

## NOVOMATIC shines at G2E 2024: A street smart showcase of innovation and engagement

*NOVOMATIC made a powerful statement at the Global Gaming Expo (G2E) 2024 in Las Vegas, captivating attendees with an immersive street-smart booth experience that truly stood out in a crowded marketplace. The street art vibe and interactive features, including the wildly popular Piggy Prizes plush claw machine, vibrant street art murals and a photo booth, not only entertained but also fostered meaningful connections between customers and the NOVOMATIC brand, creating an unforgettable experience.*

**Gumpoldskirchen/Chicago, October 25, 2024** – In line with its commitment to innovation, NOVOMATIC unveiled several ground breaking product launches that left a significant impact on the gaming industry. The **V.I.P. X™** cabinet series emerged as one of the main attractions, highlighting models such as the **V.I.P. X Royal™ 1.85**, **V.I.P. X Dream™ 3.43**, and the **V.I.P. X Lounge™ 2.32**. The crown jewel of the presentation was the **V.I.P. Galaxy™ 2.65**, setting a new benchmark for luxury cabinets with its perfect blend of comfort and state-of-the-art gaming technology. Featuring high-definition screens and immersive sound systems, the fully adjustable lounge design promises an unparalleled gaming experience, leaving customers eager to introduce these innovations onto their gaming floors.

The unveiling of a new LED wall as part of the **DIAMOND X™** series, including the **DIAMOND X™ 1.55J**, showcased the U.S.-style designed **Piggy Prizes** title. The modern and interactive design sent a clear message: NOVOMATIC Americas has fully arrived, enhancing its reputation for premium entertainment experiences.

### Groundbreaking Progressives and a Robust VGT Lineup

NOVOMATIC introduced a variety of **THUNDER CASH™ GOLD** Progressives featuring new titles like **Charming Lady's Boom Coins™** and **Red Amazon Explosion™**. The **Globe Link™ Xtension Volume 1 & 2** also attracted considerable interest, marking a significant impact with several new themes. The excitement surrounding these progressive games was palpable, bolstered by innovative math models and enticing bonus structures.

The VGT product range received special emphasis, particularly with the Street-Smart-themed area dedicated to highlight the themes and flexible assortment of cabinet styles for markets in Illinois, Pennsylvania, West Virginia, Puerto Rico, and Georgia. This dynamic showcase reinforced NOVOMATIC's commitment to providing leading solutions in performance and player appeal within the VGT sector. Featuring both **NOVOLINE™** and **Magic HD** customer favorite themes, this area showed the new game mixes on **DIAMOND X™ 2.32**, **BLACK EDITION II 3.27 & BLACK EDITION II 1.49J**, **V.I.P. X Lounge™ 2.32** and **FUNMASTER 2.27**. Specifically in Illinois, featuring the **Magic HD** game mix consisting of the Overlay Magic Play Lock & Spin feature, and the new **Poker3™** multi-hand video poker mix. **NOVOLINE™** games were shown on the **BLACK EDITION II 1.49J** cabinet with popular games like **ULTRA BOOST™** and **MONEY PARTY™** themes. Georgia Skill showed three new game titles in the **Magic HD** mix while more new titles lined the streets of the NOVOMATIC booth.

## Advancements in Sports Betting and Casino Management

In addition to its product line, NOVOMATIC showed their cutting-edge sports betting kiosks including the **ActionBook™ Edge 1.43J**, and **ActionBook™ Plus 2.27** models. With advanced graphics and rapid processing capabilities, these kiosks offer operators unmatched flexibility and performance. The premiere of the award-winning **NOVOVISION™** casino management system was another highlight, leveraging biometric technology for enhanced player recognition and streamlined operations. Already acknowledged as a 'Best CMS/Software Product' at the European Casino Awards, this system generated significant buzz regarding its potential to revolutionize the gaming landscape.

## Industry Recognition for Creative and Commercial Success

The combination of NOVOMATIC's innovative product launches and captivating booth design earned widespread acclaim. The company was recognized for its Street-Smart booth, praised for creativity, interactivity, and the memorable experiences it fostered. Industry experts and attendees alike hailed NOVOMATIC's presence at G2E 2024 as one of the most impactful.

Alexander Merwald, CEO at NOVOMATIC Americas, stated, "G2E 2024 was an incredible success for NOVOMATIC. We were proud to showcase the V.I.P. X™ cabinet series – Our 'Street Games, Street Smart' focus resonated strongly, as we demonstrated how our tailored solutions meet the real-world needs of both casino and VGT operators. The response from customers reaffirmed NOVOMATIC's position as a leader in delivering innovation, performance, and market-specific strategies for North America."

Thomas Schmalzer, VP of Global Sales, and Product Management at NOVOMATIC AG, added, "The product diversity and innovation showcased at G2E 2024 have been enthusiastically received by both operators and players. Our V.I.P. X™ series and extensive range of progressives reflect our unwavering commitment to delivering premium solutions to the global market."

With new partnerships established and product placements secured at G2E 2024, NOVOMATIC is primed to expand its market presence across North America. The success at this year's expo signifies a vital step forward in the company's mission to set the standard for gaming entertainment.

For further insights into NOVOMATIC's latest products and innovations, visit [www.novomaticamericas.com](http://www.novomaticamericas.com) or and follow us on social media for updates on upcoming events.

**About NOVOMATIC**

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs more than 25,300 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 50 countries, and exports innovative gaming equipment, system solutions, lottery system solutions and services to more than 120 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in some 2,200 own electronic and regular casinos, as well as via rental models.

The NOVOMATIC AG Group is active as a full-service provider in all segments of the gaming industry through its numerous international subsidiaries, offering a comprehensive omni-channel product portfolio for partners and customers worldwide. This ranges from terrestrial gaming products and service through management systems and cash management solutions, online, mobile and social gaming solutions to lottery and sports betting solutions, as well as a whole host of other first-rate products and services. For more information, please visit [www.novomatic.com](http://www.novomatic.com)

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