

G2E 2017 REVIEW

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From Dusk Till Dawn and Pac-Man were major attractions of G2E

The response at the seventeenth Global Gaming Expo (G2E) in Las Vegas for the newly combined NOVOMATIC and Ainsworth booth was outstanding with guests from around the world attracted to the many gaming highlights on display. Sharing a booth for the first time at the principal US gaming show, both companies previewed a wide range of innovations with a special emphasis on two key products – From Dusk Till Dawn™ and Pac-Man™.

Following a licensing deal with Miramax® for the global rights to produce land-based and interactive casino games based on Quentin Tarantino and Robert Rodriguez's crime and horror classic From Dusk Till Dawn™, this brand new NOVOMATIC title made its debut appearance at G2E. Gaining maximum attention, the feature game is presented on the NOVOSTAR® V.I.P. III and V.I.P. Lounge™ cabinets and delivers a dramatic slot experience.

As the cult film marks 20 years since release, From Dusk Till Dawn™ is resurrected as an entertaining slot game with an assortment of mini bonuses that can trigger on any base game spin, two highly engaging bonus features and a two-level standalone progressive jackpot. During the second day of the show, the Bartender character came to life as Danny Trejo attended the booth as well as the exclusive From Dusk Till Dawn™ after-party event.

The iconic Pac-Man character also played a major role at G2E, as Ainsworth launched Pac-Man™ Dynamic Edition – the second slot title based on the instantly recognizable arcade game that is part of a strategic partnership between Ainsworth and Bandai Namco Entertainment Inc. The new game follows the success of Pac-Man™ Wild Edition and is presented on the A640® cabinet with exciting new bonus features and massive jackpots.

Other highlights of the exhibit included the Enchanted Fortunes™ linked progressive jackpot that was connected to new and proven NOVOMATIC themes attuned for the US market, such as Asian Fortunes™, Goddess Rising™ and Book of Ra™ Mystic Fortunes. New games on show for

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the US market included Empire V™ Superior, JackPOP!™ and JackPOW!™, and also presented for the first time was JACKPOT EDITION™ Deluxe, which can plug into NOVO LINE™ Interactive games and offer more frequent chances to win a multi-level jackpot.

On the Ainsworth side, the new Asian-themed linked progressive Hao Yun Dao garnered a lot of global interest, as well as new game series FirePower and Big Hit Bonanza. The full range of Ainsworth cabinets presented a total of more than 130 titles from the new development studio in Las Vegas as well as from Sydney, with titles proving popular amongst visitors including Nostradamus, Rumble Rumble Eagle, Desert Dawn and Desert Dusk.

Straight off the show floor, NOVOMATIC announced a deal with Foxwoods Resort Casino in Connecticut for the first NOVO LINE™ Novo Unity II ETG system in the country that will feature 54 terminals in a stadium setup offering live Baccarat and Blackjack. The system was presented at G2E on the sleek EXECUTIVE SL™ multiplayer terminals connected to virtual, automated and live table games, as well as the new Cammegh Spread-Bet Roulette side bet.

The popularity of the MyACP casino management system from Octavian was boosted at G2E as US and international operators understood the power of the accounting, player tracking and loyalty modules that can be scaled from single-site to multi-venue operations. New video bingo content from Otium, as well as the new OT300 cabinet, received keen interest from global operators, especially from Latin America and Asia, and the advanced social casino offering Greentube Pro also proved highly popular amongst US operators.

Harald Neumann, CEO NOVOMATIC AG, said: “The US market plays a significant role for us to become the world market leader in the gaming industry. Through our collaboration with Ainsworth we are now in the unique position to benefit from its established market presence. This year’s joint booth at G2E has demonstrated the utmost strategic importance of our partnership with Ainsworth and therewith our future.”

Rick Meitzler, CEO NOVOMATIC Americas, added: “G2E is a place where business gets done, and at this year’s show, we’re doing business. At this show, we’ve demonstrated our commitment to innovation and player entertainment. We have entered the licensed premium game space with From Dusk Till Dawn™ and have presented over 20 core products for use across all markets. This year, now more than ever, we’ve demonstrated how VGT route operations and Class III gaming floors will be enhanced by our cabinet styles, expanded game portfolio and comprehensive slot systems.”

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 25,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in 45 countries and exports high-tech electronic gaming equipment and solutions to more than 70 countries. The Group operates more than 260,000 gaming terminals in its some 2,100 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 on NOVOMATIC and its many subsidiaries, visit novomatic.com



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