

Pressepiegel 2024

Berichterstattung
NOVOMATIC

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Isa-guide.de, 05.02.2024

Gambling Commission Chief Executive Andrew Rhodes to open ICE Consumer Protection Zone

The central importance of the ICE Consumer Protection Zone (CPZ) has been put into sharp focus with confirmation that Andrew Rhodes, Chief Executive at the Gambling Commission will officially open the pioneering feature at 11.30am on Tuesday 6th February.

The official opening will follow the donation of £41,000 to a safer gambling charity selected by CPZ supporters and donors. The sum which has been generated courtesy of contributions made by leading brands comprising Light & Wonder, Flutter, Betsson Group, IGT, Novomatic, Neccton and Playtech takes the total raised by CPZ supporters to £238,000 over the last four years.

Reflecting on the development of the Consumer Protection Zone Ewa Bakun, Clarion Gaming's Director of Industry Insight and Engagement said: "The CPZ was created at the suggestion of the Gambling Commission's Tim Miller and it is therefore totally appropriate that the 2024 edition, the last to be held in London prior to our relocation to Barcelona next year should be opened by the Commission's Chief Executive, Andrew Rhodes.



Gambling Commission CEO Andrew Rhodes will open the 2024 edition of the ICE Consumer Protection Zone. (Photo: UK Gambling Commission)

"ICE became the first b2b gambling exhibition to include an area on the show floor dedicated to safer gambling. Since its launch in 2018 the CPZ has grown in both size and status to the extent that post-show research has confirmed it as the most popular ICE feature by show visitors.

"The 2024 edition of the Consumer Protection Zone is the biggest on record comprising 20 booths showcasing technology and solutions providers alongside the industry's leading safer gambling charities. It remains the perfect place for all sectors to learn and share insights as to how we can deliver safe gambling experiences for players."

Tracy Skenandore, Vice President of Corporate Social Responsibility at Light & Wonder, stated: "At Light & Wonder, we are committed to serving as responsible corporate stewards driven by purpose. With the best interest of our employees, players and communities at the forefront of our work, we are dedicated to investing in charities that support our communities, foster sustainability, support responsible gaming for our players, and which build a diverse and inclusive culture where equity and belonging can thrive. It's for all of these reasons we have chosen to support the Consumer Protection Zone as a donor, alongside our industry partners, to support worthy charities in both the UK and internationally that will make a lasting impact."

Dr Michael Auer, Managing Director of OpenBet's Neccton, added: "We are delighted to support the Consumer Protection Zone at this year's ICE London. The CPZ has the latest developments in player protection and safer gaming at its core, and its donations make a significant difference to charities supporting positive play and tackling gambling-related harm each year. At Neccton, we continue to develop the most up-to-date player protection tools and contribute to the wider discussion around responsible gaming using research-informed insights, which is why we are thrilled to be part of this year's line-up of speakers at the CPZ. The last year has been pivotal in the global regulatory landscape and we expect the Zone to be a major focal point for many ICE attendees."

europeangaming.eu, 05.02.2024

Galactic X-perience: NOVOMATIC skyrockets into new gaming spheres at ICE 2024



With an elegant stand design and a diversified product portfolio, NOVOMATIC guarantees an incredible X-perience for visitors at ICE 2024 in London. Show participants can look forward to a wide range of leading gaming technology solutions: new product launches as well as established fan favorites will create excitement on the NOVOMATIC booth.

The anticipation is huge for the most important gaming event in Europe, taking place from February 6-8, at the ExCeL exhibition centre in London. As the largest exhibitor, NOVOMATIC will showcase a wide range of innovative products. State-of-the-art gaming solutions for various industry segments and markets will inspire visitors and lead them towards new gaming spheres.

NOVOMATIC will present its full range of products and gaming solutions such as land-based casino products, AWP gaming machines, casino and arcade management systems including biometric access and player tracking technologies, secure cash handling devices, as well as sports betting products and online gaming solutions. This 360° portfolio fulfills the highest demands in terms of technology and quality. Additionally, NOVOMATIC's subsidiaries and technology partners such as Ainsworth Gaming Technology, APEX, FAZI, Greentube and NOVOVISON™ will showcase their latest product portfolio.

Every player deserves to feel like a V.I.P.

The spotlights are on VIPs at ICE this year: the recently launched V.I.P. X cabinet series from NOVOMATIC is aimed at discerning gaming guests and, of course, operators who want to welcome their gaming guests with corresponding top-class gaming entertainment. The impressive V.I.P. X Royal™ 1.85, the V.I.P. X Dream™ 3.43 and the V.I.P. X Lounge™ 2.32 offer exceptional luxury with exquisite V.I.P. comfort, extra high and wide gaming screens, and an integrated sound system in a comfortable armchair: factors that ensure an intensive gaming experience and maximum immersion. This Very Important Player X-perience will be enhanced at ICE with the launch of a spectacular new cabinet – Think bigger! The V.I.P. X Galaxy™ 2.65 presents itself in its galactically large form and scores with unique seating comfort and design. The exclusive luxury lounge chair leaves nothing to be desired. With the ultra-wide set-up of two 65" game screens and its adjustable luxury seating comfort, it transfers players into new galaxies of gaming enjoyment.

Following the product launch at last year's ICE, the BLACK EDITION II series has already established itself very well on gaming floors worldwide. Visitors will find these NOVOMATIC classics at the trade show featuring the latest content. All three cabinets in the BLACK EDITION II series are characterized by a modern cabinet design, perfectly angled monitors, and a razor-sharp game display against the backdrop of the Black Metro finish and a contrasting LED lighting concept. The BLACK EDITION II 3.27 and BLACK EDITION II XL 3.32 multiscreen variants are each equipped with two Full HD LCD screens in 27" and 32" respectively, as well as a topper of the same dimensions. The sister model BLACK EDITION II 1.49J perfectly complements the cabinet series and, with its elegant 49" J-curve monitor, offers a state-of-the-art setting for presenting the extensive NOVOMATIC upright games catalogue.

Gaming highlights take visitors into new spheres

Showcasing new progressive links which are already legendary: the two top titles GODS & LEGENDS™ Link and CASH FLOOD™ Link are added to the Linked Progressives. The four games of the GODS & LEGENDS™ Link are a real visitor's magnet and will be presented at the trade show in the brand new V.I.P. X Royal™ cabinet. Divine game characters take players to mythical worlds of ancient Greece, Egypt, Asia, and Scandinavian Viking times. Secrets of Wealth™, Magic Cleopatra™ and Roll on Fire™, the new Linked Progressive trio from CASH FLOOD™ Link furthermore provide triple the excitement on the gaming floor.

The latest Superia GOLDEN LINK™ Volume 2 complements the portfolio and guarantees an inspiring gaming experience with five fresh titles and just as many all-time classics. The high performing Jackpot XTENSION LINK™ comes as Volume 2 with five new titles and delights with famous games such as Golden Book of Ra™ and Golden Charming Lady™ in its own XL version. The new IMPERA LINK™ Series 2 offers a unique gaming variety with a total of 41 games in every category.

The two new multi-game mixes at ICE will be very special: Impera Line HD™ Edition 9 in a new design with additional features and Superia Premium Mix 3. Don't miss the chance to experience it at the show. All-time classics from NOVOMATIC as well as fresh modern titles can also be found in the NOVOLINE™ Interactive Edition X4. Whether you want to immerse yourself in the underwater worlds of Lord of the Ocean™ or Dolphin's Pearl™ deluxe or search for hidden treasures in the Book of Ra™ – Temple of Gold™ – this game mixes offer the perfect enjoyment for every guest.

Brand new is the NOVOMATIC ActionBook™ Edge 1.43J, heralding the future of sports betting kiosks: more action, more bets, more possibilities on an upright single screen and a design that blends effortlessly into any environment. Explore the seamless betting experience with state-of-the-art graphics and lightning-fast response time at the NOVOMATIC sports betting corner at ICE 2024. The new sports betting kiosk ActionBook™ Edge 1.43J perfectly complements the NOVOMATIC ActionBook™ Compact 1.27 desktop kiosk and the dual screen version, NOVOMATIC ActionBook™ Plus 2.27.

Visit the NOVOMATIC booth and be surprised by more than just the products. Great prizes and surprises are waiting for our customers as well as a sporting challenge: Are you ready to beat the champ?

Thomas Schmalzer, Vice President Global Sales and Product Management NOVOMATIC AG, is looking forward to welcoming visitors: "As the biggest NOVOMATIC showcase this year, ICE is a great spectacle that should not be missed. We are proud to be presenting an exceptional product portfolio for all markets and segments that offers a suitable solution for every requirement of our customers – from the V.I.P. X series for the premium casino to the ActionBook™ for the sports betting sector. Be inspired by the variety of products at ICE and convince yourself of the high quality of NOVOMATIC products on site. Come to our booth – we look forward to welcoming you!"

Die beliebtesten Arbeitgeber Österreichs

Gütesiegel. Für die Studie wurden über 200.000 Arbeitgeber-Bewertungen zu rund 2.100 Unternehmen erhoben

Eine starke Arbeitgebermarke ist nicht nur ein Schlüssel, um talentierte Mitarbeiter zu gewinnen und zu halten, sondern sie ermöglicht es Unternehmen auch, sich deutlich vom Wettbewerb abzuheben. Durch den Aufbau von Vertrauen und einer positiven Reputation sowohl intern als auch extern, fördert eine effektive Employer Branding-Strategie die Mitarbeiterzufriedenheit und das Engagement. Dies trägt wesentlich zur Anpassungsfähigkeit und Innovationskraft eines Unternehmens bei und sichert langfristig den Erfolg im Markt.

Die Stärke der Arbeitgebermarke und inwiefern die Employer-Branding-Strategien tatsächlich im Vergleich zum Wettbewerb um die besten Köpfe ankommen, werden in der IMWF Studie erhoben. Bereits zum fünften Mal hat das IMWF die Studie zur Beliebtheit österreichischer Arbeitgeber durchgeführt, der KURIER ist Medienpartner. Die Ergebnisse bieten Einblicke, welche Unternehmen in Österreich eine exzellente Arbeitgeberreputation genießen.

Wie wird Ihr Unternehmen als Arbeitgeber im Ver-



Durch den Aufbau einer positiven Reputation, sowohl intern als auch extern, steigt auch die Mitarbeiterzufriedenheit

gleich bewertet? Wie unterscheiden sich Bewertungen nach Alter, Geschlecht und Beruf? Welche Kriterien (Arbeitszeiten, Karriere, Teamkultur, Verkehrsanbindung u.v.m.) sind für die Bewertung relevant? Wie unterscheiden sich diese Kriterien für Ihr Unternehmen im Vergleich? Fragen wie diese können mit Hilfe der Stu-

die für einzelne Unternehmen beantwortet werden. Für die Studie wurden insgesamt 206.000 Arbeitgeber-Bewertungen zu rund 2.100 österreichischen Unternehmen erhoben.

Quellen

Dabei wurden folgende Quellen herangezogen: In einer Umfrage zur Arbeitge-

berattraktivität von Unternehmen in ausgewählten Branchen wurden über ein Onlinepanel 1.400 Personen im Alter von 18 bis 55 Jahren in ganz Österreich befragt. Dabei wurden rund 27.000 Bewertungen auf einer Schulnotenskala erfasst. Zusätzlich wurde eine Medienanalyse auf Basis von Aussagen zur Arbeitgeberat-

traktivität der Unternehmen in öffentlichen Onlinequellen (Social Media, Blogs, Foren, Fachmedien, etc.) durchgeführt. Rund 103.000 Aussagen wurden dabei analysiert. Und schließlich sammelte man von Reviews auf diversen Plattformen zur Bewertung von Unternehmen als Arbeitgeber weitere rund 76.000 Bewertungen.

Die Online-Aussagen und Reviews wurden mittels KI-gestützter Textanalyse nach Tonalität (positiv, neutral, negativ) und Thema (Familienfreundlichkeit, Karrieremöglichkeiten, Gehalt, Work-Life Balance u.a.) bewertet. Die Ergebnisse der drei Datensätze wurden jeweils auf eine fünfstufige Schulnotenskala umgerechnet und ein gewichteter Mittelwert ermittelt. Die Umfragedaten erhielten dabei grundsätzlich höheres Gewicht als die Ergebnisse aus den anderen Datenbeständen. Auf dieser Basis wurde schließlich ein Index pro Branche ermittelt.

Unternehmen, die zumindest 80% der Punkte des Branchenbesten erhalten, werden als „Österreich beliebte Arbeitgeber“ ausgezeichnet. Sie sind in der Grafik unten abgebildet.



Bau & Immobilien



ASFINAG	Bau
HABAU	Bau
Handler Bau	Bau
Leyrer + Graf	Bau
PORR	Bau
Rhomberg	Bau
STRABAG	Bau
Swietelsky	Bau
Austrotherm	Bau-Zulieferer
Internorm	Bau-Zulieferer
Wienerberger	Bau-Zulieferer
3SI	Immobilienentwickler
BUWOG	Immobilienentwickler
CA Immo	Immobilienentwickler
IMMOFINANZ	Immobilienentwickler
UBM Development	Immobilienentwickler

Dienstleistungen



Maschinenring	Agrar
BDO	Consulting
Deloitte	Consulting
KPMG	Consulting
LeitnerLeitner	Consulting
PwC	Consulting
TPA Steuerberatung	Consulting
TÜV Austria	Consulting
Saubermacher	Entsorgung
Attensam	Facility Management
ISS Facility Services	Facility Management
Markas	Facility Management
Sodexo	Facility Management
Friseur Klipp	Frisör
GMS GOURMET	Gastronomie
EQUANS	Gebäudetechnik
Casinos	Glücksspiel
NOVOMATIC	Glücksspiel
BMD	IT
DXC Technology Austria	IT
EBCONT Gruppe	IT
NTT Data	IT

SAP	IT
Tietoenvy	IT
x-tention	IT
Eurotours	Reisebüro
TUI	Reisebüro
Securitas	Sicherheit
AI	Telekom
Magenta	Telekom

Transport & Logistik



cargo-partner	Logistik
Gebrüder Weiss	Logistik
Kühne + Nagel	Logistik
Österreichische Post	Logistik
Quehenberger Logistic	Logistik
SSI SCHÄFER	Logistik
ALIA	Luftfahrt
Austro control	Luftfahrt
Flughafen Wien	Luftfahrt
Blaguss Reisen	Personenverkehr
Dr. Richard	Personenverkehr
Innsbrucker Verkehrsbetriebe und Stubaitalbahn	Personenverkehr
Linz Linien	Personenverkehr
ÖBB	Personenverkehr
ÖBB Postbus	Personenverkehr
WESTbahn	Personenverkehr
WIENER LINIEN	Personenverkehr
ÖAMTC	Verband

Industrie



Doppelmayr	Anlagenbau
Siemens	Anlagenbau
TGW	Anlagenbau
Keba	Automatisierung
AVL List	Automotive/Zulieferindustrie
BMW Austria	Automotive/Zulieferindustrie
FACC	Automotive/Zulieferindustrie
Hirschmann Automotive	Automotive/Zulieferindustrie
Miba	Automotive/Zulieferindustrie
Borealis	Chemie
OMV	Chemie

ABB	Elektronik
AT&S	Elektronik
Frauscher	Elektronik
Frequentis	Elektronik
Fronius	Elektronik
Infineon	Elektronik
Kreisel Electric	Elektronik
Pankl	Elektronik
SWARCO	Elektronik
Haas Fertigbau	Fertighäuser
HARTL HAUS	Fertighäuser
Austria Email	Gebäudetechnik
IDM	Gebäudetechnik
ÖkoFEN	Gebäudetechnik
Viessmann	Gebäudetechnik
EGGER	Holz
KAINDL Flooring	Holz
Palfinger	Maschinen
Pöttinger Landtechnik	Maschinen
TEST-FUCHS	Maschinen
AMAG	Metall
Hammerer Aluminium Industries	Metall
PLANSEE	Metall
Voestalpine	Metall
Bichort	Metallverarbeitung
Julius Blum	Metallverarbeitung
Neudoerfler	Möbel
Alpla	Verpackungen

Finanzen



Wüstenrot	Bausparkasse
Hypo NOE	Regionalbank
Hypo Tirol	Regionalbank
Hypo Vorarlberg	Regionalbank
Kärntner Sparkasse	Regionalbank
Raiffeisenverband Salzburg	Regionalbank
RLB NÖ-Wien	Regionalbank
RLB Strik	Regionalbank
Salzburger Sparkasse	Regionalbank
Tiroler Sparkasse	Regionalbank
Volksbank Wien	Regionalbank
Kommunalkredit Austria	Spezialbank

Michael Bauer's dual roles at Greentube

1st February 2024 | By iGB Editorial Team | Reading Time: 6 minutes

As chief financial officer and chief games officer, Michael Bauer holds a unique dual role for Greentube but, as he tells iGB, there's plenty of transferrable skills in an increasingly data-driven industry.



"These positions might appear to be contrasting, but in fact they complement each other," says Michael Bauer of his two roles at Greentube. As chief financial officer of Novomatic's digital gaming and entertainment arm since 2015, Bauer oversees all finance matters from accounting to M&A.

In 2017, he took on a second C-level role as chief games officer, where he steers the strategic direction of the games portfolio, including production, sales and operations.

The two positions tend to sit separately in Greentube's peers. But there's a strategic thread connecting the pair, Bauer says.

"While my career background is in finance, I have focused on strategic rather than day-to-day aspects of operations," he explains. "This means I have typically been dealing with M&A activity, or entering new markets, from a financial perspective."

“These skills and experiences complement the requirements of the CGO role.”

Since 2017, the supplier has been expanding into different markets around the world. “Whenever this process takes place, there is always a lot of structural groundwork in terms of finding out the size and potential of the market, the operator landscape and obtaining licences,” he adds.

For each market, Bauer must devise a business plan, assess the competitive landscape and set targets for revenue and client wins.

The product side of his role requires that same level of data-driven expertise. “I have always been very interested in looking at each game and analysing its performance,” he says. “Certain game types work better in some markets than others and it’s a very numbers-driven process.

“We can very quickly see which mechanics players in particular markets enjoy by learning to read the statistics and this is where my expertise comes in.”

Innovate or die

In 2022, Gil Rotem of IGT told iGB that “content is king” when it comes to games development today, but [“data is the queen”](#). Bauer adopts that same perspective: closely studying and interpreting data helps slot providers design games for different player cohorts.

But it’s not a case of only playing the hits. Greentube dedicates a percentage of its new game and platform development budgets to innovation. The new concepts it brings to market “can flop completely”, he admits. Or they can offer an excellent player experience that disrupts the market and draws in consumers.

There is joy to be found in simple titles and Bauer is fond of the slots in Las Vegas’ downtown casinos. “I find it interesting how much entertainment you can have with just a few reels and a few paylines,” he says. “These games can still be every bit as exciting as a video slot. While they don’t have slick animations, what they do have is that repeat play appeal because the mechanic is really strong.”

Equally, he's also impressed by video slots such as Light & Wonder's Rich Little Piggies Meal Ticket or Invaders from Planet Moolah also impress him.

And looking at competitors' successful games and copying them can be a safe bet, provided they're supported by proven mechanics which appeal to players across multiple markets. It could even generate decent revenue. "But at the same time, you will never have a hit game," Bauer warns.

Greentube isn't interested in playing it safe, he continues. Instead, it wants to define how the market develops. "This means investing in innovation and new games and new mechanics. This approach must be balanced and only encompass a certain percentage of new releases, otherwise the financial risk becomes too high."

So how does Bauer inspire his team to build market-defining content?

Building a cooperative working culture at Greentube

Bauer's career spans multiple industries. He started out at one of the Big Four audit firms working on consulting across multiple sectors before moving into the construction industry. A short period working for the German Stock Exchange was followed by a brief stint in the automotive industry – "although ironically, this was less fast-moving" – before he moved into gaming.

His career has taught him the importance of working hard. Gaming is a results-driven business after all. Equally, though, he wants people to enjoy their work.

"We make sure that we strive to meet objectives that have been set and if we don't manage this, then we need to make sure we come up with a plan to rectify the situation," he says. "We always want to grow and collective hard work enables us to make sure we are performing better than the competition."

"This is a key element because if you just sit down and do nothing and rely on past successes, your rivals will take over."

But having a fun job is just as important as work-life balance, he argues. A boring or unsatisfying role can weigh on someone's mind and, in turn, eat into free time.

Does he feel he's achieved a successful balance? "I have three kids and they all want a piece of me, so of course, I try to be there for my family and limit work-related travel to what is strictly necessary," he says.

"Let's say I'm not travelling just for fun. It is still a lot of work and probably doesn't leave quite as much time as it might for family and bedtime, but at least at the moment the balance is a good one."

Balancing the best and the worst of game development

While Bauer sees his roles as fun and fulfilling, he's equally aware that he has a responsibility to the player as well as the balance sheet. Gambling can be perceived as predatory, he says.

Greentube is a slot developer, so he works one step removed from the end consumer. But he's aware Greentube sits within a much larger business in Novomatic. As such, Bauer sees the effort taken to set out clear and strict rules for responsible gaming, affordability and marketing promotions.

"Over the years, we have built up not only a big team but also efficient processes," he explains. "We ensure we are not targeting players who might have a gambling problem, or players who cannot afford to play. We do go that extra mile so that problem gambling is kept to a minimum."

The industry has come a long way since the dot.com days. Affordability checks and new ways of detecting problematic behaviours put operators and suppliers "light years" ahead of what came previously.

Greentube's global expansion drive

The shrinking of dot.com gambling also opens up significant new opportunities for suppliers such as Greentube. North America, since the repeal of PASPA in 2018, is now a key strategic market for suppliers.

Canada is also becoming a key battleground. [Ontario](#) launched the country's only open, competitive market on 4 April 2022. Greentube is already live in the province with a range of partners, with [Entain](#) the first client to go live.

Through partnerships with British Columbia Lottery Corporation and Loto-Québec Greentube is expanding its reach. Bauer is confident of its future prospects. “The key to success in this region is local content, local networks and local relationship building,” he says.

South of the border, where only six states enjoy legal igaming (with Rhode Island set to follow), Bauer preaches patience. Processes take much longer in the US, he stresses, from licensing through to signing contracts with clients.

“When things take longer, of course it means you need more money in the interim period,” he adds. “The upside in the US is the scale of the opportunity that makes getting through the pain points worthwhile.

“The potential within the country is also amplified by public opinion on gambling, which is very different compared to in Europe. Over there, it is seen as entertainment first and foremost.”

Looking ahead: Disruption, consolidation and surprises

If the US opportunity requires some patience, how does Bauer see the wider market developing? He admits it's difficult to predict its future, as technological advancements can prompt a sudden change in direction.

What could be even more disruptive is new competition. “Imagine the impact if companies like Microsoft, Google and Amazon decided to enter this space,” he says.

These mega brands could move into gaming through building an entirely new product offering, or snapping up some of the market leaders. Even if they continue sitting on the sidelines, in Bauer's opinion consolidation is unlikely to stop. The biggest industry brands will continue to get bigger through M&A activity.

This won't simply leave fewer players on the field, however. “Whenever this happens, people will start to leave such companies, creating spinoffs and new challenges and ventures, be it as a game supplier or other operation,” he says.

“If they successfully create a USP, then they will again be successful. There will always be a certain level of competition, even if consolidation is ongoing. From a supplier perspective, this puts pressure on margins and the challenge is to counter this through innovation.”

But there could be another sudden development, in Europe, the US or Latin America where [Brazil's betting and igaming regulation](#) will shift the industry's focus. Or even new markets or regions opening up – after all, few in the industry expected the United Arab Emirates to become a regulated proposition.

In his position, straddling Greentube's finances and games strategy, Bauer is ready for the upheaval.

“New market dynamics are forming all the time,” he adds. “It's up to suppliers like Greentube to meet the challenges presented.”



31.01.2024

VFS/DSAB-Löwen-Tour startet im Februar

Im Februar geht die E-Darts-Turnierserie VFS/DSAB-Löwen-Tour in die nächste Runde. Den Auftakt bildet der Offene msp Frühjahrs-Cup am 3. und 4. Februar in Wesel. Löwen Entertainment ist traditionell Hauptsponsor der Tour und stellt sämtliche Turniergeräte zur Verfügung. Insgesamt umfasst die VFS/DSAB-Löwen-Tour 13 Turniere. Außerdem sieht der E-Darts Kalender laut der Pressemitteilung der Löwen noch vier weitere Highlights vor: Die Deutsche Liga Mannschafts-Meisterschaften (DLMM), die dieses Jahr am Nürburgring stattfinden, das Bundesliga-Finale in Troisdorf, die Masters of Masters (MoM) sowie die Deutsche Meisterschaften (DM), beide jeweils in Geiselwind.

Stefan Mathes, Leiter Löwen Dart, sagt: „Wir freuen uns sehr auf die neue Tour. Nachdem bereits im letzten Jahr Anmelderekorde verzeichnet werden konnten, hoffen wir 2024 auf genauso viel und vielleicht sogar noch ein bisschen mehr Zuspruch. Die Darterinnen und Darter erwartet wie gewohnt ein moderner Gerätepool, in dem der Anteil an Löwen Dart HB10-Geräten immer größer wird.“

Die VFS/DSAB-Löwen-Tour ist die größte Turnierserie im E-Darts in Deutschland. Veranstalter sind die beiden Verbände Verein zur Förderung des Automatensports (VFS) und Deutscher Sportautomatenbund (DSAB). In der Regel handelt es sich bei den Turnieren der VFS/DSAB-Löwen-Tour um zweitägige Veranstaltungen. Eine besondere Charakteristik der Tour sind ihre Punkte-Ranglisten, die sich durch die gesamte Serie ziehen. Insgesamt gibt es zehn verschiedene Rankings (Einzel, Doppel, Mixed).

Alle Neuigkeiten rund um die VFS/DSAB-Löwen-Tour und alle weiteren Highlights der deutschen E-Darts-Szene lesen Sie regelmäßig in **games & business**.

VFS/DSAB-LÖWEN-Tour: E-Darts-Turnierserie startet im Februar

Bingen - Im Februar geht die E-Darts-Turnierserie VFS/DSAB-LÖWEN-Tour in die nächste Runde. Den Auftakt bildet der Offene msp Frühjahrs-Cup am 3. und 4. Februar in Wesel. LÖWEN ENTERTAINMENT ist traditioneller Hauptsponsor der Tour und stellt als Marktführer für E-Darts-Produkte sämtliche Turniergeräte zur Verfügung. Insgesamt umfasst die VFS/DSAB-LÖWEN-Tour 13 Turniere. Hinzu kommen vier nationale Highlights: Die Deutsche Liga Mannschafts-Meisterschaften (DLMM), die dieses Jahr am Nürburgring stattfinden, das Bundesliga-Finale in Troisdorf, die Masters of Masters (MoM) sowie die Deutsche Meisterschaften (DM), beide jeweils in Geiselwind.

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(Foto: LÖWEN ENTERTAINMENT GmbH)

Die VFS/DSAB-LÖWEN-Tour ist eine Turnierserie im E-Darts, die größte in Deutschland. Veranstalter sind die beiden Verbände Verein zur Förderung des Automatenports (VFS) und Deutscher Sportautomatenbund (DSAB). In der Regel handelt es sich bei den Turnieren der VFS/DSAB-LÖWEN-Tour um zweitägige Veranstaltungen. Eine besondere Charakteristik der Tour sind ihre Punkte-Ranglisten, die sich durch die gesamte Serie ziehen. Insgesamt gibt es zehn verschiedene Rankings (Einzel, Doppel, Mixed).

Novomatic to celebrate VIPs at ICE

With the ICE show just days away, the show's largest exhibitor, Novomatic, has announced that it will be shining a light on VIPs.



The newly launched V.I.P. X cabinet series – comprising the V.I.P. X Royal 1.85, the V.I.P. X Dream 3.43, the V.I.P. X Lounge 2.32 and the V.I.P. X Galaxy 2.65 - will take pride of place among the company's full range of products and gaming solutions including land-based casino products, AWP gaming machines, casino and arcade management systems.

Also featuring will be the Black Edition II series, launched at last year's ICE, with its angled monitors, and a razor-sharp game display against the backdrop of the Black Metro finish and a contrasting LED lighting concept.

Visitors will also find new progressive links, including the Gods & Legends and CashFlood titles which have been added to link progressives. Complementing the portfolio will be the latest Superia Golden Link Volume 2 which guarantees an inspiring gaming experience with five fresh titles and just as many all-time classics. The high performing Jackpot Xtension Link comes as Volume 2 with five new titles and delights with famous games such as Golden Book of Ra and Golden Charming Lady in its own XL version. The new Impera Link Series 2 offers a unique gaming variety with a total of 41 games in every category.

"As the biggest Novomatic showcase this year, ICE is a great spectacle that should not be missed," said Thomas Schmalzer, vice president global sales and product management Novomatic AG.

"We are proud to be presenting an exceptional product portfolio for all markets and segments that offers a suitable solution for every requirement of our customers – from the V.I.P. X series for the premium casino to the ActionBook for the sports betting sector. Be inspired by the variety of products at ICE and convince yourself of the high quality of Novomatic products on site. Come to our booth – we look forward to welcoming you!"

ekgslotawards.com, 30.01.2024

Eilers & Krejcik Gaming Announces Official Nominees for the 6th Annual EKG Slot Awards

Eilers & Krejcik Gaming Announces Official Nominees for the 6th Annual EKG Slot Awards

Event to be held on Thursday, February 29, 2024, at The Cosmopolitan of Las Vegas

IRVINE, CALIFORNIA, January 24, 2024 — Eilers & Krejcik Gaming (EKG) is excited to announce the official award category nominees for the 6th Annual EKG Slot Awards. This event is being produced by Eilers & Krejcik Gaming, LLC and is designed to recognize excellence in slot machine game development within the casino gaming industry.

"We are very excited to announce the official nominees for the 6th annual EKG Slot Awards," said Todd Eilers, Principal at Eilers & Krejcik Gaming, LLC. "This event continues to grow, and the list of nominees is very impressive and includes some amazing new games. We look forward to hosting a fun and exciting event to honor and recognize the winners in each category."

Sponsorship Info

Interested in sponsorships for the 6th Annual Slot Awards Show. Contact Tatum Welch at tnorton@ekgamingllc.com.

The EKG Slot Awards

The EKG Slot Awards Show is produced by Eilers & Krejcik Gaming, LLC and is designed to recognize excellence in slot machine game development within the casino gaming industry. More info and highlights from last year can be found at www.ekgslotawards.com

The EKG Slot Awards Categories

The EKG Slot Award categories are determined by EKG principals and EKG Slot Awards Board of Advisors. Individual award winners will be determined by utilizing a data-driven approach to include both proprietary game performance data as well as a survey of qualified slot managers for land-based categories. For award categories where proprietary data is not available, the award winner will be solely determined by the survey responses. For the Social Casino and iGaming segments, winners will be determined by a distinguished panel of industry experts combined with EKG proprietary data.

A complete listing of the EKG Slot Awards categories is provided below. All nominees are listed in alphabetical order.

Land-based Awards

Top Performing NEW Core Video

- *Big Hot Flaming Pots – Tasty Treasures – Light & Wonder*
- *Coin Trio – Fortune Trails – Aristocrat*
- *Dragon's Law – Fortune Bags – Konami*
- *Firestorm Bull – Aruze*
- *Magic Treasures Dragon – IGT*
- *Press Your Luck Whammy Bucks – Everi*
- *Rocket Rumble – Bluberi*
- *Shamrock Fortunes – AGS*
- *Treasure Lock Emperor's Gift – Incredible Technologies*
- *Treasure Spirits – Phoenix – Ainsworth*

Top Performing NEW Mechanical Reel Core Game

- *Blazing 777 2x3x5x Nudge* – Light & Wonder
- *Blazing 777 Triple Double Jackpot Wild Nudge* – Light & Wonder
- *Double Chili Mania Respin* – IGT
- *Legend Of The 3x2x Phoenix Wheel* – IGT
- *Patriot Extra Spin Signature* – Everi
- *Wild Stacks Deluxe Ruby Fire* – Everi

Top Performing NEW Premium Game – ***Sponsored by BMM Testlabs***

- *Bull Blitz – Fortunes of the Orient* – Konami
- *Jackpot Carnival – Buffalo* – Aristocrat
- *Journey To The Planet Moolah* – Light & Wonder
- *Lightning Dollar Link – Corrida de Toros* – Aristocrat
- *Megabucks – Mega Vault* – IGT
- *Mystery Of The Lamp Enchanted Palace* – IGT
- *Ultimate Fire Link Cash Falls – China Street* – Light & Wonder

Top Performing NEW Video Cabinet – Core

- *Cosmic* – Light & Wonder
- *Mars X Flex* – Aristocrat
- *Muso Triple 32* – Aruze
- *Peak Curve 49* – IGT
- *Spectra UR43* – AGS

Top Performing NEW Cabinet – Premium

- *Cinema* – Aristocrat
- *Cosmic* – Light & Wonder
- *Peak Curve 49* – IGT

Top Performing 3rd Party IP Branded Game

- *Little Shop of Horrors Directors Cut* – Everi
- *Monsters – Frankenstein* – Light & Wonder
- *NFL Super Bowl Jackpots* – Aristocrat
- *Tarzan City Of Gold* – Aristocrat
- *Wheel Of Fortune – Diamond Spins -Triple Double Stars* – IGT
- *Wheel Of Fortune – Lucky Coins On Tour* – IGT
- *Willy Wonka – I Want It Now* – Light & Wonder

Top North American Electronic Table Game (ETG) Supplier

- Alfastreet
- Gaming Arts
- IGT
- Interblock
- Light & Wonder

Top Performing Video Poker/Keno Game

- *Bonus Wilds Poker* – IGT
- *Fortune X Poker* – IGT
- *Gamblers Gold* – Ainsworth
- *Keno Star* – IGT
- *Powerhouse Plus Poker* – IGT
- *Super Hot Roll Poker* – IGT

Top Performing Game from an Emerging Supplier

- *88 Link Lucky Charms – Daruma Mystery* – Zitro
- *Ching Shih* – Lightning Gaming
- *Golden Elements* – Sega Sammy
- *Lucky Pick Bumble Bee* – Gaming Arts
- *Rocket Rumble* – Bluberi
- *Ultra Boost Link Tiger Storm* – Novomatic

Top Performing Game – EMEA

- *Bell Link* – Euro Games Technology
- *Egyptian Link Nefturi's Treasure* – IGT
- *Jewel of the Dragon – Valley of the Tiger* – Light & Wonder
- *Merkur Multigame* – Merkur
- *Mighty Hammer* – Zitro
- *Mo Mummy – Valley Of The Riches* – Aristocrat
- *Novo Line Interactive Edition X3* – Novomatic
- *Red Hot Burning Xtreme Clover Link* – Apex

Top Performing Game – Latin America

- *Bao Zhu Zhao Fu Red Festival* – Aristocrat
- *Coin Combo – Hurricane Horse* – Light & Wonder
- *Epic Kingdom* – Zitro
- *Fruits Collection 2* – Euro Games Technology
- *Olympus Link* – IGT
- *Rakin Bacon Pirate Plunder* – AGS
- *Solar Link* – Merkur
- *Xtension Link 1* – Ainsworth

Most Innovative Land-Based Game

- *Big Bear Poker* – Aruze
- *Big Shake Carnival* – Eclipse Gaming
- *Cha-Ching!* – Everi
- *Golden Elements* – Sega Sammy
- *Magic Treasures Dragon* – IGT
- *Monster – Frankenstein* – Light & Wonder
- *NFL Super Bowl Jackpots* – Aristocrat
- *Quad Shot Platinum Electric Nights* – Ainsworth
- *Shamrock Fortunes* – AGS
- *Stuffed Coins Toad* – Konami
- *Tic Tac Go* – Gaming Arts
- *Treasure Wave Coin Pusher* – Aries Technology
- *True Pick Roulette* – Incredible Technologies
- *Xing Fu 888* – Bluberi

Most Improved Supplier – Core

- All Suppliers Considered

Most Improved Supplier – Premium

- All Suppliers Considered

Best Overall Supplier of Slot Content

- All Suppliers Considered

Social Casino Awards

Social Slots Game of The Year

- *Cash Club Casino* – Bole Games (Netmarble)
- *Jackpot Magic Slots* – Pixel United (Aristocrat)
- *Jackpot Master Slots* – Zeroo Gravity Games (AppLovin)
- *Jackpot Party Casino* – SciPlay (Light & Wonder)
- *Quick Hit Slots* – SciPlay (Light & Wonder)

Retail-Branded Social Casino Game of The Year

- *Caesars Slots* – Playtika
- *Choctaw Slots* – Ruby Seven Studios / Choctaw Nation of Oklahoma
- *Hard Rock Jackpot Casino* – Hard Rock Games
- *MGM Slots Live* – PLAYSTUDIOS
- *Wynn Slots* – Wynn Social Gaming

Top Sweepstakes-Based Social Slot Game of The Year

- *Chumba Casino* – VGW
- *Fortune Coins* – Blazesoft
- *High 5 Casino* – High 5 Games
- *Luckyland Casino* – VGW
- *Pulsz* – Yellow Social Interactive

Top Social Casino Operator

- AppLovin
- Bagelcode
- KamaGames
- Pixel United (Aristocrat)
- SciPlay (Light & Wonder)

iGaming Awards (Real-Money Online Gaming)

Top Performing NEW Online Slot

- *Almighty Buffalo Megaways Jackpot Royale* – White Hat Studios
- *Buffalo* – Anaxi
- *Call of the Wild* – Inspired
- *Charming Ladys Boom* – Greentube
- *Dynamite Riches Megaways* – Evolution / Red Tiger
- *Gold Blitz* – Digital Gaming Corporation / Fortune Factory
- *Gold Standard Jackpots* – Everi
- *Jewel of the Dragon Valley of the Tiger* – Light & Wonder
- *Mega Diamond* – AGS
- *Wheel of Fortune Elegant Emeralds* – IGT

Top Performing NEW Online Table Game

- *Blackjack Lucky Lucky* – Oddsworks
- *Deal or No Deal Roulette* – White Hat Studios
- *Free Bet Blackjack* – Evolution
- *Multihand Blackjack Perfect Pairs 21+3* – IGT
- *Sweet 16 Blackjack* – Playzido

Top Performing Online Live Casino Game

- *24/7 Live Roulette* – Authentic Gaming
- *Liver Dealer Lightning Roulette* – Evolution
- *Mega Fire Blaze Roulette* – Playtech
- *Mega Roulette* – Pragmatic Play

Most Innovative Online Game

- *Fire and Roses Joker* – DGC / Triple Edge Studios
- *Piggy Payouts Bank Buster LuckyTap* – Design Works Gaming
- *Shadow Of The Panther Infinity* – High 5 Games
- *The Goonies Return Jackpot Royale* – White Hat Studios
- *Ultimate Fire Link Cash Falls China Street* – Light & Wonder
- *Wheel of Fortune Triple Gold Gold Spin* – IGT

Best Overall Supplier of Online Content

- All Suppliers Considered

Top Performing Omni-Channel Slot (Retail & Online)

- *All Aboard Piggy Pennies* – Konami
- *Buffalo* – Aristocrat/Anaxi
- *Cash Eruption* – IGT
- *Dancing Drums Explosion* – Light & Wonder
- *Devils Lock* – Bluberi/Bragg Gaming Group
- *Gold Standard Jackpots* – Everi
- *Mega Diamond* – AGS
- *Ultra Rush Golden Steed* – Incredible Technologies

Hall of Fame

The EKG Slot Awards Hall of Fame Inductees to be announced in the coming weeks.

- Hall of Fame Inductee – Game Development
- Hall of Fame Inductee – Slot Operations

Soloazar.com, 30.01.2024

Novomatic Spain flies to ICE London 2024

(Madrid).- The Spanish division of the Austrian group joins the motto "ICE Gives you More" to experience an exciting date at the ExCel in London, from 6 to 8 February.



NOVOMATIC Spain will be showcasing at London ICE 2024 its innovation with a wide range of products focused on the hospitality and lounge sector. NOVOMATIC Spain will not be the only subsidiary present at the NOVOMATIC AG Group stand, but NOVOMATIC Gaming UK, NOVOMATIC Netherlands and other technology units such as Greentube, Apex, Ainsworth and Fazi will also be there.

The potential of Impera Link Series 2

Bernhard Teuchmann, Managing Director of the Product and Technology Division based in Spain, shares his expectations: *"Over the course of the three-day show, the company will show attendees the impressive Impera Link Series 2 arcade model, carefully aligned to meet the needs of both operators and dealers. This machine will be displayed within the Black Edition II 3.27 cabinet, which together with its three 27" screens and dazzling height of more than 2 metres, delivers awards "over the top".*

NOVOMATIC Spain's on-trade proposition

Attendees will have the opportunity to see other models in the on-trade, such as NOVO LINE Royal Cash Deluxe, which offers a wide variety of games, two of them with a shared jackpot of two progressive levels. Impera Cash and AllWin Series II complete the product portfolio under the "New Hospitality" concept, driven by state-of-the-art technology.

NOVOMATIC Spain is excited to participate in this edition and join the "Evolution of Gaming". Furthermore, it will be available to address any questions at stand S7-130 in Hall South.

Intergaming, 30.01.2024

STEADY AND SUSTAINED PRESSURE THE ROUTE

Daniel Henzgen

THERE is no 'quick fix' to Germany's gambling woes, says Daniel Henzgen, until earlier this year the political advisor to Löwen Entertainment, a major manufacturer within the market.

Since April, Henzgen's work in the battle to win hearts and minds among the country's law-makers, was recognised by the Novomatic subsidiary with appointment to the main board of the company responsible for communications and compliance.

Henzgen has constantly advocated a planned and measured drive by the industry to educate those who control the industry that

by constant regulation chipping away at the appeal of the legitimate game, they are only aiding and abetting the illegals who bedevil Germany's industry.

"It isn't going to happen overnight," said Henzgen. "The industry faces a complex situation in which you have rules applied by 16 states with wildly varying attitudes towards gambling. Those politicians need to be sought out and talked to, persuaded of the truth and made aware that they have a problem.

"The correct tactic is for the industry to go to the politicians and tell them that THEY have a problem. Then we can explain to them that by suppressing the legitimate industry they merely open the door to the illegitimate forces."

Henzgen said that the problem of convincing the politicians was not merely that they had to be persuaded that the headline-grabbing anti-gambling policies should be changed.... and that they should be changed to pro-legitimate gambling policies which may not be so headline-grabbing. Another problem is that those same politicians may well be out of power by the time the persuasions has got

through to them.

"It is a complex problem that has no quick-fix. By watering down the licensed offer, they are constantly making the unlicensed that much more attractive to players."

But why don't the authorities close down the illegal arcades and clamp down on the unlicensed online operators? "There are police raids," he said, "and the machines can be seized, but there is an unending supply of machines from outside of Germany to replace them. They are back up and running the next day. Imprison the illegal arcade owners? Most of the time it is not happening!"

And the new Gambling Commission, the Gemeinsame Glücksspielbehörden der Länder or simply GGL? "It has promised to clamp down on the illegal online gambling operators, but it is taking time and so far little has happened."

It is not all bad news, however; there are always glimmers of hope. The Salzburg region of Austria, said Henzgen, is considering reintroducing the street market.

"I have to be optimistic in my role in this industry. It needs time.



The industry faces a complex situation in which you have rules applied by 16 states with wildly varying attitudes towards gambling. Those politicians need to be sought out and talked to, persuaded of the truth and made aware that they have a problem.



A Löwen roadshow held at the stadium of Borussia Dortmund. Other stadia used in the roadshows were at Berlin, Stuttgart and Frankfurt.



"We need to repeat the same message, 24 hours a day, 365 days a year and gradually wear down the opposition. Do it again and again, and eventually the message will get through."

He traces the problems of the machine sector back to 2014 when the politicians began to forget that a minimum level of attractiveness was necessary for machines to remain appealing to the player. "It is down to the big companies in Germany, through their trade association, the DAW (Deutsche Automatenwirtschaft), to remember the politicians."

If you have a good trade association in Germany, then why are the illegals such a problem? "The association does a good job, but you cannot change deep-seated prejudices overnight. You need time. Remember that half-way through the exercise of education the politicians get changed and we have to start all over again!"

But will the politicians in Germany ever understand the industry? If not, then what is the solution? "We need to show that the regulations as they exist are not working," said Henzgen. "We have to show that the aims of the Inter-State Treaty on Gambling and the other negative regulations are not going to achieve their objectives which are to fight the criminals and protect the vulnerable – as well as raise taxes. We have to show them that it is not working as it is, but to change the method by which they are taking up the challenge is complicated and will take a long time."

It was Henzgen who told us two years ago when the legalising of online gambling was on its way, that unless at least 80 per cent of the online gambling spend was on the regulated operators (currently 41), then the whole process of legalising online gambling will have failed.

Today? "It is nowhere near that."

He added that scientific research into the street market had shown that if things remain as they are, then in five-to-seven years the illegal market in gaming machines – currently 50,000 against the legitimate 180,000 – will be on a par in terms of the gross turnover.

"Think about it.....50,000 machines each earning €5,000 per month on average for the illegal operators. You do the sums – and they are not paying any taxes on them. The illegals are already half-way to matching the income of the legitimate operator."

"It is a disaster for the industry, but a bigger disaster for the regulators."

So what is the solution? "We have to become louder," said Henzgen. "We have to keep talking. We have to be very proud of what we are doing, for the only people fighting the illegals apart from the police, is the legitimate industry."

"Does the industry still have a future? Yes of course. Gambling is a natural human pastime and it is always worth fighting for something



German machine operators listen to a presentation at one of the Löwen roadshows



Does the industry still have a future? Yes of course. Gambling is a natural human pastime and it is always worth fighting for something that is part of humankind.



that is part of humankind."

He added: "People want to decide for themselves how they live their life and what they do."

Philosophy to one side, Henzgen has his priorities. "My job is to work for the future of Löwen Entertainment, but within that context it is effectively the entire industry. A good, solid future for the industry means legal arcades and machines legally sited in pubs, operated by both small and large companies who make a decent living from it."

"I work closely with the DAW and representatives of other companies in the industry. They all have a part to play; they are all part of the jigsaw that makes up the disparate factions within the industry and membership of the DAW enables us to talk with one-another and with the law-makers."

"This is the route that the industry should take. Knee-jerk reactions won't succeed, I believe. We must be patient and keep working at the politicians, presenting them with cold, hard facts that show that their policies only help the illegals."

Working out of both the Löwen HQ in Bingen and in the

seat of power in Berlin, Henzgen is persistently following his avowed strategy with the full support of his company – one of the 'big two' in Germany, because there is a lot at stake.



Daniel Henzgen

Intergaming, 30.01.2024

LÖWEN FOCUSES ON ENTERTAINMENT

MAKING a gaming machine attractive in an unhelpful political and technical environment is a challenge for anyone, but Germany's Löwen Entertainment is setting about the task with its typical enthusiasm.

"We have to make games that are entertaining, but at the same time that will earn well for the operators," said product manager Arthur Stelter. "That is no easy matter, but we have a brilliant team that works strictly within the technical guidelines but which manage to come up with games that are consistently topping the charts."

Perhaps that is because they had a development head start on their competitors in the field. When Germany's new TR5.0 was introduced in 2018, the industry was given a 'breathing space' in which it could continue to use Version 1 for nearly 24 months, gradually introducing the newer technological requirements.

Those requirements followed the pattern that has so beset the German machine

developers...a gradual 'softening' of the features to make them less attractive.

Löwen took a decision that surprised their competitors – they developed no V1 machines for that overlap period and switched immediately to V2. That gave the company something of a disadvantage, because the V1 – that Löwen never had – was initially more attractive.

But in another respect it proved to be a good decision, for it gave Löwen's development team a big lead in the design of games that conformed to the new specification. That advantage won the company market share as the V2 became mandatory nation-wide.

Marketing manager Christopher Röricht said: "The decision was absolutely right. Our gaming machines and their features are very popular with players. Our implementation of TR5.0 V2 has been an outstanding success. In this context, our maxim is 'ultimate entertainment through the joy of gaming over the full playing time. We continue to expand this gaming experience with every new release.'"

That accent on entertainment almost certainly the only sensible way for Löwen can go, given the determination of the legislators, to dampen down the attraction inherent in gambling machines. What cannot be attained from the pleasures provided by gambling,



can be replaced equally by the pleasure of an entertaining product.

Arthur Stelter took up the theme: "If the player is obtaining entertainment from playing a machine it can add what we call 'dwell time' to his experience."

What has also helped Löwen has been some very clear marketing, for the company brought back its Novoline brand in 2021. Novoline was to revolutionise the German AWP market in 2006. It was the first AWP in Germany to use an embedded video monitor enabling the machine to offer a variety of games from the one cabinet. That turned the market on its head and Novoline was to become a by-word in German arcades and pubs, leading to a welter of models varying on the same theme.

Löwen re-introduced Novoline by the time the rest of the industry turned to V2 technology as the only option, Löwen was well established with the technology and with a household name in which to house it.

"Novoline is a strong 'heritage brand', said Röricht. "Our decision to relaunch it has proved to be right. As

a core brand, it stands for gaming fun and the ultimate in entertainment in both the terrestrial and online markets. It is the foundation of our 360-degree approach. Novoline guarantees a first-class gaming experience for customers and their guests and enjoys a high level of trust. This is what we were counting on for the return of this brand and it turns out the decision was spot-on."



We have to make games that are entertaining, but at the same time that will earn well for the operators.

Arthur Stelter addresses operators



Selling that concept to the operators of Germany's 8,500 arcades was therefore made easier and in his marketing capacity, Rörich took full advantage, launching the Löwen Roadshow, a series of exhibitions across Germany, utilising famous football grounds as his backdrop.

"It has been extremely well received by our customers in 2021 and 2022. We continued the practice into 2023, using four stadia. Why football stadia? Because they offered the right ingredients. They are conveniently located; there is plenty of car parking available and the VIP areas are offer a great ambience against a backdrop of a famous football ground.

"The Roadshow format is ideal for introducing new products and innovations to a broad audience. This is a path that we will continue to pursue in the future. Whether or not it will always be in soccer stadia remains to be seen...there are many ideas in the pipeline."

This year will reveal a whole new range of innovation from the R&D department at Löwen's factory at Bingen-am-Rhine. Neither Stelter nor Rörich was prepared to reveal just what that range would consist of at the time of our meeting in early December, but the policy was clear.

"Our focus is on providing our gaming guests with the best gaming experience possible," said Stelter. "This requires modern and comfortable cabinets as well as games that will delight both operators and guests. That is our aspiration and we work hard every day to make it happen. You will see the fruits of our creativity in upcoming releases and device designs, but we don't want to give too much away at this point."

And it is not all AWP machines, of course. Löwen has a strong track record in all forms of associated technology. In Germany its solution for the activation of the gaming machines and the comparison with the OASIS player blocking file has received many plaudits; the so-called myNOVO terminal. The current regulations in Germany require that players only use one AWP per guest. In addition, each guest must



The Roadshow format is ideal for introducing new products and innovations to a broad audience. This is a path that we will continue to pursue in the future.

be checked against the file before the game is started. Löwen's development team came up with the most simplistic technology for that entry process.

The smart solution in this case enables immediate cross-referencing with the national blacklist, OASIS, as it has been called. This is a list of players who have self-excluded or locked by a third party from gambling and

is held centrally. The entry systems are in great demand from operators and popular with players because they simplify the on-site process while ensuring the necessary process reliability.

Löwen's Casinonet business software, as it has been named, dovetails neatly with its myNOVO terminals and players are checked with great rapidity and welcomed into the establishment.

It is all part of the entertainment experience that Löwen has worked so hard to provide and it has served the company well, maintaining its industry-leading position in this German market.

And Löwen is not a totally German-centric business hub for its Novomatic parent. The company does have interests outside of Germany. Löwen has a history in the electronic darts business that remains strong in those jurisdictions where electronic darts has remained popular. The company continues to turn out products for this sector, too, the latest of which is the new eDart the Löwen Dart HB10.

It also retains its market share in the money processing business too, both in the domestic and international market with its Novo Cash branded management products. The latest developments in this field will be revealed at the ICE London show.

As long as Germany remains a strong and legitimate AWP market, Novomatic's subsidiary will retain a major slice under the Löwen brand. The strength of its management team and its industry-leading development department will ensure its place.



THE 100-GAME NOVOLINE LAUNCHED

WITH a cult name like Novoline, adding the facility of 100 game options must add up to the winner of all time for Löwen Entertainment.

Among the 100 games are ten that the company refers to as 'blockbusters', meaning that they have been proven on location to provide maximum gaming fun, which is very much what Löwen is about with its current philosophy.

Ensuring that entertainment is to the fore, just as it is in the company branding, is going to take Löwen through a difficult period of enforced limitations in Germany's gaming offers. Löwen is struggling that off by maximising on fun.

"It's going to be an exciting main season for 2024," said the company's marketing manager Christopher Röricht. "We believe that this package is going to prove once again that our main approach in our software is to entertain our guests with pure gaming fun and it shows."

Late last year the company expanded its software for the Novoline with three additional game packages. It made available Novoline and Novoline Fortune for the arcades and Novoline Cherry for the bars/hospitality industry. Each of the packages introduced fresh game highlights.

But now, with the 100-game spectacular, Löwen is really excelling itself, taking 90 well-known games from the 2023 generation

and adding ten newcomers. They include Book of Skull, Charming Lady, Lock 'n' Win, Eye of the Queen, Eye of the Queen Magic Coins Lock 'n' Win, Faust Lock 'n' Win, Lord of the Ocean Lock 'n' Win, Magic Bull, Money party Cash Juicy Juicy Lock 'n' Win, Osiris' Revenge and Pyramid fortunes.

"Central to our developments is always entertainment," said product manager Arthur Stelter. "If players are enjoying themselves then it naturally leads to high performance and that is what matters both to the players and to us at Löwen."

"With this new gaming package we must certainly succeed, especially as the package is housed in the Spirit cabinet that ensures maximum entertainment accompanied by maximum comfort. These are essential elements in all of our games and hardware and the fresh developments only enhance it."

German arcades this year will also see the Novoline Fortune package, with 90 games that include some newcomers: Charming Lady, Lock 'n' Win, Eye of the Queen, Magic Bull, Money Party, Cash Juicy Juicy Lock 'n' Win and Osiris' Revenge.

Another premier this year is given to fresh software for the pubs and bars, with Novoline Cherry. Depending upon the size of the game package, there can be up to two new

games. Always included is Osiris' Revenge. Additionally, the XXL variant of Novoline Cherry includes the sequel to a blockbuster...Money Party Cash Juicy Juicy Lock 'n' Win.

"Just in time for the key 'season' in Germany, Löwen is maximising the potential of its Novoline range for the country's arcades," said Röricht. "Now it is up to them to optimise their device set-up and provide the players with the greatest gaming pleasure possible. One thing is clear: Novoline must not be missing from the machine line-up in any arcade this year or the operator is missing out on what is the best-performing package in the market."

What is key to the new titles is the background theming. In Eye of the Queen Magic Coins Lock 'n' Win, for example, the player is taken on a journey back in time to ancient Egypt. In addition to the well-tryed and tested Lock 'n' Win feature there is the 'magic coins'. When the feature kicks in an upgrade coin ensures guaranteed fun and the value of all of the coins on the screen increases... bronze turns to silver and silver becomes gold.

This is just one of the five new exclusive games available only in the Novoline game package. Said Arthur Stelter: "Long-term game statistics show that this game is a strong contender for the blockbuster of the year."

The new Spirit cabinet is now the flagship of the company's cabinet portfolio. It is robust but elegant with LED silhouette and the characteristic 'radiator grille' to make it stand out in any line-up of equipment. Inspired by the Master Plus, the Spirit is designed with ergonomics in mind, giving an optimal console height and the greatest legroom.

There are two 32-inch monitors to bring the game to life and the graphics are also upgraded to a fresh level of brilliance, helping the absorbing nature of the new games to provide a level of entertainment hitherto unsurpassed in the German industry.



Just in time for the key 'season' in Germany, Löwen is maximising the potential of its Novoline range for the country's arcades.



yogonet.com, 30.01.2024

THOMAS SCHMALZER, VP OF GLOBAL SALES

Novomatic: "An exciting addition to the premium V.I.P. X cabinet series range will celebrate its world premiere at ICE"



Gaming technology group **Novomatic** is set to showcase its products and solutions at this year's **ICE London**, set to take place at the Excel center from February 6th - 8th. In a special interview with *Yogonet*, Thomas Schmalzer, Novomatic's VP of Global Sales, discussed the company's goals for 2024 and the range of offerings Novomatic is set to showcase for the gaming industry at Booth S7-150.

In the conversation, **Schmalzer says that this year the company is challenging operators of traditional casinos to "think big."** He also highlights the differences in regional preferences between Europe, Asia, and the Americas, which are reflected in the trends and handling of slot games and cabinets; and outlines the company's efforts to invest in a greener future through its ESG initiatives.

In a way, ICE London marks the start of a new year for many gambling companies worldwide. Where does the event find Novomatic this time round?

In 2024 we continue our innovative momentum and carry on supplying our customers with state-of-the-art solutions for their land-based gaming offerings from slot machines to casino management systems, cash handling solutions, and sports betting equipment. **The area of online, mobile, and social gaming activities in particular has also been experiencing significant growth for several years**, and we will therefore continue to focus on our online activities in 2024.

In this context, Greentube as Novomatic's Digital Gaming and Entertainment Division has successfully expanded its international portfolio in the areas of software development as well as system and platform technology through several strategic acquisitions.

Continued growth in the emerging sports betting segment can also be seen in the US market as more and more states regulate sports betting and casino operators expand their offerings as a result. We are particularly pleased to see that they are increasingly relying on Novomatic technologies.

What will ICE London attendees find at Novomatic's booth this year? Any new products or services you can discuss with us?

Especially at ICE London this year, we challenge operators to think big. Operators of traditional casinos and gaming arcades are faced with constantly growing iGaming offerings and are therefore **constantly striving to create attractive new terrestrial gaming entertainment offerings in their gaming venues.**

They are investing in exceptional service, a feel-good atmosphere, and a sound backdrop as well as room design and floor design to create a special kind of customer experience.

With our sophisticated new V.I.P. X premium line, operators will be able to introduce a truly exceptional Very Important Player X-perience on their floor – and their guests will love how that feels. The impressive V.I.P. X Royal™ 1.85, the V.I.P. X Dream™ 3.43, and the space-optimized V.I.P. X Lounge™ 2.32 represent outstanding luxury gaming with exquisite V.I.P. comfort, extra-high and extra-wide game screens and an integrated sound system in a comfy armchair which all add up to create the most intense gaming experience and maximum player immersion.

An exciting galactic addition to the premium V.I.P. X cabinet series range is also on the way and will celebrate its world premiere at ICE 2024. New, exclusive products and a few surprises show that the Novomatic portfolio offers the right solution for every requirement. Visit our ICE 2024 booth, experience the variety of products, and immerse yourself in a world of galactic gaming.

Given ICE London's status as one of the major global events in the industry, what are your expectations for the event, which is being held in the UK's capital for the last time?

Even in times of virtual networking, trade shows, and industry exhibitions are of great importance. ICE is one of the most important global events in the gaming industry and is of essential value to us.

As a global market leader, Novomatic exhibits at trade shows all around the globe but ICE is a very special event for us. It gives us the opportunity to showcase the latest products and innovations and at the same time present ourselves to a broad spectrum of potential international customers.

It is also particularly helpful to stay in touch and maintain our relationships with established customers, partners, and friends. **When entering new markets it offers the opportunity to establish fresh contacts with potential suppliers, possible cooperation partners, and interested customers.**

Even though ICE is being held in London for the last time this year, it will remain a particularly fond memory for me personally and **I would like to take this opportunity to say THANK YOU to all our customers, partners, and the great city of London for being a fantastic host for so many years.** So, take the chance and visit our iconic UK booth one more time!

What markets will Novomatic focus on at ICE London?

As a global player, Novomatic needs to focus on all its markets and segments. We offer solutions for everybody, such as small arcades in limited markets to large international casino resorts, worldwide. Our strength has always been to seize new opportunities for growth wherever they may arise. Our portfolio follows a 360-degree approach encompassing products and solutions for all regions, markets, and segments.

There are major differences in regional preferences between Europe, Asia, and the Americas, which are also reflected in the trends and handling of slot games and cabinets.

The exceptional advantage of Novomatic as one of the global leaders in the gaming industry is not only its high-end gaming machines and equipment, but also the breadth of its own operations, which enables us **to quickly recognize and react to market feedback and trends.**

Certain trends are definitely more present in specific regions of the world, while other trends can be recognized everywhere, for example, the rise of linked progressive jackpot games throughout the past years, which has found a lot of success in nearly all markets throughout the world.

However, the core preferences of specific areas around the world remain unchanged; e.g. historical and mystical themes are popular in Europe like the Novomatic classics Book of Ra and Charming Lucky Lady; games inspired by pop culture, movies or TV shows are preferred in North America; vibrant and colorful themes linked with elements from local folklore in Latin America like CASH CONNECTION Candelas de los Muertos; Asia favors games with symbols and elements linked deeply with local traditions: dragons, the number 8, lucky symbols like in our games Lucky Twist or Lucky Trail.

Other markets have a strong focus on fruit games and certain markets on themed games. These are usually very strongly linked to progressive jackpot games, while others prefer classic multi-games.

Novomatic's strength lies in the fact that, even in limited markets, we are able to implement the sometimes very different regulatory requirements such as gaming speed, stake or payout limits, etc. quickly. So, therefore, we have the right product for every requirement in each regulated market.

The event comes as we enter a new year for gambling. What is your assessment of how the company developed in 2023, and what should we expect from it in 2024?

Despite the global challenges, **we are very satisfied with business development in 2023, as we were able to successfully continue our international growth strategy and targeted investments** in product developments and technologies as well as acquisitions that helped to improve our performance and increase demand for Novomatic products.

We anticipate continued growth in 2024, as we will proceed to evaluate potential in the coming year alongside major investments in research and development in order to secure and further expand our position as market leader in core European markets such as Germany, Italy, Spain, the UK, the Netherlands and numerous countries in Eastern and Southern Europe.

iGaming is an integral part of our 360-degree strategy in regulated markets worldwide. With our core markets in Europe, we expand and gain further market share in the Americas, Asia-Pacific, and Africa.

What other industry events does the company plan to attend this year?

Following ICE, we are already preparing intensely for the G2E Gaming Expo in Las Vegas in October, which provides a great platform for showcasing our innovations every year. We are also looking forward to the G2E Asia in Macao and numerous other trade shows together with our international subsidiaries, such as ENADA in one of our core markets in Italy, FIJMA in Spain, BEGE as well as BFG, and other local events in south-eastern Europe and leading events such as GAT, SAGSE, PGS and IGA in the Americas.

For us and our subsidiaries, on-site meetings are always an excellent opportunity to exchange ideas and create opportunities together with customers and business partners.

Novomatic received several accolades for its sustainability endeavors, as well as its status as a major job generator in Austria, over the past year. What are the company's plans for 2024 where sustainability is concerned and how is this core value integrated into the company's processes?

Our employees are our most important asset, and we will therefore continue to make a strong commitment as an employer in 2024. Against the backdrop of our comprehensive ESG strategy, we are also investing in our extensive ESG program this year. In particular, the further expansion of photovoltaic systems in the group's central core markets is a planned fixture.

The group's largest photovoltaic system is currently being built on an area of 20,000 m² at the headquarters site in Austria and will go into full operation in spring 2024. Not only are we investing in a greener future, but we are also making ourselves even more independent than we already are thanks to our high level of vertical integration.

By using energy and resources responsibly, we want to make a positive contribution to environmental protection and achieve the sustainability targets we have set ourselves. In consideration of our strong group-wide commitment to responsible entertainment, we are constantly optimizing our efforts and regularly hold stakeholder dialogues with international responsible entertainment experts.

Our efforts in the area of responsible gaming are confirmed by the certification of the Global Gambling Guidance Group's G4 standard as the strictest in the area of player protection. We are also a global leader in player protection thanks to our technical innovations.

Current Environmental, Social, and Governance (ESG) evaluations confirm Novomatic's non-financial performance with excellent risk and performance ratings. The rating agency ISS ESG, which specializes in sustainability, raised Novomatic AG's rating to level "C" for the first time in 2023. In this year's ESG study by PwC Austria, Novomatic is also ranked first in the industry.

NOVOMATIC to showcase new products at ICE

The anticipation is huge for the most important gaming event in Europe, taking place from February 6-8, at the ExCeL exhibition centre in London. As the largest exhibitor, NOVOMATIC will showcase a wide range of innovative products. State-of-the-art gaming solutions for various industry segments and markets will inspire visitors and lead them towards new gaming spheres.



NOVOMATIC will present its full range of products and gaming solutions such as land-based casino products, AWP gaming machines, casino and arcade management systems including biometric access and player tracking technologies, secure cash handling devices, as well as sports betting products and online gaming solutions. This 360° portfolio fulfils the highest demands in terms of technology and quality. Additionally, NOVOMATIC's technology partners such as Ainsworth Gaming Technology, APEX, and FAZI will showcase their latest product portfolio.

Every player deserves to feel like a V.I.P.

The spotlights are on VIPs at ICE this year: the recently launched V.I.P. X cabinet series from NOVOMATIC is aimed at discerning gaming guests and, of course, operators who want to welcome their gaming guests with corresponding top-class gaming entertainment. The impressive V.I.P. X Royal™ 1.85, the V.I.P. X Dream™ 3.43 and the V.I.P. X Lounge™ 2.32 offer exceptional luxury with exquisite V.I.P. comfort, extra high and wide gaming screens, and an integrated sound system in a comfortable armchair: factors that ensure an intensive gaming experience and maximum immersion. This Very Important Player X-perience will be enhanced at ICE with the launch of a spectacular new cabinet – Think bigger! The V.I.P. X Galaxy™ 2.65 presents itself in its galactically large form and scores with unique seating comfort and design. The exclusive luxury lounge chair leaves nothing to be desired. With the ultra-wide set-up of two 65" game screens and its adjustable luxury seating comfort, it transfers players into new galaxies of gaming enjoyment.

Following the product launch at last year's ICE, the BLACK EDITION II series has already established itself very well on gaming floors worldwide. Visitors will find these NOVOMATIC classics at the trade show featuring the latest content. All three cabinets in the BLACK EDITION II series are characterized by a modern cabinet design, perfectly angled monitors, and a razor-sharp game display against the backdrop of the Black Metro finish and a contrasting LED lighting concept. The BLACK EDITION II 3.27 and BLACK EDITION II XL 3.32 multiscreen variants are each equipped with two Full HD LCD screens in 27" and 32" respectively, as well as a topper of the same dimensions. The sister model BLACK EDITION II 1.49J perfectly complements the cabinet series and, with its elegant 49" J-curve monitor, offers a state-of-the-art setting for presenting the extensive NOVOMATIC upright games catalogue.

Gaming highlights take visitors into new spheres

Showcasing new progressive links which are already legendary: the two top titles GODS & LEGENDS™ Link and CASH FLOOD™ Link are added to the Linked Progressives. The four games of the GODS & LEGENDS™ Link are a real visitor's magnet and will be presented at the trade show in the brand new V.I.P. X Royal™ cabinet. Divine game characters take players to mythical worlds of ancient Greece, Egypt, Asia, and Scandinavian Viking times. Secrets of Wealth™, Magic Cleopatra™ and Roll on Fire™, the new Linked Progressive trio from CASH FLOOD™ Link furthermore provide triple the excitement on the gaming floor.

The latest Superia GOLDEN LINK™ Volume 2 complements the portfolio and guarantees an inspiring gaming experience with five fresh titles and just as many all-time classics. The high performing Jackpot XTENSION LINK™ comes as Volume 2 with five new titles and delights with famous games such as Golden Book of Ra™ and Golden Charming Lady™ in its own XL version. The new IMPERA

LINK™ Series 2 offers a unique gaming variety with a total of 41 games in every category. The two new multi-game mixes at ICE will be very special: Impera Line HD™ Edition 9 in a new design with additional features and Superia Premium Mix 3. Don't miss the chance to experience it at the show.

All-time classics from NOVOMATIC as well as fresh modern titles can also be found in the NOVOLINE™ Interactive Edition X4. Whether you want to immerse yourself in the underwater worlds of Lord of the Ocean™ or Dolphin's Pearl™ deluxe or search for hidden treasures in the Book of Ra™ – Temple of Gold™ – this game mixes offer the perfect enjoyment for every guest. Brand new is the NOVOMATIC ActionBook™ Edge 1.43J, heralding the future of sports betting kiosks: more action, more bets, more possibilities on an upright single screen and a design that blends effortlessly into any environment. Explore the seamless betting experience with state-of-the-art graphics and lightning-fast response time at the NOVOMATIC sports betting corner

at ICE 2024. The new sports betting kiosk ActionBook™ Edge 1.43J perfectly complements the NOVOMATIC ActionBook™ Compact 1.27 desktop kiosk and the dual screen version, NOVOMATIC ActionBook™ Plus 2.27.

Visit the NOVOMATIC booth and be surprised by more than just the products. Great prizes and surprises are waiting for our customers as well as a sporting challenge: Are you ready to beat the champ?

Thomas Schmalzer, vice president global sales and product management NOVOMATIC AG, said: "As the biggest NOVOMATIC showcase this year, ICE is a great spectacle that should not be missed. We are proud to be presenting an exceptional product portfolio for all markets and segments that offers a suitable solution for every requirement of our customers – from the V.I.P. X series for the premium casino to the ActionBook™ for the sports betting sector. Be inspired by the variety of products at ICE and convince yourself of the high quality of NOVOMATIC products on site. Come to our booth – we look forward to welcoming you!"



29.01.2024

Spielbank Berlin setzt sich für Six Day ein

Bereits zum 111. Mal fand das traditionsreiche Radsportevent Six Day in Berlin statt. In diesem Jahr war das Bahnradspport-Ereignis auf zwei Tage konzentriert (26. und 27. Januar). Dies sorgte laut Veranstalter für ein mit 7.500 Zuschauern ausverkauftes Velodrom. Die Spielbank Berlin setzt sich als langjähriger Unterstützer des Sechstagerennens gemeinsam mit dem Regierenden Bürgermeister von Berlin, Kai Wegner, für den Erhalt des Events ein.

„Das Six Day Berlin mit seinem begeisterten Publikum zeigt, dass internationale Spitzensportevents in Berlin ebenso zu Hause sind wie der Freizeit- und Breitensport. Dieser Mix aus Profisport und leidenschaftlichen Fans macht die Six Day Berlin zu einer einzigartigen Veranstaltung, bei der insbesondere der Nachwuchs beste Voraussetzungen erhält, um diese Tradition erfolgreich fortzuführen“, so Wegner. Auch Gerhard Wilhelm, Sprecher der Geschäftsführung der Spielbank Berlin, zeigte sich begeistert von den Leistungen der Sportler und der unvergleichlichen Stimmung im ausverkauften Velodrom: „Das Sechstagerennen Six Day gehört zu Berlin wie das Brandenburger Tor und ist ein wichtiger Baustein im Berliner Sport. Die Begeisterung des Publikums ist einzigartig und das Fahrerfeld wird mit Theo Reinhardt und Roger Kluge von zwei Weltmeistern angeführt. Die Six Day ist ein Gesamtkunstwerk aus Spitzensport und Vergnügen und zeigt Berlin von seiner besten Seite.“

Bild: Über den Erfolg der 111. Six Day freuten sich Claudiu Ciurea (von links), Präsident des Berliner Radsport Verbands, Kai Wegner, Regierender Bürgermeister von Berlin und Sponsor Gerhard Wilhelm, Sprecher der Geschäftsführung Spielbank Berlin. © Berlinboxx

G3, 29.01.2024

UK – Novomatic showing why every player deserves to feel like a V.I.P.

By Phil - 29 January 2024

The spotlight will be on VIPs on the Novomatic booth at ICE this year in February with the recently launched V.I.P. X cabinet series aimed at discerning gaming guests and, of course, operators who want to welcome their gaming guests with corresponding top-class gaming entertainment.

The impressive V.I.P. X Royal 1.85, the V.I.P. X Dream 3.43 and the V.I.P. X Lounge 2.32 offer exceptional luxury with exquisite V.I.P. comfort, extra high and wide gaming screens, and an integrated sound system in a comfortable armchair: factors that ensure an intensive gaming experience and maximum immersion. This Very Important Player X-perience will be enhanced at ICE with the launch of a spectacular new

cabinet – Think bigger! The V.I.P. X Galaxy 2.65 presents itself in its galactically large form and scores with unique seating comfort and design. The exclusive luxury lounge chair leaves nothing to be desired. With the ultra-wide set-up of two 65" game screens and its adjustable luxury seating comfort, it transfers players into new galaxies of gaming enjoyment.



Following the product launch at last year's ICE, the Black Edition II series has already established itself very well on gaming floors worldwide. Visitors will find these Novomatic classics at the trade show featuring the latest content. All three cabinets in the Black Edition II series are characterized by a modern cabinet design, perfectly angled monitors, and a razor-sharp game display against the backdrop of the Black Metro finish and a contrasting LED lighting concept. The Black Edition II 3.27 and Black Edition II XL 3.32 multiscreen variants are each equipped with two Full HD LCD screens in 27" and 32" respectively, as well as a topper of the same dimensions. The sister model Black Edition II 1.49J perfectly complements the cabinet series and, with its elegant 49" J-curve monitor, offers a state-of-the-art setting for presenting the extensive Novomatic upright games catalogue.

Showcasing new progressive links which are already legendary: the two top titles Gods & Legends Link and Cash Flood Link are added to the Linked Progressives. The four games of the Gods & Legends Link are a real visitor's magnet and will be presented at the trade show in the brand new V.I.P. X Royal cabinet. Divine game characters take players to mythical worlds of ancient Greece, Egypt, Asia, and Scandinavian Viking times. Secrets of Wealth, Magic Cleopatra and Roll on Fire, the new Linked Progressive trio from Cash Flood Link furthermore provide triple the excitement on the gaming floor.

The latest Superia Golden Link Volume 2 complements the portfolio and guarantees an inspiring gaming experience with five fresh titles and just as many all-time classics. The high performing Jackpot Xtension Link comes as Volume 2 with five new titles and delights with famous games such as Golden Book of Ra and Golden Charming Lady in its own XL version. The new IMPERA LINK™ Series 2 offers a unique gaming variety with a total of 41 games in every category.

The two new multi-game mixes at ICE will be very special: Impera Line HD Edition 9 in a new design with additional features and Superia Premium Mix 3. Don't miss the chance to experience it at the show.

All-time classics from Novomatic as well as fresh modern titles can also be found in the NOVOLINE Interactive Edition X4. Whether you want to immerse yourself in the underwater worlds of Lord of the Ocean or Dolphin's Pearl deluxe or search for hidden treasures in the Book of Ra

Temple of Gold mixes offer the perfect enjoyment for every guest. Brand new is the Novomatic ActionBook Edge 1.43J, heralding the future of sports betting kiosks: more action, more bets, more possibilities on an upright single screen and a design that blends effortlessly into any environment. Explore the seamless betting experience with state-of-the-art graphics and lightning-fast response time at the Novomatic sports betting corner at ICE 2024. The new sports betting kiosk ActionBook™ Edge 1.43J perfectly complements the Novomatic ActionBook Compact 1.27 desktop kiosk and the dual screen version, Novomatic ActionBook Plus 2.27.

Thomas Schmalzer, Vice President Global Sales and Product Management Novomatic AG, is looking forward to welcoming visitors: "As the biggest Novomatic showcase this year, ICE is a great spectacle that should not be missed. We are proud to be presenting an exceptional product portfolio for all markets and segments that offers a suitable solution for every requirement of our customers – from the V.I.P. X series for the premium casino to the ActionBook for the sports betting sector. Be inspired by the variety of products at ICE and convince yourself of the high quality of Novomatic products on site."

Novomatic's technology partners such as Ainsworth Gaming Technology, APEX, and FAZI will showcase their latest product portfolio.



29.01.2024

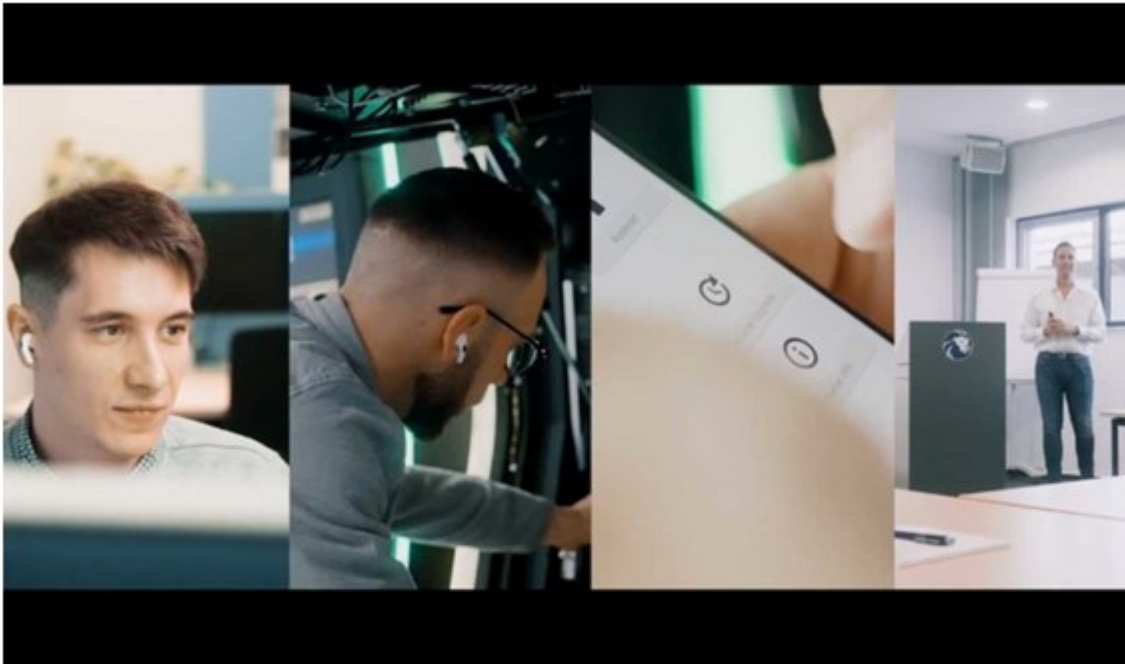
Novomatic-Preview: „Galaktische X-perience“ auf ICE 2024

Novomatic will auf der ICE vom 6. bis zum 8. Februar 2024 im Londoner Messezentrum ExCeL in neue Gaming-Sphären eintauchen. Man werde auf Europas wichtigstem Gaming-Event „modernste Gaming-Lösungen für verschiedene Branchen und Märkte präsentieren“, so der Konzern. Das 360°-Portfolio, das man abbilden werde, umfasse terrestrische Casinoprodukte, AWP-Glücksspielautomaten, Casino-Managementsysteme einschließlich biometrischer Zugangs- und Spieler-Tracking-Technologien, sichere Cash-Handling-Geräte sowie Sportwetten-Produkte und Online-Glücksspiellösungen. Darüber hinaus verweist Novomatic auf das aktuelle Produktportfolio seiner Technologiepartner wie Ainsworth Gaming Technology, Apex und Fazi. Auch diese präsentierten sich auf der ICE.

„Riesiges Spektakel“

„Die ICE ist als größter Novomatic-Showcase in diesem Jahr ein riesiges Spektakel, das man nicht verpassen sollte“, lädt Thomas Schmalzer, Vice President Global Sales and Product Management Novomatic AG, zum Standbesuch ein. „Wir sind stolz darauf, ein so außergewöhnliches Produktportfolio für alle Märkte und Segmente zu präsentieren, das für jede Anforderung unserer Kunden eine passende Lösung bietet – von der V.I.P. X-Serie für das Premium-Casino bis zum ActionBook für den Sportwetten-Bereich.“

Auf dem [Novomatic-Stand](#) sollen laut Konzern sowohl Novomatic-Klassiker als auch neueste Gaming-Highlights ausgestellt werden. Angkündigt sind unter anderem eine „spektakuläre neue Erweiterung“ der V.I.P. X-Serie an. Dann die Black Edition II-Serie. Ein weiterer Fokus liege auf den neuen Progressive Links. Darüber hinaus auf neuen Multi-Game-Mixen wie Impera Line HD Edition 9, Superia Premium Mix 3 oder auch Novoline Interactive Edition X4. Neues gebe es auch in der Novomatic-Sportwetten-Ecke zu entdecken. Besucherinnen und Besucher des Stands können sich laut Novomatic außerdem auf „tolle Preise und sportliche Herausforderungen“ auf der ICE 2024 freuen. Novomatic ist hier zu finden: S8-260, S7-150, S7-130, S7-210.



29.01.2024

Löwen-Service informiert mit Image-Film

Das Angebot des Löwen-Service erklärt jetzt neu ein kurzer Image-Film. In knapp 3 Minuten zeigt das Video alle Bereiche, die der Löwen-Service als Ansprechpartner bei allen technischen Fragen rund um die Produkte und Dienstleistungen von Löwen Entertainment abdeckt. Erläuterungen gibt es etwa zum technischen Service, zum Löwen-Kunden-Portal, zur LSmobile-App, zu Service Plus und zu den Technischen Trainings.

Angebote aus einer Hand

180.000 Mal pro Jahr werde Anruferinnen und Anrufern im Kunden-Center laut Löwen telefonisch weitergeholfen. Bei komplexeren Fragestellungen auch per Video-Chat, heißt es im Film. Interaktion gebe es im Service-Center aber auch mit den Spielgästen. Und zwar via Live-Chat rund um das Online-Gaming-Angebot novoline.de. Vor Ort ist der Löwen-Service demnach täglich mit einem Team von mehr als 130 Technikerinnen und Technikern unterwegs. Über 130.000 Mal pro Jahr.

Ein weiteres Angebot, das im Video erläutert wird, ist der gerätebezogene Service-Vertrag Service Plus. Darüber hinaus rückt die LSmobile-App ins Blickfeld. Über sie ließen sich viele Fragen im Vorfeld klären. Geräte könnten etwa mit der App resettet und viele Störungen direkt behoben werden, heißt es. Darüber hinaus gibt es im Image-Film Informationen zu Anmeldung und Umfang des Schulungsangebots für Automatenunternehmer, für Techniker und für Servicepersonal. Die Technischen Trainings und Individualschulungen sind online als auch in Präsenz buchbar.

Isa-guide.de, 29.01.2024

Galaktische X-perience: NOVOMATIC taucht auf ICE 2024 in neue Gaming-Sphären ein

Mit einem eleganten Standdesign und einem breit gefächerten Produktportfolio garantiert NOVOMATIC den Besuchern der ICE 2024

NOVOMATIC

in London das ultimative X-Erlebnis. Die Messebesucher können sich auf eine umfassende Palette an innovativen Gaming-Technologie-Lösungen freuen: sowohl Produktneuheiten als auch etablierte Klassiker werden auf dem NOVOMATIC-Stand für Begeisterung sorgen.

Gumpoldskirchen – Die Vorfreude auf Europas wichtigstes Gaming-Event ist riesig. Als größter Aussteller wird NOVOMATIC vom 6. bis 8. Februar im Londoner Messezentrum ExCeL ein breites Sortiment an innovativen Produkten präsentieren. Modernste Gaming-Lösungen für verschiedene Branchen und Märkte werden die Besucher inspirieren und in neue Gaming-Sphären führen. Dieses 360°-Portfolio umfasst landbasierte Casinoprodukte, AWP-Glücksspielautomaten, Casino-Managementsysteme einschließlich biometrischer Zugangs- und Spieler-Tracking-Technologien, sichere Cash-Handling-Geräte sowie Sportwetten-Produkte und Online-Glücksspiellösungen und erfüllt die höchsten Ansprüche an Technologie und Qualität. Zusätzlich präsentieren Technologiepartner von NOVOMATIC, wie Ainsworth Gaming Technology, APEX und FAZI, ihr aktuelles Produktportfolio.

Jeder Spieler verdient es, sich wie ein VIP zu fühlen



(Bild: Novomatic AG)

Auf der diesjährigen ICE stehen die V.I.P.s im Rampenlicht: Die neu eingeführte V.I.P. X Serie von NOVOMATIC richtet sich an anspruchsvolle Spielgäste und an Casinobetreiber, die ihren Besuchern eine entsprechend hochkarätige Spielunterhaltung bieten wollen. Die beeindruckende V.I.P. X Royal™ 1.85, die V.I.P. X Dream™ 3.43 und die V.I.P. X Lounge™ 2.32 offerieren außergewöhnlichen Luxus mit exquisitem V.I.P.-Komfort, extra hohen und breiten Spielbildschirmen und einem erstklassigen Soundsystem mit bequemem Sitzkomfort. Faktoren, die für ein intensives Spielerlebnis und maximale Immersion sorgen.

Diese „Very Important Player X-perience“ wird auf der ICE durch die Premiere einer

spektakulären neuen Erweiterung der V.I.P. X-Serie noch verstärkt – ganz nach dem Motto: „Think bigger!“ Die V.I.P. X Galaxy™ 2.65 präsentiert sich in galaktisch großer Form und punktet mit einzigartigem Sitzkomfort und Design. Dieser exklusive Luxus-Loungesessel lässt keine Wünsche offen: Mit der ultrabreiten Aufstellung von zwei 65"-Spielbildschirmen und verstellbarem Luxus-Sitzkomfort hebt er die Spieler in neue Galaxien des Spielvergnügens.

Auch dieses Jahr sind auf der ICE sowohl NOVOMATIC-Klassiker als auch die neuesten Gaming-Highlights auf dem Messestand vertreten. Nach der Produkteinführung auf der letztjährigen ICE hat sich die BLACK EDITION II-Serie bereits sehr gut in den Spielhallen weltweit etabliert. Alle drei Gehäuse der BLACK EDITION II Serie zeichnen sich durch ein modernes Design mit Black Metro-Finish, perfekt angewinkelte Monitore und eine gestochen scharfe Spieldarstellung sowie ein kontrastreiches LED-Beleuchtungskonzept aus. Die Multiscreen-Varianten BLACK EDITION II 3.27 und BLACK EDITION II XL 3.32 sind jeweils mit zwei Full-HD-LCD-Bildschirmen in 27" bzw. 32" sowie einem Topper in den gleichen Abmessungen ausgestattet. Das Schwestermodell BLACK EDITION II 1.49J ergänzt die Gehäuseserie perfekt und bietet mit seinem eleganten 49"-J-Curve-Monitor eine moderne Präsentation des umfangreichen NOVOMATIC-Spielekatalogs im Hochformat.

Gaming-Highlights führen die Besucher in neue Sphären

Neue Progressive Links, die jetzt schon legendär sind: Die vier Spiele des GODS & LEGENDS™ Link sind ein echter Besuchermagnet und werden auf der Messe im neuen V.I.P. X Royal™ 1.85 Gehäuse präsentiert. Göttliche Charaktere entführen die Spieler in die mythischen Welten des alten Griechenlands, Ägyptens, Asiens und der skandinavischen Wikingerzeit. Secrets of Wealth™, Magic Cleopatra™ und Roll on Fire™, das neue Linked Progressive Trio von CASH FLOOD™ Link, sorgen darüber hinaus für dreifachen Nervenkitzel auf der Spielfläche.

Der innovative Superia GOLDEN LINK™ Volume 2 rundet das präsentierte Portfolio ab und garantiert ein inspirierendes Spielerlebnis mit fünf neuen Titeln und ebenso vielen All-Time-Klassikern. Der leistungsstarke Jackpot XTENSION LINK™ kommt als Volume 2 mit fünf neuen Titeln und begeistert mit NOVOMATIC-Classics wie Golden Book of Ra™ und Golden Charming Lady™ in einer eigenen XL-Version. Die aktuelle IMPERA LINK™ Serie 2 bietet mit insgesamt 41 Spielen in jeder Kategorie eine einzigartige Spielvielfalt.

Die beiden neuen Multi-Game-Mixe auf der ICE bieten ein ganz besonderes Spielerlebnis:



(Bild: Novomatic AG)

Impera Line HD™ Edition 9 im neuen Design mit zusätzlichen Features und Superia Premium Mix 3. Verpassen Sie nicht die Chance, diese auf der Messe live zu erleben.

NOVOMATIC Klassiker, aber auch neue Titel finden sich darüber hinaus in der NOVOLINE™ Interactive Edition X4. Ob man in die Unterwasserwelten von Lord of the Ocean™ oder Dolphin's Pearl™ deluxe eintauchen oder im Book of Ra™ – Temple of Gold™ nach verborgenen Schätzen suchen möchte – dieser Game-Mix bietet für jeden Gast den perfekten Spielspaß.

Innovativ ist auch das NOVOMATIC ActionBook™ Edge 1.43J, dass die Zukunft der Sportwetten-Kioske einläutet: mehr Action, mehr Wetten, mehr Möglichkeiten, ein imposanter Screen und ansprechendes Design, das sich mühelos in jede Umgebung einfügt. Entdecken Sie das nahtlose Wett-Erlebnis mit modernster Grafik und blitzschneller Reaktionszeit in der NOVOMATIC-Sportwetten-Ecke auf der ICE 2024. Der neue Sportwetten-Kiosk ActionBook™ Edge 1.43J ist die perfekte Ergänzung zum NOVOMATIC ActionBook™ Compact 1.27 Desktop-Kiosk und der Dual-Screen-Version NOVOMATIC ActionBook™ Plus 2.27.

Besuchen Sie den NOVOMATIC-Stand und lassen Sie sich nicht nur von der Produktvielfalt überraschen. Auf unsere Kunden warten tolle Preise sowie sportliche Herausforderungen: Sind Sie bereit, gegen einen Champion anzutreten?

Thomas Schmalzer, Vice President Global Sales and Product Management NOVOMATIC AG, freut sich auf die Besucher: „Die ICE ist als größter NOVOMATIC-Showcase in diesem Jahr ein riesiges Spektakel, das man nicht verpassen sollte. Wir sind stolz darauf, ein so außergewöhnliches Produktportfolio für alle Märkte und Segmente zu präsentieren, das für jede Anforderung unserer Kunden eine passende Lösung bietet – von der V.I.P. X-Serie für das Premium-Casino bis zum ActionBook™ für den Sportwetten-Bereich. Lassen Sie sich von der Produktvielfalt auf der ICE inspirieren und überzeugen Sie sich vor Ort von der hohen Qualität der NOVOMATIC-Produkte. Besuchen Sie unseren Stand – wir freuen uns auf Sie!“

FOR

Statements



Landeshaupfmann MAG. THOMAS STELZER

Das Upgrade für das Upper Austria Ladies Linz zu einem **WTA-500er-Turnier** ist wie ein Ass! Es begeistert die Menschen und zieht die Zuschauerinnen und Zuschauer noch stärker in seinen Bann. Mit noch mehr erstklassigen Spielerinnen aus den Topplatzierungen im weltweiten Ranking kann dieses Event nun neue Maßstäbe setzen. Doch es ist mehr als ein Upgrade – es ist ein klares Signal!

Das Turnier, bereits ein Juwel nicht nur auf der österreichischen Tennisturnierbühne, wurde durch das Team um Sandra Reichel auf das Feinste poliert und geschliffen. Dieses Weltklasse-Event, ein absolutes Highlight im oberösterreichischen Sportkalender in der Landeshauptstadt, erhält durch dieses Upgrade offiziell die Anerkennung, die es schon seit langem verdient. Ich gratuliere herzlich dazu! Mögen das Publikum und alle Beteiligten pure Spannung erleben, wenn es um Spiel, Satz und Siege geht.



Wirtschafts- und Sport-Landesrat MARKUS ACHLEITNER

„Mit der Aufwertung zu einem **WTA-500er-Turnier** rückt Österreichs bedeutendste Frauensport-Veranstaltung mehr denn je in den internationalen Fokus. Diese Entwicklung ist im Einklang mit unserer OÖ-Sportstrategie, die neben der Errichtung von Top-Infrastruktur für unsere Sportlerinnen und Sportler auch die Ausrichtung von Spitzensportveranstaltungen zum Ziel hat. Die Strahlkraft des Upper Austria Ladies, das von Turnier-Direktorin Sandra Reichel und ihrem Team perfekt in Szene gesetzt wird und in 150 Länder übertragen wird, ist enorm. Oberösterreich kann sich als ausgezeichnete Sport-, Tourismus- und Wirtschaftsstandort präsentieren.“



Bürgermeister der Landeshauptstadt Linz MMAG. KLAUS LUGER

Spiel, Satz und Sieg heißt es abermals im Design Center Linz, wenn einige der Topstars der Tennis-Szene bei der **33. Auflage des Upper Austria Ladies Linz** in der Landeshauptstadt aufschlagen. In den vergangenen Jahrzehnten hat dieser Tennis-Klassiker maßgeblich dazu beigetragen, dass Linz einen ausgezeichneten Ruf als Sportstadt genießt. Alljährlich gelingt es dem Veranstalter, ein hochkarätiges Teilnehmerinnen-Feld zu verpflichten, welches die Besucher*innen mit fantastischen Matches begeistert. Die Arbeit des Veranstalters Reichel Business Group, insbesondere von Turnirdirektorin Sandra Reichel, fand nunmehr auch darin ihre Würdigung, indem das Traditionsturnier eine Aufwertung erfährt und heuer erstmals in der **WTA-500er-Kategorie** stattfinden wird.



Vizebürgermeisterin der Landeshauptstadt Linz KARIN HÖRZING

Die bedeutendste Frauensport-Veranstaltung Österreichs wird 2024 zum ersten Mal als **WTA-500er-Turnier** stattfinden. Diese prestigeträchtige Aufwertung verspricht ein hochklassiges Teilnehmerinnenfeld, das in der großartigen Kulisse des Design Center tolles Damentennis zeigen wird. Die Vorfreude auf spannende Begegnungen und sportliche Höchstleistungen ist bereits jetzt spürbar. Als Sport- und Sozialreferentin der Stadt Linz erfüllt es mich zudem mit besonderem Stolz, dass auch 2024 der soziale und inklusive Charakter des Sports von den Veranstalter*innen in den Fokus gerückt wird. Mein großer Dank gilt Sandra Reichel und dem gesamten Organisationsteam, die dieses Turnier ermöglichen sowie allen Sponsor*innen und Helfer*innen.



Generaldirektor der LINZ AG DI ERICH HAIDER, MBA

Als Unterstützerin der ersten Stunde freut sich die LINZ AG über die Aufwertung des Linzer Damentennis-Turniers zu einem **WTA 500-Event**. Schon in den vergangenen Jahren durften die Tennissfans, zu denen auch viele unserer Kund*innen zählen, Weltklassetennis in Linz erleben. Heuer werden die aktuell Besten der Besten im Design Center aufschlagen.

Tennis wird in vielen heimischen Vereinen angeboten und verbindet Generationen sowie Freizeit und Leistungssport. Das Upper Austria Ladies Linz setzt an der großen Breitenwirkung von Tennis an und verknüpft den Spitzensport mit Wirtschaft, mit Frauenförderung und – seit 2023 als Green-Event – mit dem Klimaschutz. In vielen Punkten, die der Turnierleitung, der ich sehr herzlich zum Upgrade gratuliere, wichtig sind, findet sich auch die LINZ AG wieder. Wir sind daher aus mehreren Gründen sehr gern wieder mit an Bord. Ich wünsche allen Spielerinnen einen sportlich erfolgreichen Aufenthalt in Linz, der Turnierleitung eine gelungene Woche und allen Fans spannende Matches im Linzer Design Center.



Generaldirektor OÖ Versicherung MAG. OTHMAR NAGL und Vorstandsleiterin OÖ Versicherung MAG. KATHRIN KÜHREIBER-LEITNER MBA

Liebe Tennissfans, wir freuen uns, Sie im Namen der Oberösterreichischen Versicherung beim **Upper Austria Ladies Linz** willkommen zu heißen. Der Tennissport ist für uns ein Symbol für Entschlossenheit und Leidenschaft. Wir sind stolz, Teil dieser spannenden Welt zu sein und wünschen allen viel Erfolg und Freude. Um den Spielerinnen eine zusätzliche Motivation zu geben, setzen wir unser Engagement für die Nachhaltigkeit fort und übernehmen daher für jedes geschlagene Ass die Kosten für eine Bienenwabe für eine künftige Jungmutter.



Geschäftsführer ADMIRAL Sportwetten JÜRGEN IRSIGLER

Vorfreude pur! Das Upper Austria Ladies Turnier in Linz ist eine echte Traditionsveranstaltung und mit Sicherheit ein Highlight im jährlichen österreichischen Sportkalender. Wir haben die Kooperation im vergangenen Jahr begonnen und diesen Schritt definitiv nicht bereut. Ganz im Gegenteil – als Partner macht es uns große Freude, die positive Entwicklung des Turniers auch in diesem Jahr aktiv unterstützen zu können. Nach unseren bereits mehrjährigen und umfangreichen Engagements im Handball und Fußball ist die Kooperation im Damen-Tennis für ADMIRAL ein weiterer wichtiger Schritt zur nachhaltigen Förderung des Frauen-Sports in Österreich. Mit Vorfreude pur auf die Turnierwoche wünsche ich allen Zuschauern viele spannende und unterhaltsame Spiele.



General Manager Lexus Deutschland & Österreich HOLGER KIENER

„Lexus hat sich innerhalb kürzester Zeit fest im Tennissport etabliert, und wir freuen uns sehr darüber, neben unserer Rolle als Partner der ATP-Tour im Herrentennis nun auch das Damentennis unterstützen zu dürfen“, sagt Holger Kiener, General Manager Lexus Deutschland & Österreich. „Ob beim **Upper Austria Ladies Linz** oder anderswo: Unser Engagement bei den Turnieren eröffnet uns einen Zugang zu neuen Zielgruppen, die unsere Werte wie Innovation, Leistung und Exzellenz teilen und denen wir unsere Vision einer modernen und nachhaltigen Mobilität der Zukunft näherbringen können.“