

Big stage, bold presence: NOVOMATIC brings the energy to G2E 2025

At G2E 2025, NOVOMATIC will present a portfolio that blends eye-catching design with proven performance. From cutting-edge cabinets to top-performing game content, the lineup is designed to captivate players while delivering measurable results for operators.

Gumpoldskirchen/Chicago, September 15, 2025 – At this year's Global Gaming Expo, NOVOMATIC will unveil a slate of products designed to turn heads on the casino floor and, more importantly, drive measurable returns for operators. The portfolio balances spectacle with substance, showcasing the company's dual commitment to entertainment and profitability.

Cabinets with presence

Taking center stage is the U.S. debut of the DIAMOND X™ 1.55J Quattro, a cabinet that has already earned international acclaim and is now poised to reshape the North American market. Its sweeping 55-inch J-curved UHD display, paired with an immersive TouchDeck™ interface and integrated sound system, delivers a cinematic experience. When deployed in four- and six-bank configurations, the DIAMOND X™ 1.55J Quattro becomes a floor-dominating anchor designed to draw players from across the room.

Alongside it, NOVOMATIC presents the V.I.P. X™ cabinet series, a family of machines built as much for spectacle as for player comfort. The lineup includes the V.I.P. X Royal™ 1.85, V.I.P. X Dream™ 2.43/3.43, V.I.P. X Lounge™ 2.32, and the commanding V.I.P. X Galaxy™ 2.65. With oversized UHD screens, ambient lighting, and luxury seating, these cabinets push the boundaries of what slot entertainment can look like. The V.I.P. X Galaxy™, with its dual 65-inch displays, swiveling TouchDeck™, and fully integrated "Viper" lounge chair, redefines centerpiece design for extended play.

Games built for performance

On the content front, NOVOMATIC is placing a spotlight on RISING TREASURES™, a Multiple Feature suite on the NOVO LINE™ platform. By layering Free Games, Xtra Spins, and Prize Upgrades into one package, it delivers the kind of variety that keeps players engaged and operators confident in performance.

Also making its debut is ULTRA BOOST™ LINK 3 Treasures, the latest extension of a player-favorite franchise. Its three-pot bonus mechanic, paired with a dynamic reel-matrix feature, offers a blend of frequent wins and long-term jackpot anticipation, striking a balance between accessibility and thrill. Rounding out the lineup are fresh titles like XTENSION LINK™ Evolution and Piggy Prizes – Wish of Riches, broadening the company's already diverse library. NOVOMATIC Americas has built notable success in Puerto Rico's Street Market and continues to place a strategic emphasis on Street Market VGTs overall. Through its "Street Smart" focus, the company is committed to delivering localized, performance-driven game content that supports operators.

“Our focus is clear: deliver innovation that performs. The cabinets we are launching, the content we are expanding, and the systems we are advancing are all designed to give operators a tangible advantage on their floor. At G2E, we’re not just showing products – we’re showing a strategy built for lasting operator profitability” said **Jakob Rothwangl, Managing Director, NOVOMATIC Americas**.

Thomas Schmalzer, VP of Global Sales and Product Management at NOVOMATIC AG, adds: “At G2E 2025, we are showcasing the full breadth of NOVOMATIC’s innovation power – from cabinets with iconic design to premium game content and future-ready systems. What makes our portfolio stand out is not only the visual and entertainment value, but the way it consistently translates into strong performance for our customers.”

Beyond the reel

NOVOMATIC’s G2E presence extends well past slot machines. Novo Unity™ Pro, the company’s flagship Electronic Table Games platform, allows multiple live, automated, and virtual games – from Roulette and Baccarat to Poker and Blackjack – to be played through a single terminal. For operators, it is a way to expand game variety without expanding footprint.

For the systems sector, NOVOMATIC presents the NOVOVISION™ Casino Management System, a modular suite of applications built to handle the complexities of modern gaming operations. From biometrically supported cashless gaming and real-time analytics to sophisticated player tracking and loyalty dynamics, NOVOVISION™ equips operators with tools to run smarter floors and cultivate deeper player engagement.

A market statement

Together, the DIAMOND X™ 1.55J Quattro, the V.I.P. X™ series, RISING TREASURES™, ULTRA BOOST™ LINK 3 Treasures, Novo Unity™ Pro, NOVOVISION™, and localized game content for Puerto Rico reflect NOVOMATIC Americas’ strategic vision: uniting design and technology to captivate players, empower operators, and build a lasting competitive edge in rapidly evolving markets.

Join us at the NOVOMATIC booth #1259 in Las Vegas to experience firsthand what’s new, what’s trending, and what’s redefining the future of gaming worldwide.

About NOVOMATIC

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs about 20,000 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 45 countries, and exports innovative gaming equipment, system solutions, lottery system solutions, and services to more than 130 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in its own more than 1,400 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 services, through management systems, cash management solutions, and 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

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