

## ADMIRAL opens Europe's largest sports bar

***Gumpoldskirchen/Vienna, 8 May 2017 – Located in a prime location in Vienna, ADMIRAL Arena Prater opened on May 1 following six months of conversion work to become the largest sports bar in Europe. The launch event was attended by around 3,500 guests as well as racing legend and NOVOMATIC brand ambassador Niki Lauda and NOVOMATIC AG CEO Harald Neumann.***

A range of activities and events were on offer both outdoors and inside the venue – action stages, football modules, and autograph sessions by the Vienna Capitals ice hockey team, the Austrian woman's national football team, as well as Rapid Vienna and FK Austria Wien football teams.

With ADMIRAL Arena Prater, HTM Hotel und Tourismusmanagement GmbH and ADMIRAL Sportwetten GmbH are setting new standards in the entertainment sector. The ADMIRAL Arena in Vienna's Prater offers sports betting of the highest caliber over two floors covering a total area of 1,350 m<sup>2</sup>. At the centre of the venue, reminiscent of an American sports bar, there is a large, semi-circular bar with a 15 m<sup>2</sup> LED wall in high definition picture quality. Another LED wall, and at 42 m<sup>2</sup> is one of the largest LED walls in Europe, extends along the back wall. Here sporting events are broadcast in supreme quality from 9 am to midnight daily. This main wall is the size of a small flat with an approximate length of 15m and height of 3m, weighing around 2 tonnes. The wall consists of 180 individual panels with a total of 4,608,000 LED image points. About 6 km of cables were laid to operate the two LED walls.

The main wall can also be split into many different screens thanks to NOVOMATIC-developed software. "This means that, for instance, all Champions League games playing at the same time can be broadcast together – this broadcasting possibility is unique in Europe," said Harald Neumann.

The interior furnishings are also exceptional and exclusive in Austria. Guests can take a seat on comfortable furniture designed to reflect different sports, such as baseball, tennis or football. Around 70 betting terminals and a dedicated horse racing area are available for use by guests. A selection of Grand Prix race courses can be tested on a Red Bull Racing Seat, and an entertainment stage is available for all kinds of events. The high-tech furnishings around the whole arena enable every show to be broadcast simultaneously across all screens and LED walls.

ADMIRAL Arena Prater also provides a comprehensive range of culinary delights. In addition to breakfast offers and lunch menus, chef Alexander Zerava also prepares meals that are an absolute must for a sports bar: crispy chicken wings with homemade barbeque sauce, the famous ADMIRAL tartar, classic burgers and the president steak. This is accompanied by draft beers, including dedicated draft pumps on the tables, with trendy craft beers, as well as fresh lemonade with honey, ginger or basil.

## **About NOVOMATIC**

*The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs around 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.*

---

## **For more information please contact:**

Bernhard Krumpel  
Head of Group Communications  
NOVOMATIC AG

Mobile: +43 664 886 428 57  
[bkumpel@novomatic.com](mailto:bkumpel@novomatic.com)

Mike Robinson  
International Communications Manager  
NOVOMATIC Gaming Industries GmbH

Mobile: +44 7871 918 097  
[mrobinson@novomatic.com](mailto:mrobinson@novomatic.com)

