

Pressepiegel 2024

Berichterstattung
NOVOMATIC

Erstellt von **Group Marketing & Communications**

Datum **07.10.2024 / KW 40**

Intergaming, Oktober 2024

Ainsworth sees revenue drop in H124

AINSWORTH Game Technology has reported a 15 per cent decrease in revenue for the six-month period ending June 30, 2024, against the previous year.

Total revenue reached AU\$121.4m, compared to \$143.6m in H123. Underlying EBITDA was \$26.8m, down from \$29.4m the previous year.

However, net assets totalled \$333.9m, up from \$325.7m the previous year.

"As was highlighted by the company in its previous guidance, the Latin America/Europe segment contributed the majority (73 per cent) of the revenue shortfall experienced in the current period," a company statement read.

"This revenue shortfall was a result of significant revenue contributions in CY23 within Argentina relating to the securing of import licences and resultant sales which were not

repeated in the H1CY24 period."

"I am encouraged by the investments the company has and continues to pursue," said AGT's chairman Danny Gladstone. "These investments are expected to further establish the necessary foundations to enable the development and release of new and innovative products to achieve improvements in the group's financial results."

Novomatic Gaming UK marks five years of success

2024 marks a major milestone for Novomatic Gaming UK (NGUK) as the company celebrates its fifth anniversary.

The company's journey from 2019, with its early showcases at ICE London and the European Amusement and Gaming Expo to winning industry awards at the European Casino Awards is, in the words of managing director Phil Burke, "a testament to teamwork and innovation."

"We have established ourselves as the UK's leading supplier of B1 slots, electronic table gaming terminals and B3 cabinets and platforms," he continued. "Our monthly game releases

across the Novo Line platform continue to set the standard for premium gaming technology, with the release pipeline for the remainder of 2024 and 2025 absolutely bursting with adventure and excitement.

"As we look forward, NGUK is thrilled to announce several key developments that have taken place over the last five years. The launch of the state-of-the-art NovoLive Studio marks a new era for our live gaming solutions, and last month the Going For Gold progressive jackpot for ETG's exceeded £250,000 with the prize pot growing every day!

"Our success is driven by the passion and hard work of our colleagues, and we've overcome significant challenges in a highly competitive market to secure our position as a leading cross-sector supplier. Now, with our latest innovations and upcoming opportunities to showcase our latest market-leading products both here in the UK and in Barcelona, the future looks brighter than ever."



Novomatic Netherlands names Alexander Legat CEO

NOVOMATIC Netherlands says the appointment of Alexander Legat as its CEO will be an "important step" in "successfully meeting the future challenges" of the Dutch market.

Legat takes over from Zane Mersich, who has moved onto the company's supervisory board.

His appointment has bolstered Novomatic Netherlands' management team with two decades of legal and operational experience in the gaming industry.

The Novomatic Netherlands' management board said in a statement: "With Dr. Alexander Legat, Novomatic Netherlands is gaining a

first-rate legal expert who not only knows the group extremely well but has also already worked closely with the national subsidiaries.

"His appointment is an important step in our work to successfully meet the future challenges in the Dutch market and further expand our position."

IGT and Novomatic salute EAE

FOLLOWING the 2024 edition of the Entertainment Arena Expo (EAE) in Romania in September, IGT and Novomatic were among the many exhibitors offering their thanks to the show's organisers.

Front and centre on display on the IGT stand was the IGT Unite Treasure Edition Orange and Azure multi-game packs. Each Treasure Edition game pack features 10 regionally attuned games, including Magic Treasures. Available in the

complementary Dragon theme and Tiger theme, Magic Treasures offers Asian-inspired graphics, plus a new take on the popular three-pot feature with three corresponding bonus options, including a Money Ball bonus, jackpot bonus and free games, for a variety of win opportunities.

IGT also presented the IGT Unite Egyptian Edition Red and Blue multi-game packs. Introduced to Eastern European operators earlier this year, IGT Unite Egyptian Edition offers 28 core games, including four Egyptian Link MLP titles. Featuring the non-stop action of various combined free games and bonuses that can lead to big-win opportunities, Egyptian Link is available in four titles: Ramses' Treasures and Nefturi's Treasures, plus Amasis' Treasures and Amunet's Treasures.

Novomatic, meanwhile, made VIPs a key focus of its attendance, with the V.I.P. X cabinet series being premiered on the Romanian market live at the show.

The Xtension Link Volume 2 was a highlight of Novomatic's stand, housing games such as Golden Book of Ra and Golden Charming Lady. The Black Edition 1.49J cabinet was also on display, along with Novomatic's V.I.P. Galaxy 2.65 lounge chair, which features two 65ins gaming screens and adjustable seating comfort.



V.I.P. X CABINET SERIES

NOVOMATIC

Booth 1259

A MAJOR attraction at booth #1259 will be the recently launched V.I.P. X cabinet series, which is aimed at discerning players and, of course, operators seeking to offer top-tier gaming entertainment. The striking V.I.P. X Royal 1.85, the V.I.P. X Dream 3.43 and the V.I.P. X Lounge 2.32 combine luxury with V.I.P. comfort, extra high and wide gaming screens and a sound system built into a comfortable armchair for an immersive experience.

The software spotlight will be on Piggy Prizes, a new style progressive jackpot with enticing features for the US market, and Globe Link, a one-of-a-kind progressive jackpot developed specifically for the LatAm markets.

In addition, Novomatic Americas is placing special emphasis on the VGT markets, presenting an unprecedented range of street-smart products that are a must-see at G2E.

It will display new progressive products from Apex Gaming Pro, Sports Betting kiosk strength in the US market and a 360-degree focus from Greentube US and Novomatic Americas.



NOVO CASH X4

NOVOMATIC

Booth 1259

MANUFACTURED by Novomatic subsidiary Loewen, the Novo Cash X4 cash management kiosk is known for blending advanced functionality with a compact design, making it an ideal cash management solution, gaining popularity across multiple gaming venues in the UK.

What sets the Novo Cash X4 apart is its ability to pack high-performance capabilities into a space-saving format. With dimensions designed to fit seamlessly into any gaming floor layout, this compact cash management kiosk provides operators with flexibility without compromising on features. This kiosk offers almost all the functionalities of larger devices, making it ideal for venues with limited space but demanding cash management needs.

The Novo Cash X4 comes equipped with a 10ins high-resolution or 21ins touchscreen, giving operators a choice based on their specific requirements. The user-friendly interface ensures that customers and staff alike can navigate the system with ease, streamlining transactions and reducing downtime. Efficiency is further enhanced by the F53 banknote dispenser, which can be customised with two to five cassettes to accommodate varying operational demands. The kiosk also supports high-end banknote validators, recyclers and dispensers, ensuring reliable and accurate processing of banknotes.

Security is also a top priority. With a Novo Cash security class of III+, this kiosk offers robust protection, giving operators peace of mind that their cash is secure at all times.



NOVOLIVE STUDIO

NOVOMATIC

Booth 1259

LAUNCHED in late 2022, the NovoLive Studio has quickly become a leading force in the electronic table gaming industry, now powering over 1,300 Novomatic terminals across the UK. This state-of-the-art platform leverages Novomatic's advanced wide-area-network infrastructure, anchored by the industry-leading Novo Unity II system, to deliver an unparalleled live gaming experience.

The NovoLive Studio is equipped with state-of-the-art gaming technology, including single and double zero Cammegh mini-wheels, professionally managed baccarat and blackjack tables, and a Novomatic single zero autowheel, all operated by a team of highly skilled croupiers.

Powered by Novomatic's state-of-the-art technology, the NovoLive Studio reshapes the landscape of electronic table gaming in the UK with its capacity to deliver unparalleled live dealer experiences, coupled with its efficiency-driven advantages for casino operators. It also features a diverse array of captivating games such as Going for Gold, Lucky Lady's Roulette, Baccarat and Blackjack, and nationwide accessibility.





Jürgen Mellitzer
(KPMG)



Franz Viehböck (Bernsdorf)



Spitzenmanager wie Julian Jäger und Andreas Heindl zu Gast in der Redaktion der Kleinen Zeitung in Wien C. KLEINSASSER 9



Rodrigo Diehl (Magenta): Politik muss für stabile Spielregeln sorgen



Chefredakteur Hubert Patterer



Thomas Gangl (Liberty Steel)



Thomas Spann (Kleine Zeitung), Silvia Grünberger (Rosam, Grünberger & Co)

„Brauchen ein starkes Signal an Investoren“

CEO-Lunch der Kleinen Zeitung: Der Wirtschaftsstandort braucht dringend positive Signale, Verlässlichkeit und weniger Regulierungen.

Von Walter Hämmerle

Die Wahlen sind geschlagen, aber wer wird mit welchen Schwerpunkten regieren? Für heimische Spitzenmanager ist klar: Der Wirtschaftsstandort ist in Gefahr. Auf Einladung der Kleinen Zeitung trafen sich in der Wiener Redaktion Rodrigo Diehl (Magenta), Thomas Gangl (Liberty Steel ehemals Borrealis), Julian Jäger (Flughafen Wien), Franz-Robert Klingan (Bain), Stefan Krenn (Novomatic), Franz Viehböck (Bernsdorf), Jürgen Mellitzer (KPMG), Hermann Gmeiner-Wagner (Juwelier Wagner), Andreas Heindl (Heindl Confiserie) sowie Michael Heritsch (FH Wien). Für das leibliche Wohl sorgten Spitzenkoch Hubert Wallner und Winzer Samo Simonic mit Klasseweinen des Stift Admont.

„Wir brauchen einen positiven Zugang zu Wirtschaft – und das nicht nur in Österreich“, so knapp formuliert Flughafen-

Vorstand Jäger die Erwartung an die neue Regierung. Noch grundsätzlicher Berater Mellitzer: „Die Politik muss sich wieder bewusst werden, dass sie eine Vorbildfunktion innehat und Stabilität und Verantwortungsbewusstsein verkörpert.“ Dass Politik stets im Wettbewerb gegensätzlicher Interessen steht, ist dabei allen klar: „Doch wenn es uns nicht gelingt, Wachstum und Klimaschutz zu verbinden, verlieren wir die Leute“, so Jäger.

Leistbare Energie, geringe Inflation und qualifizierte Arbeitskräfte, „egal, woher sie kommen“, so Juwelier Gmeiner-Wagner: Diese drei Faktoren seien unerlässlich, um den Standort wieder nach vorne zu bringen. Derzeit würden viele KMU Investitionsentscheidungen zum Nachteil Österreichs treffen, weiß Franz Viehböck, einst Austria-Kosmonaut und heute Berndorf-Manager: In der Metallindustrie „haben wir um 50

Prozent gesunkene Betriebsergebnisse“, die Arbeitslosigkeit werde steigen.

Für Berater Klingan (Bain) ist ärgerlich, wie weit Österreich unter seinen Möglichkeiten bleibe, denn das Potenzial sei da. Zu viel Regulierung und zu hohe Hürden für Kapitalzufluss verhinderten die Entfaltung. Es brauche weniger, dafür aber langfristig stabile Vorgaben für die Unternehmen. Eine neue Regierung müsse „ein starkes Signal an Investoren“ senden, ist Magenta-Manager Diehl überzeugt. „Dazu gehört aber auch, dass die geltenden Spielregeln auch Bestand haben und nicht willkürlich geändert werden.“

Einen weiteren düsteren Befund bringt FH-Chef Heritsch ein: Die Dropout-Rate sei zuletzt mit 20 Prozent in beispiellose Höhen geschossen – trotz immer angenehmerer Studienbedingungen. Als Ursache nennt er die seit der Pandemie gestiegenen Ängste vieler Junger.

KLEINE ZEITUNG

BUSINESS LUNCH



“

Die Politik muss Optimismus und Zukunftsvisionen vermitteln, statt auf Weltuntergangsstimmung zu setzen.

Michael Heritsch
FH Wien

“

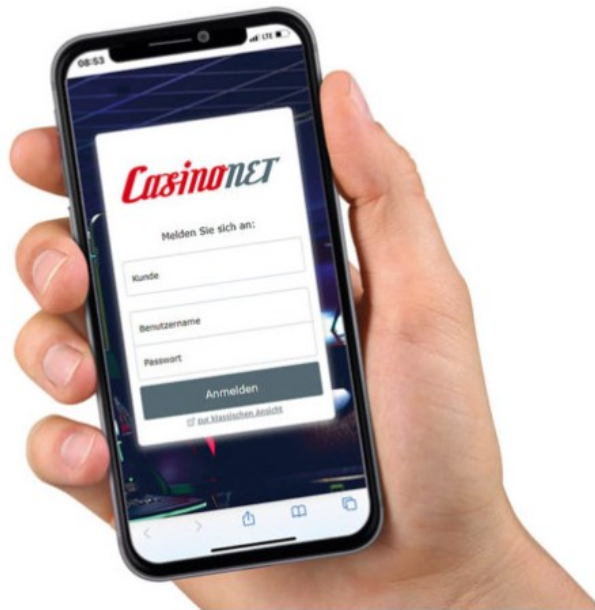


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Es ist ärgerlich, wie weit Österreich unter seinen Möglichkeiten bleibt. Denn das Potenzial ist da.

Franz-Robert Klingan
Bain

“



04.10.2024

Löwen Entertainment stellt Casinonet Info-Portal 2.0 vor

Das Info-Portal der Unternehmenssoftware Casinonet präsentiert sich ab sofort in neuer Form. Wie Löwen Entertainment meldet, hält es zahlreiche neue Features bereit. Nutzerinnen und Nutzer erwarten zudem ein noch moderneres, anwenderfreundlicheres Design.

„Die Optimierung für mobile Endgeräte ermöglicht es, jederzeit und überall auf wichtige Unternehmensdaten zuzugreifen“, heißt es aus Bingen. Darüber hinaus habe es weitere Optimierungen gegeben. Dazu zählten automatisierte Benachrichtigungen, eine Funktion zum Zurücksetzen von Passwörtern und einer schnelleren Profilübersicht dank einer erweiterten Navigationsleiste. Das Portal bietet im Weiteren mehr individuelle Anpassungsmöglichkeiten und erweiterte Filteroptionen für eine effiziente Datenverwaltung. Weitere Informationen zum Casinonet Info-Portal 2.0 sind Löwen zufolge in der Casinonet Online-Dokumentation verfügbar.

Bild: © Löwen Entertainment

26 Jahre Spielbank Berlin am Potsdamer Platz – Modernste Spielbank Deutschlands weiter auf Erfolgskurs

Am 2. Oktober 1998 war die Spielbank Berlin das erste Unternehmen am neuentwickelten Potsdamer Platz, der inzwischen zu einem Symbol für die Wiedervereinigung geworden ist. Heute ist die Spielbank nicht nur dort eine Institution, sondern in ganz Berlin. Am Mittwoch feierte sie mit ihren Gästen das 26. Jubiläum mit einem spannenden Unterhaltungsprogramm im Haus und auf dem Vorplatz am Marlene-Dietrich-Platz. Ein besonderer Jubiläumsgast kam direkt vom Regierenden Bürgermeister aus dem Roten Rathaus, wo sie sich mit den anderen Olympiateilnehmern in das Gästebuch von Berlin eingetragen hat, zur großen Feier: Paraschwimmerin und Olympia-Goldmedaillengewinnerin Elena Semechin brachte ihre Goldmedaille aus Paris mit und berichtete den Gästen von der großartigen Atmosphäre in der französischen Hauptstadt während der Sommerspiele.



Spielbank Berlin am Potsdamer Platz mit vollem Haus im Zeichen des 26. Geburtstages. (Foto: Toni Kretschmer)



Anschnitt der traditionellen Geburtstagstorte: Gerhard Wilhelm, Sprecher der Geschäftsführung Spielbank Berlin, Olympia-Goldmedaillengewinnerin Elena Semechin, Anette Brücher-Herpel, Geschäftsführerin NOVOMATIC Spielbanken Holding Deutschland, Özcan Mutlu, Präsident Behinderten-Sportverband Berlin (von links). (Foto: Toni Kretschmer)

Elena Semechin: „Für mich ist die langjährige Unterstützung der Spielbank Berlin etwas ganz Besonderes. Allein von der Sportförderung kann man im Parasport nicht leben. Weil die Spielbank schon seit vielen Jahren an meiner Seite ist, kann ich nur danken, danken, danken. Man ist in einem Boot nie allein, wenn man zum Ziel kommen möchte, man braucht immer ein Team. Und ein treuer Sponsor wie die Spielbank Berlin hält mir den Rücken frei, um zu meinen sportlichen Rekorden zu gelangen.“

Großer Applaus für die Ausnahmeschwimmerin, die trotz ihrer

inzwischen überwundenen Tumorerkrankung nicht nur Spitzenleistungen erbringt, sondern auch ein bewundernswertes Beispiel und Ansporn ist für junge Menschen, sich im Sport zu engagieren.

Gerhard Wilhelm, Sprecher der Geschäftsführung der Spielbank Berlin und sein Team, konnten mehr als 2.500 Gäste beim Jubiläumsfest begrüßen, die sich bis in den späten Abend bei verschiedenen Shows, dem Lucky Wheel und vielen Auslosungen vergnügten und das hervorragende lukullische Angebot der Gastronomiechefs Norman Jablonski und Carsten Brendel genossen. Nachhaltig waren auch die ausgespielten Preise, darunter ein E-Auto und ein E-Bike.

Gerhard Wilhelm: „Nach der Kernsanierung bei laufendem Betrieb, die nach nur 12 Monaten im Jahr 2023 abgeschlossen wurde, ist die modernste Spielbank Deutschlands weiter auf Erfolgskurs. Wir begrüßen mehr als 500.000 Gäste im Jahr, die unser reiches Spielangebot auf sechs Ebenen erleben können.“



Goldmedaille der Beliebtheit für die Spielbank am Potsdamer Platz: Elena Semechin mit den Spielbank-Geschäftsführern Gerhard Wilhelm und Mehmet Celikoglu sowie Özcan Mutlu und Anette Brücher-Herpel. (Foto: Toni Kretschmer)



Über Elenas Goldmedaille freuten sich auch Berlins Regierender Bürgermeister Kai Wegner und Sportsenatorin Iris Spranger. (Foto: BERLINBoxx)

Die Spielbank Berlin am Potsdamer Platz gilt nicht nur als die modernste, sondern auch als die nachhaltigste Spielbank in Deutschland. Die Reduzierung des CO₂-Fußabdrucks durch optimierte Prozesslösungen markiert damit zugleich den hohen Anspruch an Klimaschutz und Nachhaltigkeit.

Bekannt ist das Haus auch durch die internationalen Pokerturniere WSOP, EPT und WPT, an denen auch viele Prominente, wie zum Beispiel Boris Becker, teilgenommen haben.

Im nächsten Jahr gibt es wieder ein rundes Jubiläum. Dann feiert die Spielbank Berlin mit ihren vier Standorten den 50. Geburtstag in der Hauptstadt. (fs)

Quelle: Spielbank Berlin

📅 4. Oktober 2024 🌐

GREENTUBE'S NORTH AMERICAN STRATEGY

3rd October 2024 11:15 am GMT



Ahead of G2E Las Vegas next week, director of global sales Markus Antl provides an overview of Greentube's North American strategy, as the supplier prepares to expand into Connecticut and Pennsylvania

Greentube is currently four years into its US expansion plans, how would you assess how things have gone so far and has anything in particular stood out?

In general I am very happy with the progress so far. We managed to prepare properly before going live in the US and ensuring we had the right game content for US players when launching with various brands. We first launched in New Jersey in late 2021, followed by Michigan in July 2022, and have been experiencing a constant growth in brand presence and game performance since then.

Having further market entries like Connecticut and Pennsylvania waiting around the corner, we are positive to further increase our performance and market presence soon. Especially, our most recent game launches added to our success and marked the further growth ahead.

Which Greentube games are currently popular for the North American market? Does this differ to the performance of these games in Europe?

I am excited that we have a couple of games and game families performing very well in the US and Canada. The success of Starlight Jackpots – Athena Goddess of War, our Thunder Cash series, Diamond Cash series and newly launched Silver Lux and Piggy Prizes series is showing that our hard and dedicated work in providing the right game content is paying off.

These games are also performing very well in Europe with some nuances in content preference per market. However the biggest difference to our games offering in Europe is that our content is new to the market in general. There is no big land-based history of our content in the US we can leverage. Not at the moment.

Are you developing any games exclusively for the North American market? Will Greentube be working with any operators to develop exclusive bespoke games?

We are developing games dedicated to the North American player base. Silver Lux was a game series developed with the US market in mind for example. However we are providing these games to European markets as well and try to benefit from synergies.

When it comes to bespoke games, we've just started our journey in the US by providing a branded version of Starlight Jackpots – Athena Goddess of War to BetMGM. Going forward we are planning to continue this path and provide our clients with a range of customized branded content. Further branded games are in development as we speak.

Can you tell us about any new mechanics that are being introduced in your games for North America?

We are constantly monitoring new game trends and player preferences in all our markets. Over the last years game mechanics such as lock and spin, three pots, perceived persistence and linked progressive jackpots have proven successful in North America.

Hence we make sure to provide these mechanics to our North American clients as well and are furthermore working on unique ways to combine various features and mechanics within games to further attract North American players.

How has Greentube managed to carve out a strong market position in markets like NJ and Michigan that are very competitive?

Various factors led to our success and promising position in New Jersey and Michigan. Most important is a close collaboration and strong relation with our customers.

Being new to the US territory it is of utmost importance to listen to the needs of local operators and players and make sure to provide them with the best service and content possible.

This year Greentube signed a deal with Caesars to grow the company's presence in NJ and Michigan. How are things progressing with that deal?

We are really happy to have launched with Caesars in NJ in Michigan. I truly believe that Caesars has a very strong strategy for operating in the US markets and it is a pleasure to support this brand to grow further.

We are enjoying a close collaboration together with Caesars and are monitoring our game performance growing on a daily basis.

Are there any other partnerships that you are looking into at the moment, and how do you go about assessing who to partner with?

We recently went live with FanDuel in Michigan and New Jersey and are still planning to go live with Hard Rock and Tropicana this year.

Compared to other markets the US makes it quite easy to identify operators to partner up with. Data per state is available to the public and we intend to supply our content to as many online casinos as possible. Therefore we just have to follow the list of operators one by one.

Are there any other states, other than the four that Greentube is currently licensed in, that the company is targeting?

We should be going live in Connecticut and Pennsylvania anytime now and are therefore very excited to expand our reach in the US.

Going forward we are monitoring developments in other states, but haven't decided on another state to target yet. Let's see what's going to happen on the regulatory front in the coming months.

Do you think that further online casino legalization in the US is going to happen?

Yes, monitoring new legislations and potential regulations it is just a matter of time. Illinois, Indiana, Maryland and New Hampshire are most probably the closest to be regulated anytime soon, while all eyes are on further developments in New York.

What are Greentube's plans for the rest of the year and 2025? Any plans to launch new product verticals such as live casino in North America?

We are planning to finish the year strongly by providing additional seasonal and non-seasonal top games to our business partners and further support their launch with tailored promotions. In combination with additional brand and market entries in the US we are positive to build a strong basis for the year to come.

2025 will bring more US focused content, branded games for our partners and A+ game content for casino players in North America. Looking into the future we are evaluating the provision of our omni-channel solution to potential business partners in North America.

Partner editorial

G3newswire.com, 03.10.2024

Novomatic erreicht Platz 1 im neuesten Eilers-Fantini EMEA-Bericht

By Lewis - 3 Oktober 2024

Novomatics Impera Line HD Multigame 6 belegte im August 2024 den ersten Platz bei der von Eilers & Krejčík in der EMEA-Region gesammelten Spieleleistung. Eilers & Krejčík zeigt, dass die besten Video-Walzen-Slots, Multigames, Automaten und mehr der Class 3 Casinos ihren monatlichen EMEA Game Performance Report mit einer Zusammenfassung veröffentlicht haben, die exklusiv bei G3 erscheint.

Der Multi-Game-Mix der Impera Line HD Edition 6 umfasst eine hochauflösende Auswahl von 56 international bewährten Novomatic-Bestsellern. Mighty Cash Double Up Lucky Tiger von Aristocrat belegt den zweiten Platz, Bell Link von Euro Games Technology den dritten Platz.

Mithilfe des neuen Berichts werden 40.000 Spielautomaten in landgestützten Casinos in der Region Europa/Afrika* überwacht, sodass Betreiber und Anbieter immer auf dem Laufenden bleiben, was die aktuellsten Trends bei Spielautomaten und Automaten angeht.



Die EILERS-FANTINI Game Performance Database (GPD) verfolgt fast 500.000 Slots international und hat kürzlich die EMEA-Abdeckung erweitert. Als Gegenleistung für die Teilnahme erhalten Betreiber ein kostenloses Abonnement der Berichte.

Im Segment Top Indexing Games – Mittel-/Nord-/Südeuropa:

- Novomatics Impera Line HD Multigame 6 belegt Platz 1.
- Aristocrats Mighty Cash Double Up Lucky Tiger belegt Platz 2.
- Bell Link von Euro Games Technology belegt mit 3-facher Leistung Platz 2.4.

cdcgaming.com, 01.10.2024

Ainsworth announces titles to be displayed at G2E

Tuesday, October 1, 2024 2:53 PM



Photo: CDC Gaming

Ainsworth Game Technology Tuesday announced the new products the company will display at the Global Gaming Expo, October 8-10, at the Venetian Expo in Las Vegas.

The company will feature more than twenty new game titles on more than thirty Raptor cabinets across its Class II, Class III, and Historical Horse Racing platforms.

“Over the past two years, we have invested significantly in our game development teams and strategy,” said Ainsworth Chief Executive Officer Harald Neumann in a statement. “At G2E last year, we showed the first products of that investment in the A-Star Raptor cabinet and San Fa games.

"We have now installed over 1,000 Raptor cabinets across the United States and are showing six themes with a total of twelve game titles approved and ready for sale in this year's booth, including Rocket Link, Triple Troves, Coin Kingdom, and Super Charged Link. Beyond that, we are showing over a dozen new games that will be approved and ready for sale over the course of the next six months. Production is humming and our game development efforts are starting to come to fruition with more quality new titles than we have shown at a G2E before."

Ainsworth will guide operators through the products currently approved for sale, followed by the upcoming releases for 2025, and showcase some forward-looking titles.

Many games available for FY2025 have been developed on the Unity platform, giving the company the ability to now quickly port titles between markets. If Ainsworth sees one of its titles performing well in Class III, it can make that game available in Class II and HHR markets.

"We are focusing on data-driven, player focused development," said Ainsworth President of North America Deron Hunsberger. "We have reorganized our game development studios, so they are creating games for their own regional markets, and we expect that to lead to more wins for us on casino floors."

"Structuring development this way means that developers can go to their local casinos to play games and see what is resonating with players on those floors, then take that knowledge back and design games for those specific players and casinos."

Ainsworth currently has four game development studios located across the U.S. to develop games specifically for United States and Canada markets. The studio in Australia is focused on that market, and the company's sixth studio, located in Monterrey, Mexico, is solely focused on Latin American markets. The Monterrey studio is arguably the largest investment in R&D from Ainsworth this year, with an almost 70% increase in headcount from 2023.

"The Latin American market is a large part of our revenue and growth strategies," said Hunsberger. "It makes sense to have game development focused solely on those players, to ensure we are creating games they will want to play now and into the future."

Ainsworth will display over a dozen games for Latin American markets at G2E this year. Included are San Fa, and brand-new games such as Coin Kingdom, Triple Troves, and the Xtension Link on the Raptor cabinet. Ainsworth will also debut its new Rising Series, featuring game titles Rising Bull and Rising Rooster, on the A-Star Slant Top cabinet, along with an assortment of other games.

Ainsworth will also feature brand extensions in its San Fa series of games, with San Fa Rabbits and Tigers, approved, installed, and already performing at a handful of gaming properties. Other titles include Rocket Frenzy, Quick Spin Electric Pots, and Neon's Bonus Blast.

The company will showcase its commitment to HHR and Class II gaming markets. In the last few years, Ainsworth has installed close to 4,200 HHR games across six states. For the first time visitors to the booth will see a game ready for both Class II and Class III markets. They can play the Class III version and play the same game for Class II markets.

The same games shown on the Raptor cabinets for both Class III and Class II markets will be made available for online markets.

“Omnichannel has been a goal of the company for some time, and we are happy to demonstrate our commitment to that development at G2E this year,” said Ainsworth’s Chief Digital Officer Jason Lim. “Brand extension across digital and land-based platforms is key to building player loyalty and more engaging games, and we are excited to offer some of our most anticipated titles to all of our players.”

Ainsworth will also display the Gambler’s Gold MultiGame pack on the Bear Elite cabinet, first shown at G2E 2023. The Bear Elite has a new lighting package and will be released later this year with San Fa Pandas and Beaver Bucks Keno.

“Ainsworth is taking the time to ask questions and listen to its customers and players as it strives to improve game performance and customer service,” said Ainsworth Vice President of Sales, Marketing, and Product Strategy Sean Evans. “It’s a refreshing approach and one that is certain to pay off. Our customers’ success is our success, and it’s an exciting time to be a part of the company as we continue to expand our legacy.”

Karrierechancen entdecken: Jobfestival in der Westfield Shopping City Süd

Top-Arbeitgeber suchen beim GROW Jobfestival neue Talente

Arbeitsmarkt. Ganz nach dem Motto „Bereit für den nächsten Karriereschritt?“ dreht sich von 3. bis 5. Oktober beim GROW Jobfestival in der Westfield Shopping City Süd in Vösendorf alles rund um die Themen Karriere sowie Aus- und Weiterbildung. An allen drei Tagen

sind bis jeweils 17 Uhr die Personalverantwortlichen von rund 30 unterschiedlichen Unternehmen und Händlern vertreten. Zu den Ausstellern zählen Top-Arbeitgeber wie die ADMIRAL Gruppe, Bo-

ehringer Ingelheim, Novomatic, McDonald's oder REWE. „Wir bieten den Besuchern eine einzigartige Möglichkeit, sich direkt mit potenziellen Arbeitgebern zu vernetzen“, so Center Manager Zsolt Juhasz.



Unternehmenssprecher des Jahres

Platz 121 bis 197

PLATZ	NAME	UNTERNEHMEN	PUNKTE
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01.10.2024

Technischer Support bei Löwen Entertainment unter neuer Nummer

06721 407900 – so lautet die neue Festnetznummer, unter der der Technische Support des Löwen-Service ab sofort zu erreichen ist. Das meldet Löwen Entertainment mit Sitz in Bingen. Kundinnen und Kunden könnten das Support-Team bei allen technischen Fragen zum Produktportfolio von Löwen Entertainment kontaktieren. Anliegen würden schnell und effizient bearbeitet werden. Erreichbar ist der Technische Support wie gewohnt von Montag bis Samstag von 8 bis 20 Uhr. An Sonn- und Feiertagen von 9 bis 15 Uhr (Ausnahmen vorbehalten).

Über 180.000 Anrufe pro Jahr

Anfang des Jahres veröffentlichte Löwen Entertainment einen kurzen Film über den Löwen-Service. Dieser stellt alle Bereiche vor, die die technische Serviceorganisation von Löwen als Ansprechpartner bei technischen Fragen rund um die Produkte und Dienstleistungen der Binger abdeckt. Demnach wird Anruferinnen und Anrufer im Kunden-Center 180.000 Mal pro Jahr telefonisch weitergeholfen. Rund 90 Prozent der Anrufe könne man direkt entgegennehmen. Viele der Anfragen löse man sofort am Telefon, versichert Löwen. Bei Bedarf auch im Video-Chat per Augmented Reality. Komplexe Fragen oder Geräteumbauten lassen sich so aus der Ferne begleiten. Das spare Zeit und Kosten.

Darüber hinaus beantworte Löwen im technischen Servicecenter via Live-Chat auch täglich die Fragen von Spielgästen zum Online-Angebot novoline.de. Vor Ort schließlich sei der Löwen-Service täglich mit einem Team von mehr als 130 Technikerinnen und Technikern unterwegs. Und das über 130.000 Mal pro Jahr.

Bild: Screenshot aus dem Löwen-Video

www.gamingintelligence.com, 30.09.2024

AINSWORTH GAME TECHNOLOGY DIRECTOR EXITS AFTER MORE THAN A DECADE

30th September 2024 9:02 am GMT



Sydney-listed gaming supplier Ainsworth Game Technology has confirmed that non-executive director Colin Henson has stepped down from the company's Board.

Henson has been a director of the company since April 2013 and will formally step down from the role on Monday (30 September).

Ainsworth chairman Danny Gladstone commented: "Colin has been a valued member and contributor to the board during his service period. His experience and active participation on established sub-committees, including chair of Regulatory Compliance and Remuneration and Nomination Committee and member of the Audit and Risk Committee, has ensured the highest level of corporate governance and support to the Board.

"On behalf of the board, we thank Colin for his commitment and valued contribution to AGT and wish him well in his future endeavours."