

Pressepiegel 2024

Berichterstattung
NOVOMATIC

Erstellt von **Group Marketing & Communications**

Datum **26.08.2024 / KW 34**

Casino International, August 2024

NOVOVISION™ – The visionary solution



NOVOVISION™
The visionary solution.

Built on cutting-edge technologies, NOVOVISION™ is a revolutionary CMS with extensive features that cover all areas of the modern casino operation and beyond. Its system architecture is designed to handle high-volume transactions, ensuring maximum security, data integrity and regulatory compliance. The modular design of the system allows for absolute flexibility and easy customization: Operators can opt for individual modules and gradually expand their solution according to operational or legal requirements. The high system scalability qualifies it to perfectly suit any size of business and any cash system requirement (TITO, Cashless or biometrically supported). Worldwide, some 30,000 gaming machines, 3,000 betting terminals and 1,300 cash terminals are operated via NOVOVISION™, and at last year's European Casino Awards, it was recognized as the "Best CMS/Software Product".

The NOVOVISION™ core modules focus on improved operational efficiency and security, monitoring gaming activity and transactions in real-time and granting operators not only full administrative and operational control of their business but

also enabling them to immediately identify and respond to any potential security threat.

NOVOVISION™ access focuses on secure and compliant customer registration and access processes. A highlight of the system is the patented, state-of-the-art biometric solution that employs fingerprint or face recognition to ensure the distinct identification of registered guests along their customer journey, from the entrance, across the slot floor and even at the live tables.

State-of-the-art and secure cash management and payment solutions that cater to all modern POS requirements are offered in the NOVOVISION™ pay portfolio of cash terminals and periphery, while the NOVOVISION™ wallet is a single wallet solution that substitutes TITO tickets and printers by enabling the virtual transfer of cash and promo credits among gaming and betting terminals, cash terminals, vending machines, f&b, hotels and even online. These functionalities also meet 360° requirements, serving operators who not only run a brick-and-mortar business but also an online offer.

The system's many extended functionalities for sophisticated loyalty and

promotions comprised in NOVOVISION™ promo can have a significant impact on customer retention and revenue growth, with in-depth analysis of player preferences and conclusions about specific promotional strategies. Via NOVOVISION™ smart, operators can utilise a highly customized player engagement platform in a smart mobile player app. Aggregating data from the CMS, it presents casino customers a seamless casino experience with all the information they seek, e.g., jackpot meters, casino news and events, the player's wallet including their recent transactions and much more.

A game-changing variety of tools for live table games support are covered by NOVOVISION™ live, such as live table accounting, biometric player recognition and live table loyalty. NOVOVISION™ tournament is the latest addition to the extensive suite of gaming management applications comprised in NOVOMATIC's visionary CMS. The functionalities include detailed settings for the game types, chips, rounds, buy-ins and a dynamic prize calculation as well as sophisticated table and player management, thus significantly reducing the administrative effort and making the organisation of live table tournaments easy like never before.

NOVOVISION™ av adds the sophisticated AbsoluteVision digital media content management system as a flexible, complete hardware and software solution to the suite.

Jens Einhaus, Head of Sales & Product Marketing NBS: "Worldwide, a rapidly growing number of gaming venues are already operated via the NOVOVISION™ CMS, which has proven its ability to boost operational profitability in full compliance with even the most stringent Responsible Gaming requirements, while at the same time delivering a next-generation and seamless 360° customer journey."



Novomatic among the confirmed for London Casino & Gaming Expo

August 26, 2024

by David Snook



Subscribe

As expected, the big names are already starting to line up for January's London Casino & Gaming Expo, led by the big two of Europe, Novomatic and Merkur.



Show chairman Martin Burlin told *InterGame* this week that confidence was growing among the Entertainments, Attractions and Gaming Expo (EAG) and London Casino & Gaming Expo teams that they will be able to stage a dedicated bricks-and-mortar casino show, a few days ahead of ICE in Barcelona.

"The industry is well used to coming into London for the main gambling

event each year," he said. "They like the shows, the shopping and the whole British experience. Our EAG already has a European pedigree and it has always contained an element of the gambling industry.

"That is a natural lead-in to the casino business as some of the manufacturers deal with both sectors."

Show ambassador Nick Harding put a slightly different slant on the London Casino & Gaming Expo strategy, however, and said: "We are of course delighted that the machine manufacturers are keen to be in from the start and they will clearly form the backbone of the show.

"But we also want to see a welter of exhibitors there who will supply what the industry would probably term 'associated products,' applications that are nevertheless vital to a casino.

"I am referring to products such as F&B, CCTV, signage, recruitment, training and payment systems. There is space for all of them and the opportunity for them to stand out so much more in a bijou event."

Meanwhile, Austrian giant Novomatic is immediately on side, and having a UK subsidiary gives it a natural entrée. The other European multi-national, Germany's Gauselmann Group, has its Merkur UK group of companies and that, in turn, houses the very well-known Blueprint brands. They are confirmed exhibitors at the new show, too.

Also immediately involved is Reflex Gaming, the UK-based company that led the Category C refurbishment programme for years, before stepping up to all-new developments for almost every category of gaming machine.

Inspired Entertainment has nearly 50,000 pieces of equipment in operation across the UK, but as a supplier, its products cross every sector: content, technology, hardware and services.

Also booking early for space on the floor is EFCO, the EverFine Group company, a provider of embedded computer platforms for the gaming industry.

"This is just the start," said Harding. "There is a whole group of companies on the cusp of signing up for the show and we will release their names as they are confirmed."

Show director Nicola Lazenby and her team are already blocking off sections of the floor plan for the London Casino & Gaming Expo on behalf of clients.

"They seem to like the structure of the show – taking out the overwhelming online gambling sector and concentrating everything that operators want to see into one compact event," she said.

"They will get close to the suppliers of the materials for every sector from AWP's as they are still known in Europe (Category C in the UK), through to casino slots, with their accompanying associated products and services."

The exhibition is set for London's ExCeL from January 14-16.



23.08.2024

„Jetzt mal ehrlich“: Neue StarGames-Kampagne gestartet

StarGames möchte mit einer neuen Kampagne sein Commitment zu fairem und transparentem Glücksspiel untermauern. Dafür setzt die deutsche Online-Spielothek auf die prägnante Kernbotschaft „Jetzt mal ehrlich“. Mit dem Launch der 360°-Imagekampagne möchte StarGames, die deutsche iGaming-Marke von Greentube, sowohl das Gewinnen feiern und gleichzeitig das Bewusstsein für das Verlustrisiko beim Online-Glücksspiel schärfen. Dieser Aspekt werde häufig in der Werbung ausgeklammert, heißt es in der Unternehmensmeldung. Zentrum der Kampagne ist ein TV-Spot, der Slot-Begeisterte und ihre Suche nach der perfekten Gewinnlinie humoristisch auf diverse Lebenssituationen ummünzt.

Offen auf Glücksspiel eingehen

„Uns ist bewusst, dass Glücksspiel in mancher Hinsicht ein Thema ist, über das man nicht so gern spricht“, erläutert László Pados, Brand-Manager von StarGames. „Deshalb sehen wir uns als führende deutsche iGaming-Brand in der Verantwortung, umso offener auf alle Aspekte dieser Unterhaltungsform einzugehen. Wir wollen mit ‚Jetzt mal ehrlich!‘ außerdem unterstreichen, dass wir unsere Unternehmensphilosophie klar nach den Richtlinien des Glücksspielstaatsvertrags 2021 ausrichten – um erstklassiges Entertainment in einem geschützten Umfeld bieten zu können und dazu beizutragen, den Schwarzmarkt einzudämmen“, so Pados.

Die Marketingkampagne für TV, Streaming und digitale Werbeflächen ist auf mehrere Monate terminiert und wurde mit &US umgesetzt. Die Agentur war laut StarGames nicht nur bei der Entwicklung des TV-Spots, sondern auch bei der Neupositionierung der StarGames-Brand federführend beteiligt. „Wir sind sehr zufrieden damit, wie sich die Zusammenarbeit mit &US entwickelt hat – vom einzigartigen Kampagnenkonzept bis hin zum finalen TV-Spot. ‚Jetzt mal ehrlich!‘ hebt sich von gängigeren Themen der Glücksspielwerbung ab und ist ein bedeutender Schritt, der unserer Brand deutschlandweit zu mehr Präsenz verhilft“, ergänzt Gaele Peleus, Marketing-Managerin von StarGames.

focusgn.com, 23.08.2024

Michael Bauer, Greentube: “We always try to be as local as possible, yet offer globally appealing content as well”



Michael Bauer, CEO at Greentube.

Michael Bauer, CEO of Greentube, discusses the company's achievements this year, their innovative offerings at the SBC Summit, and their strategic expansion plans.

Exclusive interview.- In an exclusive interview with Focus Gaming News, **Michael Bauer**, CEO of **Greentube**, delves into the company's achievements throughout the year, highlighting game launches like “**Piggy Prices**” and the expansion of their Italian subsidiary **Capecod** into new markets.

Bauer also previews **Greentube's lineup for the upcoming SBC Summit in Lisbon**, where the company will showcase innovative titles like "Calacas Cash" and "Barkin' Clusters."

What have been your highlights of the year so far?

We had some really successful game launches this year so far, especially the Piggy Prices titles but also Dynamite Fortunes and Athena Goddess of War which quickly became player favourites. We are also very happy about the progress we've made with our Italian subsidiary Capecod.

The company is now not only aggregating our and third-party content for Italy but we have also expanded its presence into Spain, and we are soon to launch into Latin American markets. On the Capecod platform, **we've also built two crash games which is a completely new genre for us** and we are curious to see how that will develop. Additionally, we have certified our new technology stack Mynt in South Africa and are now working on integrating new customers there. So all in all, a very busy year so far with substantial investments.

What games will Greentube be showcasing at the SBC Summit in Lisbon? Can we expect Greentube to introduce any new innovative content at the showcase?

In addition to our well-known Diamond Link series, which we will introduce the latest additions to at the event, we will also showcase **a plethora of other fabulous games**.

Calacas Cash is a 6×4 cluster pay game that features a 'Dia de los Muertos' theme. It's a game that we are very excited about as it has a lot of the ingredients that make a great slot – amazing graphics, enjoyable sound and an innovative mechanic. It will be launched a few weeks before Halloween as the theme fits well with the season but we believe that it will perform strongly all year round.

Barkin' Clusters is another cluster pay game on a slightly bigger grid which is 6×5. As the title already suggests the theme revolves around funny-looking dogs and the mechanic includes symbol upgrades, multipliers and much more. It is the debut game of our new studio partner Flamingocatz and we are all excited about the roadmap of titles that is to come from them.

In addition to the slots, **we have worked on a set of fast/instant games that will be released in Q4**. The first two of them, Piñata Blast & Hit ME Baby!, will be featured at the show as well.

What are your expectations in terms of meeting with clients and potential deals?

From what we hear from our customers, partners and competitors, **we expect a very big SBC Summit**. Our calendars are nearly fully booked already, and we are happy to meet both existing customers and potential new leads. The location itself is a very good choice from our point of view as it attracts people from LatAm, especially Brazil, which is high on the agenda for a lot of industry participants.

What key aspects make Greentube stand out from its competitors in such a competitive industry?

I strongly believe that it is the quality and diversity of our games which makes us stand out. All of our studios have their specialities ranging from fruit games to steppers, to complex video slots and new genres like crash games or instant games.

On top of this, we always try to be as local as possible, yet offer globally appealing content as well. More recently we are converting successful online slots back to land-based cabinets of our parent group NOVOMATIC. Data and know-how of all of these activities are of course meticulously tracked and analyzed and then fed back to the game studios to create even better content in the future.

“I strongly believe that it is the quality and diversity of our games which makes us stand out.”

What kinds of games do you think will help the online casino sector continue to build on its recent momentum?

Over the last few years, we have seen an influx of new types of content such as crash games, e-instants and fast games. I expect this trend will continue and that operators will try different mechanics and concepts from the suppliers. Having said that, I'm also of the opinion that **slots will continue to be the main revenue driver in most markets**. I think that more and more operators will choose product differentiation however over launching as many slots as possible. Quality over quantity will help operators to attract, but importantly, also maintain players.

What are the next events on the Greentube calendar?

Shortly after the SBC Summit in Lisbon, **we will of course have a stand at G2E in Las Vegas**, and we will have our sales representatives attending all the main shows for the remainder of the year, such as SBC Summit Latinoamerica and SIGMA Malta.

COMPANY BALANCE SHEET

Novomatic Colombia installs over 100 Linked Progressives Jackpots in only 12 months



2024-08-22 Colombia

🕒 Reading time 2:11 min

Novomatic Gaming Colombia, a subsidiary of the **Novomatic Group**, announced that it has installed more than 100 Linked Progressives Jackpots in several gaming rooms in the country, during the last 12 months. According to the company, this achievement highlights the trust that the gaming operators place in the solutions of the Austrian group.

From Novomatic, they recalled that the first Jackpot Linked Progressive, Thunder Cash Link, arrived in the Colombian gaming halls thanks to **Vicca Group** and that it was installed in **Luckia Casino**. At that time, **Rolando Chavez**, director of Slots of **Vicca Group**, commented: "The arrival of Thunder Cash at Casino Luckia generated great expectation and acceptance among players who love jackpots, due to the dynamism of each one of its games."

To date, that same **Vicca Group** has copies of three of Novomatic's renowned **Jackpot Linked Progressives** in its gaming halls, and, according to Chavez, the continued expansion of Novomatic's jackpot offerings in its halls is a result of "the strong business relationship that binds them together."

"The quality and performance of their products have been consistent over the years, and we are excited to continue this partnership to offer the best to our players," the executive said recently.

In Colombia, Novomatic markets the well-known **Cash Connection**, **IMPERA LINK**, and the recently launched **GOLDEN LINK** series, accumulating a total of more than **10 Jackpot Linked Progressives** solutions available and projecting to expand its offer in the future.

Manuel Del Sol, General Director of Novomatic Gaming Colombia, indicated that the success of the Jackpots Linked Progressives confirms the company's vision. "We are excited to continue expanding our reach in the Colombian and Central American market, offering solutions that not only satisfy but exceed the expectations of operators and players," he said.



Manuel Del Sol

According to the company, in Colombia, Novomatic Jackpots are one of the most chosen options in the market **due to the company's ability to know in depth the different profiles and preferences of the gaming hall customers** in the market.

In addition, **Novomatic's solutions have demonstrated a performance of more than 30%** above the arcade average. They have a **variety of cabinet models** to suit different budgets and needs. In addition, they offer **discounts and financing to facilitate the acquisition of their products** by operators.

Another aspect that influences is **the solid human team they have**, since clients receive **personalized support** throughout the process of installation, start-up, and kick-off of the product, in addition to expert advisors in the **analysis of the performance of the products available to clients** to optimize the conditions and performance of the solutions in the gaming halls.

The company also has **highly attractive and ready-to-use integrated communication campaigns**, supporting the promotion of its jackpots in the communication channels of its customers.

"With the 100 installations, Novomatic Gaming Colombia reaffirms its commitment to **offer high-quality products** and innovative solutions that elevate the gaming experience in gaming halls. The combination of advanced technology, attractive design, and a dedicated team guarantees that the firm's **Jackpots Linked Progressives are the preferred option in the market**," the company concluded.

Those interested in obtaining more information about the Jackpots Linked Progressives available in Colombia and Central America can do so through www.novomaticclub.com. For personalized attention, please **contact the sales department**.

„JETZT MAL EHRlich!“: STARGAMES STARTET NEUE MARKETING-KAMPAGNE

Wien (ots) -

Die deutsche Online-Spielothek untermauert ihr Commitment zu fairem und transparentem Glücksspiel mit einer prägnanten Kernbotschaft.

Mit dem Launch der 360°-Imagekampagne „Jetzt mal ehrlich!“ feiert StarGames, die deutsche iGaming-Marke von Greentube, das Gewinnen, schärft aber auch das Bewusstsein für das Verlustrisiko beim Online-Glücksspiel - jenem Aspekt, der in der iGaming-Werbung häufig ausgeklammert wird. Zentrum der Kampagne ist ein TV-Spot, der Slot-Begeisterte und ihre Suche nach der perfekten Gewinnlinie humoristisch auf diverse Lebenssituationen ummünzt. Es geht um die Liebe zum Spiel und Einsatzwillen - für die Chance, Gewinnmomente zu erleben, ohne die Illusion, auf schnellem Weg zu viel Geld zu kommen.

„Uns ist bewusst, dass Glücksspiel in mancher Hinsicht ein Thema ist, über das man nicht so gern spricht“, erläutert László Pados, Brand-Manager von StarGames. „Deshalb sehen wir uns als führende deutsche iGaming-Brand in der Verantwortung, umso offener auf alle Aspekte dieser Unterhaltungsform einzugehen. Wir wollen mit ‚Jetzt mal ehrlich!‘ außerdem unterstreichen, dass wir unsere Unternehmensphilosophie klar nach den Richtlinien des Glücksspielstaatsvertrags 2021 ausrichten - um erstklassiges Entertainment in einem geschützten Umfeld bieten zu können und dazu beizutragen, den Schwarzmarkt einzudämmen“, so Pados.

Die Marketingkampagne für TV, Streaming und digitale Werbeflächen ist auf mehrere Monate terminiert und wurde mit &US umgesetzt. Die Agentur mit Kund:innen aus ganz Europa war nicht nur bei der Entwicklung des TV-Spots, sondern auch bei der Neupositionierung der StarGames-Brand federführend beteiligt.

„Wir sind sehr zufrieden damit, wie sich die Zusammenarbeit mit &US entwickelt hat - vom einzigartigen Kampagnenkonzept bis hin zum finalen TV-Spot. ‚Jetzt mal ehrlich!‘ hebt sich von gängigeren Themen der Glücksspielwerbung ab und ist ein bedeutender Schritt, der unserer Brand deutschlandweit zu mehr Präsenz verhilft“, ergänzt Gaelle Peleus, Marketing-Managerin von StarGames.

Sebastian Strobel, Managing Partner von &US zum Projekt: „Jetzt mal ehrlich! Die Zusammenarbeit mit StarGames hat uns von der Entwicklung der neuen Positionierung bis hin zur Umsetzung sehr viel Spaß gemacht. Das zeigt auch die neue Kampagne.“

Neugierig geworden? Alle bewegten Bilder zum Kampagnenlaunch gibt es demnächst auf [StarGames.de](https://www.stargames.de). Ansehen lohnt sich!

Über StarGames: StarGames ist eine deutsche Online-Spielothek mit langjähriger Tradition und einem Hauptaugenmerk auf verantwortungsvollem Glücksspiel. Die seit 2018 zur Greentube-Gruppe gehörende iGaming-Website ist der deutsche Premiumanbieter von NOVOLINE™-Spielen, mit internationalen Erfolgstiteln wie Book of Ra™ deluxe oder Lucky Lady's Charm™ deluxe und Gameplay-Innovationen am Puls der Zeit. Auf StarGames können außerdem die angesagtesten Automatenspiele bekannter deutscher sowie internationaler Partnerstudios in einem innovativen und sicheren Spielumfeld genossen werden. StarGames steht auf der Whitelist der Gemeinsamen Glücksspielbehörde der Länder (GGL).

Pressekontakt:

Greentube GmbH

Jan Chudik

Telefon: +43 676 520 9838



20.08.2024

Casino on Tour und Spielbank Berlin Trophy beim 129. Deutschen Traber-Derby

Die Spielbank Berlin Trophy ging beim 129. Deutschen Traber-Derby erneut an den Niederländer Micha Brouwer mit dem dreijährigen italienischen Hengst Feudale Degli Dei. Das meldet die Spielbank Berlin als langjähriger Sponsor des Deutschen Traber-Derbys. Den größten Erfolg seiner Karriere erkämpfte sich aber mit einem doppelten Sieg der niederländische Traber Michel Rothengatter. Er gewann mit der Stute Nortolanda nicht nur das Deutsche Traber-Derby, sondern auch am Vortag mit Speedrise Lady S das Stuten-Derby und erhielt damit das „Blaue Band“.

Casino on Tour

Der Spielbank zufolge verfolgten rund 10.000 Besucher die Rennen auf der traditionsreichen, vor 111 Jahren gegründeten Pferdesportanlage in Mariendorf. Das Derby-Meeting ist in zwei Veranstaltungsböcke aufgeteilt und fand in diesem Jahr vom 3. bis zum 18. August 2024 statt. Auf der offenen, denkmalgeschützten Kaiserlich-Endellschen Tribüne konnte die Spielbank Berlin zahlreiche Gäste begrüßen. Das Roulette-Spielangebot im Casino on Tour habe sich wieder besonderer Beliebtheit erfreut. Es sei – neben den Rennen – das Highlight der Renntage gewesen, so die Spielbank. Gerhard Wilhelm, Sprecher der Geschäftsführung der Spielbank Berlin: „Das Derby in Berlin ist ein sportlicher und gesellschaftlicher Höhepunkt der Sportstadt Berlin. Die Begeisterung der Zuschauer und die einzigartige Atmosphäre auf der Trabrennbahn bestätigen uns, an dieser Tradition festzuhalten.“

Bald 50-jähriges Jubiläum

Die Spielbank Berlin, die 2025 ihr 50. Jubiläum feiert, ist nach eigenen Angaben einer der bedeutendsten Sportförderer in Berlin sowohl im Profi- wie auch im Breitensport. Tausende vom Pferdesport begeisterte Fans aus ganz Europa besuchten das Sportereignis an den vergangenen beiden Wochenenden und auch Prominente. Darunter TV-Stars wie Oliver Mommsen, Matula-Darsteller Claus Theo Gärtner und Anja Kling oder Sängerin Cara Ciutan. Das Derby-Publikum sei auch in diesem Jahr vom Casino on Tour begeistert gewesen, freut sich die Spielbank.

Bild: Spielbank-Chef Gerhard Wilhelm mit Sängerin Cara Ciutan und Verleger Andy Moor am Roulette-Tisch des Casino on Tour beim 129. Deutschen Traber-Derby in Berlin. © Berlinboxx