

Tender winner NOVOVISION™ implemented at the University of Iceland Lottery, UIL

NOVOMATIC's visionary casino management system was selected in an international tender process for the new technological basis of Iceland's oldest lottery, the University of Iceland Lottery. In the course of the project, the installation was carefully prepared and implemented in close cooperation between all technical teams, with completion across all venues at the beginning of December. ICE in Barcelona now provided the ideal setting for the final and official signing of the mutual long-term agreement.

Gumpoldskirchen/Rejkjavik/Barcelona, 9th February 2026 – The University of Iceland Lottery UIL (Happdrætti Háskóla Íslands) was established in 1933 for the purpose of funding the university buildings as well as the purchase of research equipment and other supplies. It is licensed to operate three types of lotteries in the Icelandic market: the traditional class lottery that was established upon its foundation, instant scratch cards, and some 500 gaming terminals which are currently operated in 19 venues across Iceland. Lottery games are very popular in Iceland and generally used as a means of raising money for community purposes.

As a responsible player in the Icelandic gaming market, UIL has implemented a new platform for gaming terminals in an aim to improve operational efficiency while ensuring a responsible approach to gaming. In a public tender, NOVOMATIC was chosen as the provider of the new CMS: NOVOVISION™ is the selected management solution, comprising in phase one a variety of functionalities including slots accounting, TiTo, AML, Business Intelligence and the NV smart Staff App in addition to providing the required IT infrastructure for all UIL venues. More system functionality is to be added at a later stage.

The system roll-out across all 19 venues was achieved in a timely manner during ongoing operations and with minimum disruption to the players. Apart from the manifold new functionalities on the operator side, the high level of system integration allows UIL customers to now redeem their tickets online via the UIL Players' App directly to their bank accounts.

Fabian Schnötzing, Market Coordination NBS, says: "This was a very special project that yielded immediate progress in ongoing operations. Gaining an in-depth understanding of the on-site requirements and implementing the integration together with the UIL team was a very positive experience for us, knowing that NOVOVISION™ would generate significant value in several areas. It was also the expertise and high level of commitment of the UIL team that made this project special: They addressed topics openly, provided quick feedback and made time in their schedules for implementation. This reliability and hands-on approach were real success factors. I am already looking forward to our cooperation in the next stages of the NOVOVISION™ implementation."

"We are pleased to announce our collaboration with NOVOMATIC on this project," says Bryndís Hrafnkelsdóttir, CEO of UIL. "Slot machines are an important part of our business, and this technology will provide us with better access to information, helping us to responsibly manage our operations and enhance the player experience."

She continues: "The integration of the NOVOVISION platform has proceeded smoothly due to effective planning and great collaboration between UIL and NOVOMATIC. This platform offers features that will support us in making informed decisions without compromising our commitment to responsible gaming. As we move forward, we see opportunities to expand our service offerings and develop new solutions, including the upcoming implementation of electronic player cards. With NOVOVISION, we are well positioned to address the evolving needs of our customers while maintaining our focus on responsible gaming practices. This new platform is a key element of our strategy to enhance our operations and support our mission in the gaming market."

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs more than 26,000 staff worldwide. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 50 countries, exporting 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 some 2,000 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

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Image (left to right): Jens Einhaus (Head of Sales & Product Marketing NBS), Robert van Roosendaal (Global Sales NOVOMATIC), Bryndís Hrafnkelsdóttir (CEO of UIL), Stefan Krenn (Member of the Board of NOVOMATIC), George Paterakis (Project Manager NBS).

Historic image: The ceremonial opening of the first edifice, funded by the University of Iceland Lottery in 1940. (©UIL)