeL London is located ten minutes from Canary Wharf, in the heart of London's Royal Docks, so only a stone's throw away from some of the best locations in London. Be it bars, restaurants, shops or tourist attractions, there's plenty to keep you entertained.



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ICE- THE LATEST



ICE RANKED IN TOP THREE UK EXHIBITIONS FOR CUSTOMER SATISFACTION

Research agency, Fusion has ranked ICE amongst the elite of UK-based business-to-business exhibitions. Phil Redwood, a Director at Fusion, explains: "Our role is to provide event owners with what is essentially a health check, based on the response of a representative sample of participants, covering both exhibitors

and visitors. Whilst we cover a multitude of issues, factors and experiences, from the warmth of the welcome, to the cleanliness of the toilets and the quality of the audience, the Net Promoter Score is a measure of overall satisfaction."

Kate Chambers says: "The research programme that we undertake after each edition of ICE, is not an exercise in vanity or narcissism. Yes, we want to have our customers' validation of the initiatives and attention to detail that is at the heart of the ICE journey, but I'm as interested in learning about aspects of the customer experience which failed to live up to the standards we set, purely in order to put them right. We have in place a policy of continuous improvement, which means identifying every area in which we can make even a marginal difference and the research programme undertaken by Fusion is central to achieving this."

BINGO TO HAVE A FULL HOUSE AT 2017 SHOW

True to its "Totally Gaming" pledge,

ICE will feature a new and expanded area dedicated to meeting the specific needs of the land based Bingo sector. The organisers have created a marketing and networking space dedicated specifically to bingo.

Miles Baron, Chief Executive of The Bingo Association says: "The Bingo Association's Members have been regular attendees of ICE Totally Gaming for many years. Securing a focal point for land based operators has given new impetus for our members and others involved in the land based sector to attend the show and marks a resurgence for land based bingo. As an industry we have a long history and while the leisure landscape and technology keep evolving, there is, and I think there will always be, a need and space for community based activities that bring people together."

He adds: "The show is a great opportunity for the Association to catch up with members, suppliers and regulators. The team will be in attendance every day at The Bingo Pavilion, connecting with members,

industry participants and helping make new introductions, in addition we hope to be able to host a small industry social for the middle day, and are very much looking forward to the 2017 show."

**SHAKESPEARE AND BANKSY
INSPIRE WORLD THEATRE OF
GAMING CREATIVE CAMPAIGN
FOR ICE 2017**

The creative marketing team responsible for ICE Totally Gaming has drawn on the unconventional cultural sources of William Shakespeare and graffiti artist Banksy as inspiration for the campaign in support of the 2017 show (London: 7-9 February).

The ICE 2017 'World theatre of gaming' campaign, which features a Banksy style treatment depicting the world's most famous dramatist, was unveiled at a special photo shoot featuring an ICE liveried London taxi and attended by senior members of the team responsible for delivering what is gaming's biggest and most influential business event.

Explaining the thinking behind the latest ICE campaign, Kate Chambers,

Managing Director of Clarion's Gaming Division, said: "Each year we place great importance on developing a visually strong creative in order to engage with a global audience which, in 2016, comprised an independently audited, record 28,487 visitors drawn from 150 nations.

"The concept of ICE being an international theatre of gaming was one of the insights that came out of this year's post show visitor research and using William Shakespeare, whose work has been translated into 100 languages and who has inspired movies/television shows throughout the world, from India to Italy and Thailand to Tibet, was a perfect fit.

"As well as the strong international credentials, there are also much closer links, with Shakespeare staging many of his plays at the Globe Theatre, which is just 6 miles (less than 10km) from the ICE home at ExCeL. Being true to our brand values, we wanted to deliver Shakespeare with a 'twist', hence the contemporary, graffiti style treatment."

She added: "Gaming, whether it is online or land-based is about theatre,

about entertainment and in the process, delivering a compelling customer experience. The message I would like to extend the industry, is that with over 500 leading commercial players occupying a stage of 39,000 square metres (420,000 square feet) the world theatre of gaming is coming to London in February."



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ICE SEMINARS

“Drawing together an enviable community of leading strategic thinkers, entrepreneurs and regulators who combine to provide a route map on where gaming is heading and insight on the threats, challenges and opportunities which lay ahead.” Such is the purpose of ICE’s rich and diverse selection of free-to-attend seminars, covering subjects from blockchain to eSports and LatAm to Africa. Here are three to keep an eye out for at this year’s show.

AFRICA BRIEFING

When: 10.30 – 12.30, Wed 8 Feb
Where: South Gallery Rooms 9 & 10, ExCel, London

Africa holds justified status as a continent offering fantastic opportunities for gambling companies to grow, with a great number of countries, including Nigeria, Ghana and Kenya, making huge strides forward in terms of both commercial success and more comprehensive regulation.

This seminar will give attendees the opportunity to get to grips with

regulatory updates in key African countries, covering aspects including license requirements, responsible gaming and future legislation, while African consumer trends and proper product alignment for successful market penetration will also be discussed.

The speakers at this seminar include Seun Anibaba, CEO of the Lagos Lottery Board, and Kester Shimonyo, Sportpesa Marketing Director.

SPORTS BETTING USA

When: 10.30 – 12.30, Wed 8 Feb
Where: South Gallery Rooms 11 & 12, ExCel, London

Momentum is building behind efforts to see comprehensive sports betting regulation introduced in the USA, with Geoff Freeman, President of the American Gaming Association, stating that Donald Trump will have the issue of legalising sports betting on his desk at some point in the next four years.

With the issue hotting up, attendees of this seminar will get a comprehensive look at what it will take to see sports betting regulated in the USA, and what full federal legalisation may look like.

Daniel Wallach, Shareholder for Becker & Poliakoff will take charge of moderating the seminar, while Daniel Kustelski, COO of WatchandWager, will be among the speakers.

IMGL MASTERCLASS

When: 10.30 – 16.30, Wed 8 Feb
Where: South Gallery Rooms 21 & 22, ExCel, London

This seminar will delve deep into some of the most critical legal and regulatory challenges facing the world of gaming. The Masterclass will take place over four separate stages and with different panels across its four hour runtime, covering subjects including breaking developments across the world, and whether we can expect gaming to be regulated in a similar fashion to banking.

Opening comments will be delivered by IMGL President Michael Zatezalo, while among the panelists will be Susan Breen of Mishcon de Reya, Crowe and Dunlevy Chair Mark McBride and Jamie Nettleton of Addisons Lawyers.

ICE PREVIEW INTERVIEWS



DAVID O'REILLY,
COO AT
COLOSSUS
BETS

Why will you be exhibiting at this year's ICE show?

ICE is the biggest and most global trade show in our industry, so it is only natural that 'the world's biggest sports jackpots' will be there. Colossus Bets exhibited at ICE last year and we find that the quality of business development leads is high, while the opportunity to connect face-to-face with international partners at this scale is quite unique. And whereas last year we were exhibiting as an emerging player with only 9 partners 'live' with Colossus pools at the time, this year we are returning with 30 and more

following soon after, so we have a great growth story to share - ICE is the best 'stage' for it.

What sort of business will you be looking to do at the show?

We are obviously interested in speaking with operators that want to include Colossus pools in their product portfolio. We are also keen on opportunities to expand our partner network beyond sports betting operators and we think ICE will be a good forum to explore those alternative distribution routes more broadly. Beyond our core sports pools product, we have successfully applied our technological USP of 'cash out' to additional product lines and particularly, we will be discussing Cash Out Slots and Cash Out Racing with interested parties.

Why do you think other firms should want to meet with you at the show?

We offer a ground-breaking, risk-free product for partners, for which there is significant, proven customer demand.

We are the only provider that offers sports pools with cash out and the only one that can offer them at a level that 'competes' with lotteries. Our partners don't just get a unique product, they get an opportunity to position themselves to a broader audience - 'sports fans' and not just 'sports bettors'. This proposition is strengthened further by new product developments like Colossus FreePlay+, which is the most flexible and effective 'free bet' marketing tool in the industry, and Colossus Syndicates, which makes social interaction inherent to the core product experience.

What aspects of the show are you most looking forward to personally?

It is always an intense 3 days for me and the team and we prepare quite intensely in the weeks leading up to the show. But everyone arrives focused to get some business done, so I really look forward to the interactions, on and off the floor. And of course, having some fun telling the world about why Colossus is indeed 'colossal'.



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**FREDRIK
ELMQVIST, CEO
AT YGGDRASIL
GAMING**

Why will you be exhibiting at this year's ICE show?

We are planning a major launch that will prove to be a game-changer for the very experience of playing online slots. For the time being, we can't give too much away, but it is an industry-first innovation and one that we are in the process of patenting. It has always been the Yggdrasil way to push forward our sector, as we've shown with a number of revolutionary new products and concepts, like our collection of in-game promotional tools, BOOST™, and our social sharing tool, BRAG. So, make sure you stop by stand N3-140 to see what we have planned for 2017.

What aspects of the show are you most looking forward to personally?

I'm particularly excited to see people's reactions when they enter the Yggdrasil Temple. This year's stand is truly something special, and is designed to coincide with the launch of our latest blockbuster slot. We wanted to create a stand that captured the essence of the title, and from the designs I have seen, we have done exactly that. We also have a number of Yggdrasil surprises for delegates, so you'll have to drop by our stand to find out more.

What do you think will be the main topics of discussion at the show among delegates?

I think the big question this year will be how we can push forward our industry in both maturing and emerging markets. As a sector, we've enjoyed fantastic growth in recent years but this is not something that can be taken for granted. We need to keep pushing to maintain this, and that's why Yggdrasil has been so committed to innovation. I'll certainly be having some interesting conversations with people around the future of slots, too.

Why do you think other firms should want to meet with you at the show?

Simply because Yggdrasil is the most exciting slots supplier on the market right now. Our titles are changing the way slots are played, and with so much planned for 2017, nobody will want to miss out.

"It has always been the Yggdrasil way to push forward our sector, as we've shown with a number of revolutionary products and concepts"



TOM WOOD,
VICE PRESIDENT
AND CPO AT SG
INTERACTIVE

devices. Portrait mode empowers players to enjoy their favourite content in new ways with full portrait screen artwork, animations and interactive bonuses designed to maximize and enhance the gaming experience. In addition, we'll highlight new and exciting omni-channel content (content that is released simultaneously online and land-based) in tandem with SG Gaming®.

and ideas. I'm also excited to showcase our product. We're very proud of the innovations we've brought to market this past year and are looking forward to providing a glimpse at the great things to come.

Why will you be exhibiting at this year's ICE show?

ICE is one of the most significant global gaming trade shows. It provides a platform for Scientific Games to showcase the latest innovations and impressive library of SG Interactive® content. ICE puts our fingers on the pulse of the industry, connecting us with other industry thought leaders, media and our customers.

What special events or presentations do you have planned for the show?

SG Interactive continues to showcase groundbreaking innovations with our ICE 2017 offering. We'll give customers the larger-than-life thrill of portrait mode gaming on two giant touch-screen mobile

What aspects of the show are you most looking forward to personally?

ICE is like a sneak preview to coming attractions. It shows us how the iGaming category constantly transforms. At the show we'll be able to look at what new technology and innovations are out there and talk to operators about their evolving needs, opportunities, challenges

What do you think will be the main topics of discussion at the show among delegates?

Content is king and is always at the forefront, including omni-channel, IP and third-party brands. We also believe there will be continued dialogue about mobile-first solutions and marketing tools that provide new and exciting ways for players to experience game content. Lastly, we anticipate some conversation around where augmented reality, virtual reality and wearable tech may be headed.

“At the show we'll be able to look at what new technology and innovations are out there and talk to operators about their evolving needs, opportunities, challenges and ideas”

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**RICHARD
CARTER,
CEO OF
SBTECH**

Why will you be exhibiting at this year's ICE show?

As the premier international event for the iGaming industry, ICE represents an unmissable opportunity to showcase our solutions and services to potential new clients, as well as the chance to meet up face to face with our global network of partners. We will be demonstrating our complete omni-channel solution, covering all touchpoints from desktop, tablet and mobile to in-shop cashier interfaces and SSBTs, our semi-managed sports betting product, and intelligent Chameleon360 iGaming platform featuring an unrivalled range of tools for big data analytics.

What sort of business will you be looking to do at the show?

We're looking forward to discussing partnerships with a wide range of operators at ICE, from existing online bookmakers who want to upgrade their offering, to casino operators who wish to complement their current products with our sportsbook. We're also keen to speak with media operators interested in leveraging the power of their brands by carrying iGaming products, and new entrants to the space who have innovative propositions and want to work with a company with proven experience of delivering the necessary infrastructure.

Why do you think other firms should want to meet with you at the show?

While 2016 was a ground-breaking year for SBTech I expect 2017 to be even more successful, as we add to

our core platform tools and products through an even greater focus on big data analytical tools and personalised player journeys. Our momentum is set to increase as we enter new markets, develop additional cutting-edge features, create services for new verticals and offer innovative products in new betting sectors, and we're confident that new partners will feel the time is right to join forces with us.

What do you think will be the main topics of discussion at the show among delegates?

The emergence of eSports as a major sector, the impending regulation of the Dutch online gaming market and the opportunities it presents, and new trends in gamification and personalisation will all be on the agenda. I'm sure there are going to be some fascinating discussions.

“While 2016 was a ground-breaking year for SBTech I expect 2017 to be even more successful”



DARIY MARGARITOV,
CEO OF
ULTRAPLAY LTD

Why will you be exhibiting at this year's ICE show?

UltraPlay is proud to exhibit at ICE 2017. We will showcase our portfolio of products, which is quite diverse and includes the most advanced and market rich eSports odds feed, our unique sports trading platform with a multi-feed constructor, and our Manila-based Asian Live casino studio with the most stunning live dealers in the market.

What special events or presentations do you have planned for the show?

Due to our proficiency in eSports, we will be participating in the eSports seminar, which is open for anyone to visit and listen. We have prepared a 'Making a business case for eSports' presentation,

which will explain the importance of why operators should include eSports in their product portfolio. Afterwards, we will hold the 'eSports Workshop', which aims to educate interested operators on real-life situations from the day-to-day operations of the eSports product. At our S3-140 stand, we will have a special eSports area, where we have invited a few CS:GO teams, who will play competitively against each other and it will be streamed live online. Visitors will also have the opportunity to play against real Pro players and win prizes.

What sort of business will you be looking to do at the show?

We will be concentrating on expanding

our clients for our eSports odds feed as well as our Live dealers studio. We will be focusing on Asian and European markets.

What do you think will be the main topics of discussion at the show among delegates?

The most interesting topics at ICE this year will most likely be eSports as a growing segment for betting operators as well as the development of Bitcoin as a payment method for online casinos and sportsbooks and its growing interest. Other interesting topics might be the expansion of VR technology within gaming.

"The most interesting topics at ICE this year will most likely be eSports as a growing segment for betting operators as well as the development of Bitcoin as a payment method for online casinos and sportsbooks and its growing interest"

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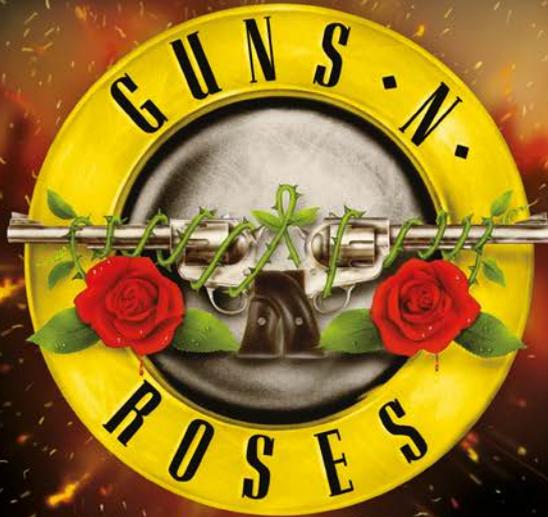
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YARIV
LISSAUER,
CEO AT LEAP
GAMING

What special events or presentations do you have planned for the show?

Throughout 2016 we have been working very hard on ramping up our platform and complete various new exciting features across all platforms: retail, web and mobile. In this show we will be focusing on showcasing 3 prominent recent releases: Our INSTANT portfolio, which allows consumption of on-demand virtual content and sets a whole new level of User Experience, particularly for the mobile space; our ALL OUT Football; and our In-Play (live betting) feature.

What sort of business will you be looking to do at the show?

We are very much looking forward to seeing our existing partners at the show and are obviously keen also on meeting new online and retail operators from across the globe. We have a Conference Room at the Excel and cannot wait for the show to start.

Why do you think other firms should want to meet with you at the show?

Virtual sports is a growing vertical in the gaming industry and becoming a must-have offering for any gaming operations. Leap took a strategic decision to focus on this vertical and become the partner of choice for the gaming operators across the board. To execute on this strategy, we aspire to excel in 3 main areas: The Product, so we can offer the best possible user experience, from the quality of the visuals, through the game's math, to the User Interface; Distribution and integration, in order to mitigate integration concerns by developing state of the art API's which allow seamless direct modular integrations which include access to our full

solution (backend and client side) or only to our feed (visuals and odds), and partnering with several prominent gaming platforms such as NYX, Quickfire and Tain, that allow operators to tap into our content through a simple configuration exercise; and on-going support, so we can do our best to support our operators on a daily basis with customization requirements, access to fresh flow of marketing assets and analytics.

What aspects of the show are you most looking forward to personally?

ICE is clearly the must-attend show in the gaming industry. The main reason for it to be so is the fact that it attracts so many people in the space from across the industry verticals and from across the entire planet. ICE comprises an unmatched learning platform as it allows so many opportunities to meet with people in the industry and get a first-hand flow of knowledge and data. It is a fantastic place for learning, sharing, nourishing valuable relationships as well as establishing new ones.



**MARTIN
KNOTEK,
CEO AT
APOLLO
GAMES**

What sort of business will you be looking to do at the show?

We aim to attract key decision makers from both land based and online with whom we can establish long term partnership and ensure mutual growth of our businesses. We look forward to meeting representatives irrelevant of the origin and targeted market to discuss future cooperation or partnership.

Why do you think other firms should want to meet with you at the show?

We are well known for our boutique design, sophisticated mathematics behind our games and thrilling graphics, which has proven to be the way to players' heart. We are always willing to offer our clients tailor made solution that allow them to penetrate designated markets often beyond their expectations.

What aspects of the show are you most looking forward to personally?

ICE Totally Gaming being the biggest show in gaming industry and we are excited to see our premium content next to the established industry

leaders. To attend ICE means for us to be successful in our business and being on the right track.

How has the show developed in the years you've been attending?

From the exhibitor's point of view, we are unable to comment. However, we have visited ICE several times and we have continuously seen its turn out and increase of space, exhibitors, visitors and its unique scope of possible business opportunities and partnerships. It is the reason to exhibit at ICE.

What do you think will be the main topics of discussion at the show among delegates?

Beside discussions of traditional land-based products and solutions, there is no doubt the online gaming will resonate during next years and will be also one of the hottest topics this year. Due to its potential Apollo designed and developed a set of spectacular HTML5 slot games for online casinos, featuring unmatched graphics and attractive gaming logic that meets performance and demonstrates our passion for gaming.

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EDUARD
BLONK,
DIRECTOR
OF SALES AT
BETRADAR

Why will you be exhibiting at this year's ICE show?

ICE is arguably the most important convention for the gaming and betting industries. For us at Betradar, it is not only the highlight of the year but a must-attend event and we are very much looking forward to this year's edition.

The fact that the exhibition is taking place in London underlines the global importance of this event. You would be hard pressed to find any other event that brings together so many exhibitors, market experts, customers and potential clients, all hungry to exchange ideas and discuss the latest trends in the betting business. For us it's a unique opportunity to present our innovations at our stand S1-150 through a range of activations and platforms. At the

same time, on a personal level, ICE offers a great networking environment, with a perfect setting for conversations with old friends and new visitors, all looking to uncover developments and opportunities.

What special events or presentations do you have planned for the show?

First to mention would be our Betradar eSports Invitational Tournament on Tuesday and Wednesday, 11am and 2pm both days. On Stand S1-150, we will be hosting coverage of our CS:GO Head to Head, showcasing our live data and odds capabilities and providing operators with the chance to speak to our in-house experts about our full suite of eSports Betting Solutions.

Turning to ICE VOX, on Wednesday 8th February at 3pm, our Business Development Director for Managed Trading Services, Heath Cram will join BtoBet CEO Alessandro Fried on a panel discussing "The Future of Trading: Innovation at the Door". There, they will take a quick look at the impact innovation has had on the betting industry and interrogate the status quo, with a keen eye on what the future holds for how

operators manage risk and trade.

Finally, we look forward to introducing our clients and leads to our newest colleagues from the sportsman group. This will be the first ICE when they will be joining our stand and it will be great to network and promote alongside them as we outline the full breadth of our comprehensive audiovisual portfolio, that includes daily exclusive content and live coverage of over 30,000 events each year.

What aspects of the show are you most looking forward to personally?

ICE deserves its reputation as the most important date in the trade show calendar and we expect this year will be no different. Besides meeting our customers and industry companions, ICE provides a pretty rare opportunity to bring together our sales team from every corner of the world.

It's great to catch up with a lot of business partners in a short space of time, meet a whole host of new personalities and check out what's new in the sports betting space. The importance of spending time face to face with people outside and inside the organisation makes the formal exchanges so much smoother.



**GERNOT
BAUMGARTNER,
HEAD OF
MARKETING
AND SALES AT
GREENTUBE**

What will Greentube be showcasing at ICE 2017?

Greentube is excited to feature as a key exhibitor within the massive Novomatic booth at the industry's unmissable ICE Totally Gaming 2017. The latest range of omni-channel gaming products will be showcased in the Interactive section.

As Novomatic's centre of interactive entertainment, Greentube is proud to introduce its multifaceted content with a wide range of new titles from more than 20 Group subsidiaries and third parties worldwide. Each team is looking forward to meet with visitors and business partners to present their latest technology innovations and brand new products.

Our program includes the launch of a new 3D slot game "Darts Heroes" featuring

four world-class darts players – Gary Anderson aka "The Flying Scotsman", Michael van Gerwen aka "Mighty Mike", Raymond van Barneveld aka "Barney", Phil Taylor aka "The Power" – who will demonstrate their skills to fans.

Guests can obtain signatures at an exclusive autograph session, and try their luck at a competition led by acclaimed darts referee Russ Bray aka "The Voice" to call out the scores!

The Plurius™ system is once again representing the company's omni-channel approach. Plurius™ connects land-based and online gaming worlds, allowing the same content to be offered across all channels without additional development efforts. Combining all channels into a single system greatly increases player retention. The content will be displayed on a wide range of Novomatic's market-proven cabinets, including the V.I.P. Lounge™ and the DOMINATOR® Curve.

Following the recent partnership with Treasure Island Resort & Casino, Greentube North America is delighted to introduce the latest social casino gaming solutions with Greentube Pro, the innovative B2B social casino platform developed for the

US market. Created by BlueBat Games, Greentube Pro allows land-based casinos to choose from the extensive Novomatic game library.

Extreme Live Gaming is again part of the impressive interactive presentation. The company is driving innovation through social gaming opportunities, product diversity and promotional functionality and, in particular, is thrilled to present the Extreme Live Box product alongside a market-leading lineup of Live Dealer games. With mobile HTML5 throughout its product suite and the utilization of Chroma Keying technology, Extreme harnesses the latest technologies to produce games that optimize player engagement and add game-changing features.

At ICE 2017 AbZorba Games will launch its B2B suite of HTML5 tabletop multiplayer casino titles with Novomatic Interactive. This collaboration will enable operators to extend their customer gaming choice with proven, multiplayer tabletop games in both online and mobile formats – titles include Poker, Blackjack, Roulette and Baccarat.

Last but not least, Eurocoin Interactive completes Greentube's key ICE highlights with its AWP Reloaded slots.

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SUSAN O'LEARY,
DIRECTOR OF
ECOMMERCE
AT ALDERNEY
EGAMBLING

Why will you be exhibiting at this year's ICE show?

Alderney eGambling is a regular and well-known name on the exhibition circuit and ICE provides us with excellent exposure. Being the largest show on the gaming calendar, it connects us to a broad audience, helping us to spread the word about Alderney as a world leading online gambling destination. It's also obviously a great opportunity to catch up with our existing clients and all the other industry family!

What sort of business will you be looking to do at the show?

We're looking forward to talking to operators and developers from all over the world about how licensing with the

Alderney Gambling Control Commission (AGCC) can benefit their business. There is a long list of advantages to licensing with us and we're keen to spend some time sharing that information with anyone looking at their licensing options. We'll be joined on our stand by advisors from the AGCC as well as a large cohort of representatives from "Team Alderney", a group of leading service providers to the eGambling industry in Alderney

Why do you think other firms should want to meet with you at the show?

ICE provides the perfect opportunity to meet representatives from the AGCC as well as our partner organisations making up Team Alderney. We know how time-strapped delegates are with such a huge

exhibition space to cover, so having all of this expertise in one place means that any and all questions about the jurisdiction can be covered off in one, short meeting.

How has the show developed in the years you've been attending?

The size and scope of the show has increased considerably over the years that Alderney has been involved. The scale of the event and the volume of delegates seems to grow year on year and it definitely has a global appeal. Last year we made great new connections with businesses from all over the world, including those based in the Philippines, Curacao, India as well as all over Europe.

"There is a long list of advantages to licensing with us and we're keen to spend some time sharing that information with anyone looking at their licensing options"



SABRINA SOLDÁ,
CMO AT BTOBET

Why will you be exhibiting at this year's ICE show?

After having exposed BtoBet's A.I. dedicated to the operators last year at ICE, the company is now focusing on the A.I. devoted to players, to fulfil their user gaming experience. BtoBet chose ICE as the ideal worldwide setting for the Gaming industry to reveal to the global market its three totally new tech-tool solutions and to propose its innovative, live multidimensional experience in London, at booth S1 302.

What special events or presentations do you have planned for the show?

We will provide attendees with trial runs of all the new tools and give them also the extraordinary chance

of meeting our Virtual assistant in 3D and Augmented Reality (AR). Our expert will show lots of exclusive live demos of BtoBet's Recommendation engine (RE) for Sports betting and Casino Games which focuses on the player to give him the best gaming experience ever, monitoring the player behaviour and suggesting his favorite bets/games according to his preferences. All this facilitated through the Artificial Intelligence for players, new Marketing tools like the AR Games and the Virtual Assistant.

What sort of business will you be looking to do at the show?

We wish to showcase to our clients all our new products and have the opportunity to explore them also with other worldwide prospective clients who are keen to improve their business through our next-level RE, A.I. for players and multidimensional gaming experience that can attract and retain players seamlessly.

Why do you think other firms should want to meet with you at the show?

We believe companies wish to find real innovation and solutions that can help them to improve their revenue, going beyond the common offers. At our stand, visitors will interact with ready-to-use tools that will transform their players' experience into a new exciting emotion and will assist operators to increase their users' retention and loyalty to their brand as never before.

What trends and innovations may affect the iGaming industry in 2017?

I believe the trends of the iGaming industry in 2017 will revolve principally around mobile experience sharing and any product that boosts the players' emotional involvement and satisfaction. For sure, Augmented Reality will play a very important role in this regard and ICE will certainly confirm our prevision.

“At our stand, visitors will interact with ready-to-use tools that will transform their players' experience”

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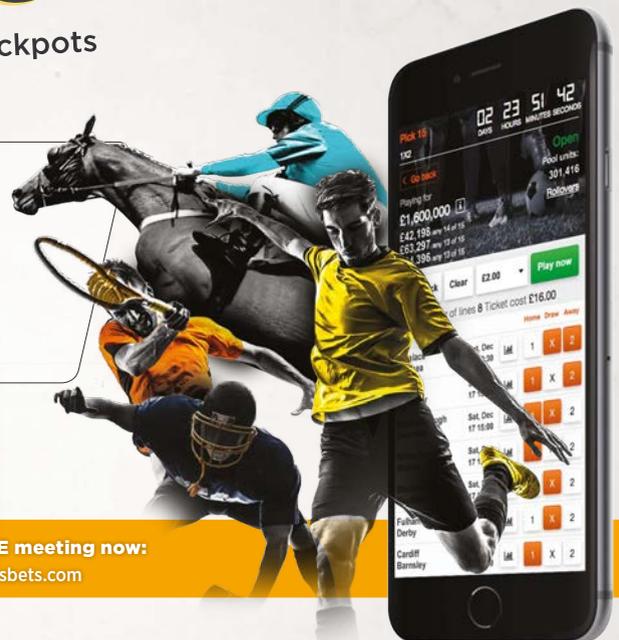
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GUEST COLUMNIST:



ROSSI MCKEE
VICE PRESIDENT OF
CASINO TECHNOLOGY

DELIVERING OMNI-ACTION

Drawing on a wealth of technological innovations and using its unique, patented seamless Big 5 solution, Casino Technology has continued to enlarge its product portfolio using the concept of omni-channel delivery.

In 2016 Casino Technology successfully deployed its Big 5 solution with several casino operators, with all of its systems seamlessly working together, delivering a fully functioning omni-channel solution. This was a very important step in the direction of merging the land based and online environment, showing how the online and brick and mortar sectors can work together and benefit from each other. The five components of the state-of-the-art system - Rhino - Casino Management System, Buffalo - Universal Jackpot Server, Elephant - Remote Game Server, Leopard - an Online Gaming Platform and Lion - the Money Management System, have been enhanced with new functionalities and options based on the customer feedback and the regulatory requirements. This year, through the remote game server Elephant, Casino Technology launched more than 80 HTML5 gaming titles with convenient and intuitive mobile user interface and unique jackpot features, available through the Buffalo jackpot server.

The multiple embedded functionalities in the solution provide the foundations of an omni-channel environment, underlying the main vision that drove us in creating The Big 5 solution.

As well as being a known provider of successful land-based casino products, Casino Technology is launching this year a number of new slot machine products, that have been developed with embracing the omni-channel concept in mind, as well as pursuing further opportunities for synergy. This is presented in the new Tower Combo slant-top slot machine, that provides in one cabinet a stand-alone video game and a connection to a remote online game server that offers the capability of playing simultaneously in an online slot game while playing a stand alone casino game.

With a 43" vertically curved display, it is reliable with superb quality and offers great level of player comfort and interaction. The Tower, in an upright cabinet with a 32" vertical touch screen, features attractive, classic chrome elements. Both products have an option for built in iDeck with game menu selector for a multigame and button deck with a simplified keyboard. They are available with the new

multigame line Gamopolis Tower, which features 40 games – 20 of the most popular Gamopolis Speedway series plus unique games for the Tower machine. The attractive video characters and movies have been well received by players, and provide a great degree of satisfaction while playing.

Another product of the new wave line of Casino Technology is Ez Modulo, featuring four monitors - with two 27" monitors, big 15" iDeck and an attractive video topper. The big iDeck button deck contributes to a game system that proves very easy to manage, while the impressive stereo sound and LED lighting makes the player's experience unique and memorable.

At the same time Casino Technology is rapidly extending the installations made of its premium one-of-a-kind slot machine, Arch. The manager of a gaming hall with Arch slot machines installed recently told us: "There are few companies on the market to offer such extraordinary slot machine that is easily picked up and liked by the players", underlining the success of our omni-action driven approach. It is coupled with multigame – Gamopolis Arch with 20 and 40 unique video slot titles, all of them certified and ready for installation. For the innovative approach and the indisputable quality of Arch slot machines, Casino Technology has been made a finalist in the Slot Provider/Supplier Product category at the 10th International Gaming Awards that will be held on the eve of the ICE Totally Gaming exhibition in London in February 2017.

Another well recognised and renowned product making up part of Casino Technology's portfolio is the fully tested and certified line of multigame sets Gamopolis. The latest release from the popular series – Speedway - contains 4 new versions, starting from 70 to 73, with 40 games in each set. A new player interface, enhanced game play wed with the proved math models and variety volatility ranges are amongst the new features of the Gamopolis Speedway multigame series. Vast game options, like pick-up bonuses, super games, novelty side bets, cascading reels, the favorite fruit games, hot sevens and bars, make Gamopolis Speedway the preferred choice for both high performance and diversity on the gaming floor.

Rossi McKee has been Vice President of Casino Technology since 1999. During this time she has successfully lead the company throughout the era of dynamic technology, offering new concepts and unconventional solutions for land based and online gaming experiences. With her profound experience and in-depth knowledge of the industry, Mrs McKee has always been looking ahead to evolve the next trends, based on market needs, encouraging creativity and investment in state-of-the-art products.

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