

Casinò di Campione reopens with brand new NOVOMATIC offering

Since January 26th, the reopened Casinò Campione welcomes its guests with a state-of-the-art NOVOMATIC gaming offering integrated in its gaming floors. The sophisticated choice of leading best sellers and top-performing gaming technology solutions will help the casino to successfully master its recovery.

Gumpoldskirchen, March 2nd, 2022 – Located in the Italian exclave of Campione d'Italia in Switzerland, Casinò Campione is one of just four Italian casinos and ranks among the largest in Europe. It was originally opened in 1917 and in 2007 moved to the famous futuristic building complex on the shores of Lake Lugano that was especially designed by architect Mario Botta.

The relationship between the Casinò Campione and NOVOMATIC dates back many years and is based on top-quality products, first-rate customer support, and a partnership of mutual trust. NOVOMATIC gaming equipment has always proven extremely popular with the casino's discerning guests. Hence, the casino management decided to make sure that the reopened Casinò Campione also presents a state-of-the-art NOVOMATIC gaming offering that will help the casino to successfully master its recovery.

The gaming offer at the new Casinò Campione clearly follows the casino slogan: "The next fun". Gaming entertainment deluxe, as well as events and dining create a luxury offer for discerning guests from the region and from abroad. On the live gaming floors, a broad selection of live games guarantees hours of traditional casino entertainment and on the first and second floor, the Casinò Campione offers a broad choice of electronic games, comprising a wide selection of video slots as well as electronic Roulette terminals, spiced up with numerous Progressives and Mystery Jackpots.

The new machine park includes, amongst others, the internationally best-selling PANTHERA™ cabinets with popular Linked Progressive content such as the NOVO LINE™ CASH CONNECTION™ Edition 2, Superia CASH CONNECTION™ Volume 1 and the XTENSION Link™ as well as the evergreen SUPER-V+ GAMINATOR® with the new Gaminator® MY CASH Edition 1 as a Standalone Progressive offer. A number of V.I.P. Lounge™ 2.32 cabinets present the multi-game Impera-Line HD™ Edition 7 as well as the brand new IMPERA Link™, while the internationally proven NOVOSTAR® SL 3.24 slant tops offer popular selections of games in the NOVO LINE™ Interactive Edition X2 and the Gaminator® Legend Edition 2. Moreover, the luxurious set-ups NOVOSTAR® V.I.P. Royal 2.65 and NOVOSTAR® V.I.P. 3.50 have been integrated in the casino floor, offering players lavish comfort in their V.I.P. chairs while they enjoy titles in the Impera-Line HD™ Edition 7 or Magic Games HD.

The casino was also equipped with the NBS Casino Management System, including floor management, accounting and reporting routines as well as customer-facing ATMs and promo towers. This state-of-the-art solution adheres to regulatory requirements, grants maximum privacy and comfort for the guest and enables the operator to run all processes smoothly via a centralized and modern system. In line with the slogan "All in one Touch", it was also implemented in the entrance area for customer management and access control in accordance with the highest Responsible Gaming standards, supported by biometrically operated fingerprint and face recognition.

The NOVOMATIC Interior Design Solutions (IDS) department redesigned the reception according to customer requirements and with the prerequisite to integrate the access control. The design of the new reception is based on a sophisticated modular concept including elegant interior design elements, indirect lighting and an intriguing five meters long chandelier made of hand-blown glass balls.

Marco Ambrosini, CEO of the Casinò Campione, said: “In spite of the pandemic situation and despite the adversity of the abrupt closure in 2018, the Casino of Campione d’Italia has now exceeded all expectations with an exciting restart. All the huge structures for the re-opening were renewed, the entire logistics organized and the machine park installed in time for the new season. With NOVOMATIC, we had a strong partner at our side: structured, competent and with decades of experience in the sector as well as with the ability to support the immense mechanism of a casino with 1,500 customers a day. By bringing their technicians and engineers to collaborate with our historic team, updating and supporting it, NOVOMATIC assisted us to upgrade the casino offer to the latest standards.”

Franco Rota, President NOVOMATIC Italia, said: “Casinò Campione is a customer with whom we have maintained a long-term business relationship that we are very proud of. Therefore, we are also delighted to be a partner of choice for the casino’s reopening. We congratulate the Casinò Campione on their successful new start, of course hoping that our excellent business relationship will last for many more years of mutual success.”

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 21,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 45 countries and exports high-tech electronic gaming equipment and solutions to about 90 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its some 1,900 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC AG 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 sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at www.novomatic.com

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