

## Pressespiegel 2022

Berichterstattung  
NOVOMATIC

Erstellt von **Group Marketing & Communications**

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intergameonline.com, 14.11.2022

## Novomatic takes control of Italy's HBG

Novomatic Italia is acquiring an 80 per cent stake in HBG Gaming Group, a major Italian operator with a bingo concession.



people.

HBG also has a strong holding of betting and online gaming that Novomatic Italia CEO Markus Buechele said would consolidate the group's place in the B2B and B2C sectors.

HBG has online licences in several countries, including Latin America, while in Italy it operates over 6,500 gaming halls with AWP machines. It is based in Rome and employs over 50

E-playafrica.com, 11.11.2022

## NOVOMATIC – Presenting Superia CASH CONNECTION™ Volume 2



**Maximum player engagement is guaranteed with player-friendly multi-denomination and a gripping 2-level progressive jackpot**

Superia CASH CONNECTION™ Volume 2 is a voluminous mix encompassing 15 colourful titles with the hugely popular Lock'N'Win Feature – classics, hot fruit games, Asian charms and Egyptian adventures plus 5 brand new titles introducing the exciting Scale Up Feature.

During the Lock'N'Win Feature, additional Sphere symbols appear with special SCALE UP arrows that point to adjacent reel positions. Neighbouring Spheres in reel positions indicated by these arrows will be upgraded to the next possible level, except MINI, MINOR and MAJOR.

What a superior set of games – maximum player engagement is guaranteed with player-friendly multi-denomination and a gripping 2-level progressive jackpot. Presented in banks of leading NOVOMATIC cabinets, this Linked Progressive multi-game offer is a player highlight on any casino floor.



The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 21,200 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in about 50 countries and exports high-tech electronic gaming equipment and solutions to about 100 countries. The Group operates around 212,000 gaming terminals and video lottery terminals (VLTs) in its some 2,000 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.



## Sportwetten und Ski-Challenge

**GAMING.** Als Leitmesse für Anbieter aus dem Unterhaltungsbereich ist Global Gaming Expo (G2E) Pflichttermin. Novomatic präsentierte am wichtigen Branchentreff in Las Vegas heuer nicht nur Neuerungen bei den klassischen Spielterminals, sondern auch Sportwettenangebote, die in den USA in immer mehr Bundesstaaten legalisiert werden. Dabei war auch die Onlinetochter Greentube, die die legendäre Skichallenge in Kooperation mit D-A-CH-Ski-verbänden wieder startet.



## MyNOVO-Spielgast-App



Mit der neuen myNovo-Spielgast-App bietet Löwen Entertainment Spielgästen jetzt „nützliche Funktionen für das Spiel in der Gastronomie“. Das berichtet das Unternehmen in einer Pressemitteilung.

Zum Beispiel kann der Gast nach Darstellung von Löwen Entertainment per App die Gerätefreischaltung durchführen. Altersprüfung und OASIS-Sperrabfrage erfolgten „automatisch rechtskonform und sicher im Hintergrund“. Damit sorgt die myNovo-Spielgast-App nicht nur für maximalen Komfort beim Spiel, sondern gleichzeitig für eine Entlastung des Servicepersonals.

Die App ist bereits bei Google Play und im App-Store verfügbar. Voraussetzungen für die Nutzung der myNovo-Spielgast-App sind der Einsatz von Casinonet sowie des myNovo-Terminals Gastro am Aufstellort.

yogonet.com, 9.11.2022

## Novomatic launches new 15-title Superia Cash Connection Volume 2 game mix



International gambling producer **Novomatic** is launching its new game-mix, called **Superia CASH CONNECTION Volume 2**. The Austria-headquartered company describes it as **"a voluminous mix"** encompassing **15 colorful titles**.

The mix features the **"hugely popular"** Lock'N'Win Feature and titles including classics, hot fruit games, Asian charms, and Egyptian adventures; plus **five brand new titles** introducing the "exciting" Scale Up Feature.

During the Lock'N'Win Feature, additional Sphere symbols appear with special Scale Up arrows that point to adjacent reel positions. Neighboring Spheres in reel positions indicated by these arrows will be upgraded to the next possible level, except Mini, Minor and Major, explains the company in a press release.



**"What a superior set of games – maximum player engagement is guaranteed** with player-friendly multi-denomination and a gripping 2-level progressive jackpot," Novomatic said. **"Presented in banks of leading Novomatic cabinets, this Linked Progressive multi-game offer is a player highlight on any casino floor."**



**The full list of games included in the mix is as follows:** Book of Ra, Born to Gamble, Charming Lady, Clover Power, Coins Time, Empress' Riches, Hot Fortune, Hot Twins, Land of Pharaoh, Lord of the Ocean, Queen Cleopatra, Road to Prosperity, Roll on Fire, Rumbling Run, and Sizzling Hot.

Coinslot.co.uk, 9.11.2022

## Silver service: Novomatic Gaming UK brings a touch of Magic to London's Soho



Novomatic has confirmed a “mega-installation” of 12 cabinets at Silvertime Amusements’ new Soho premises, including “state-of-the-art” products B3 NovoLine VIP Lounge and Magic Games Premium HD VIP Lounge.

A brand-new installation of 12 state-of-the-art Novomatic cabinets has landed at Silvertime Soho, including two B3 NovoLine VIP Lounge cabinets and two Magic Games Premium HD VIP Lounge cabinets.

The “mega-installation” also saw eight Panthera 2.27 cabinets operating on both B3 NovoLine and B3 Magic Games Premium HD located in the recently opened site on central London's Gerrard Street.

“We were very impressed with our visit to the new Silvertime AGC in Soho, London,” said Novomatic's director of sales **Kevin Temple**. “The atmosphere and ambiance that Ed and his team have created is fantastic.”



“Their hard work and effort has paid dividends and NGUK are proud to have a strong presence in such a top venue.”

The Panthera cabinet is a Novomatic staple, with the company hailing it as one of the most technologically advanced cabinets on the market. It combines elegance with “state-of-the-art software” and “out of this world gaming packages.”





The capabilities of the Panthera cabinet are enhanced by the 2 x 27" LED backlight full HD LCD screens, an integrated high performance sound system as well as game dependant LED lighting and an optional independent 24" multi-purpose LED video topper.

Alongside classics like Lucky Lady's Charm, Dolphin's Pearl and Sizzling Hot, the B3 NovoLine game compendium has enjoyed a recent boost with brand new

titles Candelas De Los Muertos Senorita Suerte, Globe Roulette, Charming Lady's Boom, Sizzling Book, and features like Cash Connection Lock N' Win.

With the addition of the new games and features NGUK are able to create a B3 UK casino slots content experience across arcade and bingo gaming floors.

Likewise, the B3 Magic Games Premium HD platform has received additional feature upgrades such as Royal Cash and a plethora of new titles and themes such as Lucky Lady's Charm Wilds, Sir Francis Drake and Knights Valour.

"Silvertime has operated Novomatic machines for a number of years and we have their products in every single one of our AGCs across the country," said Silvertime director Ed Reed. "We are really proud to offer our customers the state-of-the-art Panthera and VIP Lounge cabinets, equipped with the latest Magic Games Premium HD and B3 Novo- Line games in this particular venue."



"I feel that the games and cabinets are the perfect fit for the experience which we are trying to offer, and they will contribute immensely to making this a top AGC venue in the West End of London"

noen.at, 9.11.2022

## Nicht nur Nachteile durch Winter-Termin

Sportwetten-Anbieter Admiral kann der Fußball-WM zur ungewöhnlichen Zeit einiges abgewinnen.

Jürgen Irsigler, Geschäftsführer von "Admiral Sportwetten", einer Novomatic-Tochter, mit Sitz in Wiener Neudorf, sieht grundsätzlich in jedem sportlichen Großereignis – allen voran einer Fußball-WM – "die Möglichkeit, neue Kundinnen und Kunden zu aquirieren".

Aus seiner Erfahrung gesprochen, gehen in WM-Zeiten bis zu dreimal mehr Wetten ein als während Champions League-Spielen.

Irsigler glaubt auch nicht, dass sich das Interesse der Fußball-Begeisterten wegen der Kritik am Austragungsland und des winterlichen Termines in Grenzen halten werde: "Ganz im Gegenteil. Vor Weihnachten sind die

Menschen nicht im Urlaub so wie sonst im Juli, August." Zudem ist er davon überzeugt, dass "am Ende des Tages beim ersten Anpfiff alle die Fußball-WM mitverfolgen werden". Und aus seiner Sicht gesehen – auch wetten werden.

Bei "Admiral Sportwetten" sei man für den vermehrten Besucherandrang gerüstet, berichtete Irsigler. Es werden eigene Gastro-Angebote und Spezialpakete in den Filialen geschnürt. Unter anderem wird ein Auto verlost.

Alles in allem habe der winterliche Termin viel Gutes: "Im Dezember kommen mit Sicherheit mehr Gäste in unsere Filialen als im Sommer."





## NOVOMATIC – Presenting Superia CASH CONNECTION™ Volume 2

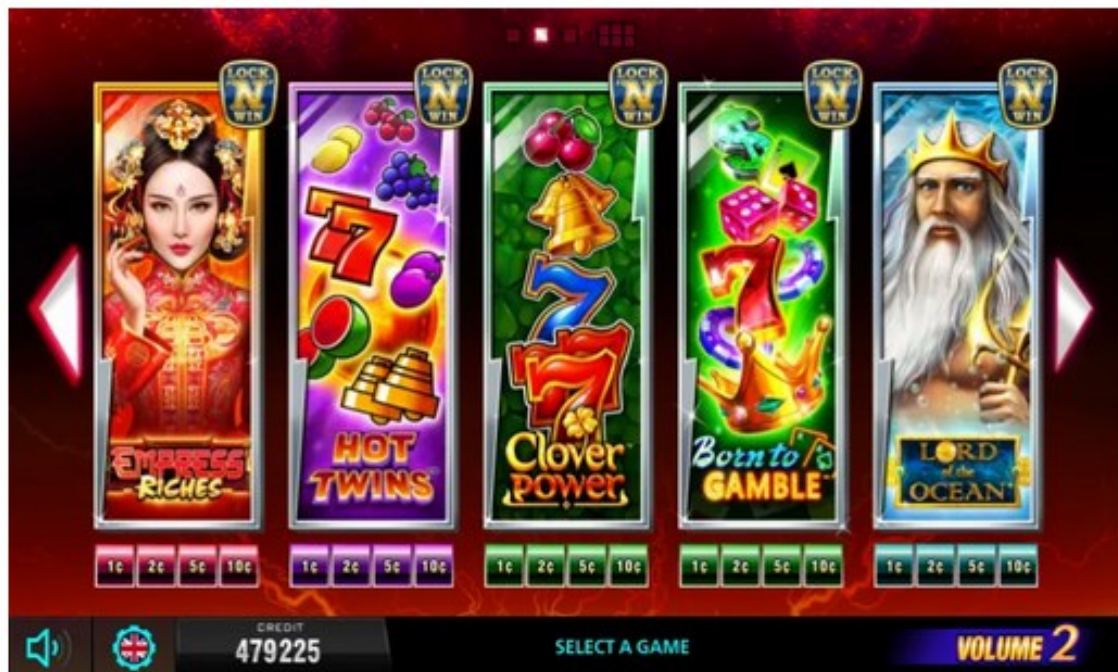
November 8, 2022

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Find out more at [www.novomatic.com](http://www.novomatic.com) and visit [LinkedIn](#) and [Facebook](#).