

Pressespiegel 2024

Berichterstattung
NOVOMATIC

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Mehr als 4600 Solarpaneele wurden auf den Dächern installiert.

(Werk)

Eine PV-Anlage, so groß wie drei Fußballfelder

Glücksspielkonzern Novomatic erzeugt damit zwei Millionen Kilowattstunden Strom jährlich

GUMPOLDKIRCHEN. Der Glücksspielkonzern Novomatic hat an seinem Sitz in Gumpoldskirchen eine der größten Dach-Photovoltaik-Anlagen Niederösterreichs errichtet. Die Anlage mit einer Fläche von 20.000 Quadratmetern wurde diese Woche eröffnet. Mehr als 4600 Solarpaneele wurden auf den Dächern installiert.

Laut Unternehmensangaben werden mit der PV-Anlage in der Größe von drei Fußballfeldern rund zwei Millionen Kilowattstunden Strom jährlich erzeugt. Damit könne man am Standort einen erheblichen Anteil des jährlichen Energiebedarfs decken.

Der nachhaltig erzeugte Strom wird neben der Verwendung in den Büro- und Produktionsanlagen

auch in die eigens errichteten Ladestationen für den E-Fuhrpark fließen. Auch internationale Tochtergesellschaften würden bereits signifikante Anteile ihres Strombedarfs aus eigenen PV-Anlagen decken, etwa in Deutschland, Italien, Polen, Südafrika sowie Australien.

Laut Novomatic wird so der ökologische Fußabdruck verringert, jährlich würden mehr als 1100 Tonnen CO₂ eingespart werden. Das entspreche einer CO₂-Kompensation von 90.500 Bäumen.

Laut Niederösterreichs Landeshauptfrau Johanna Mikl-Leitner kommt die Hälfte des gesamten österreichischen Windstroms und ein Viertel des gesamten österreichischen Photovoltaik-Stroms aus Niederösterreich.

Novomatic betreibt eine der größten Photovoltaik-Anlagen des Landes

Bezirk Mödling. Der Glücksspielkonzern Novomatic hat eine der größten Photovoltaik-Anlagen in NÖ in Betrieb genommen. Auf den Dächern des Hauptquartiers in Gumpoldskirchen wurden auf einer Gesamtfläche von 20.000 Quadratmetern nicht weniger als 4.600 Solarpaneele installiert.

Jährlich werden mit der Anlage in der Größe von drei Fußballfeldern rund zwei Millionen Kilowattstunden Strom er-



Ortschef Köck, Landeshauptfrau Mikl-Leitner und Novomatic-Vorstand Stefan Krenn

zeugt. Damit kann das Unternehmen am Standort 20 Prozent seines jährlichen Energiebedarfs decken. Von einem „wesentlichen Meilenstein für die

Nachhaltigkeitsstrategie des Novomatic-Konzerns“, sprachen die Vorstandsmitglieder Ryszard Presch, Stefan Krenn und Johannes Gratzl bei der Eröffnung.

Novomatic errichtet konzernweit größte Photovoltaik-Anlage in Niederösterreich

31.10.2024 4.600 PV-Module auf rund 20.000 m² Dachfläche



© Novomatic / Die neue PV-Anlage am Dach

Auf einer Fläche von rund 20.000m² wurde am Headquarter in Gumpoldskirchen eine der größten Dachphotovoltaik-Anlagen Niederösterreichs errichtet. Der internationale Gaming-Technologiekonzern deckt an diesem Standort damit einen signifikanten Anteil des Jahresstromverbrauchs mit emissionsfreier Energie ab.

Mit der Errichtung der konzernweit größten Photovoltaik-Anlage setzt NOVOMATIC ein deutliches Zeichen für Nachhaltigkeit. Insgesamt mehr als 4.600 Solarpaneele wurden auf den Dächern des niederösterreichischen Headquarter-Sitzes auf einer Gesamtfläche von 20.000m² installiert und unter Beisein von Niederösterreichs Landeshauptfrau, Mag. Johanna Mikl-Leitner, dem NOVOMATIC-Vorstand sowie dem Bürgermeister von Gumpoldskirchen, Ferdinand Köck, feierlich in Betrieb genommen.

Jährlich werden mit der PV-Anlage in der Größe von drei Fußballfeldern rund 2 Millionen Kilowattstunden Strom erzeugt. Damit kann das Unternehmen an diesem Standort einen erheblichen Anteil des jährlichen Energiebedarfs decken. Der nachhaltig erzeugte Strom wird neben der Verwendung in den Büro- und Produktionsanlagen auch in die eigens errichteten Ladestationen für den E-Fuhrpark des Unternehmens fließen. Auch internationale Tochtergesellschaften decken bereits signifikante Anteile ihres Strombedarfs aus eigenen PV-Anlagen, wie etwa in Deutschland, Italien, Spanien, Rumänien, Nordmazedonien, Bosnien, Polen, Südafrika sowie Australien.

Niederösterreichs Landeshauptfrau Johanna Mikl-Leitner betont: "Niederösterreich ist Vorreiter beim Ausbau der Windenergie und Photovoltaik. Bereits jetzt kommt die Hälfte des gesamten österreichischen Windstromes und ein Viertel des gesamten österreichischen Photovoltaikstromes aus Niederösterreich. Das erreichen wir, weil viele Betriebe ihren Beitrag zu einer grünen und nachhaltigen Zukunft des Wirtschaftsstandortes leisten und in den Ausbau der Erneuerbaren Energieträger investieren. Vielen Dank für das Investment und das Vertrauen in den Wirtschaftsstandort Niederösterreich."

"Mit der Fertigstellung der konzernweit größten Photovoltaik-Anlage haben wir nicht nur einen wesentlichen Meilenstein für die Nachhaltigkeitsstrategie des NOVOMATIC AG-Konzerns erreicht, wir setzen damit auch ein klares Signal für eine starke und effiziente Energiezukunft. Denn nur durch die Übernahme von Verantwortung kann unternehmerischer Erfolg langfristig sichergestellt werden", hebt der Vorstand des NOVOMATIC AG-Konzerns hervor.

Mit der Installation der neuen PV-Anlage auf bereits verbauten Flächen verringert NOVOMATIC den ökologischen Fußabdruck kontinuierlich und kann ab sofort jährlich mehr als 1.100 Tonnen CO₂ einsparen. Das entspricht einer CO₂-Kompensation von 90.500 Bäumen. Als Europas führender Gaming-Technologiekonzern ist "Going Green" im umfangreichen ESG-Programm des Unternehmens fest verankert. Neben dem konzernweit kontinuierlichen Ausbau der Photovoltaik-Kapazitäten setzt das Unternehmen auch auf das Monitoring von Ressourcen sowie den Ausbau von E-Mobilität, um den CO₂-Ausstoß international künftig nachhaltig zu reduzieren.

Globaler Innovationsführer und treibende Wirtschaftskraft aus Österreich

Als einer der weltweit führenden Gaming-Technologiekonzerne hat sich Novomatic durch eine konsequente Innovationsstrategie seit Gründung im Jahr 1980 weltweit etabliert. Auch hierzulande spielt das Unternehmen mit Konzernhauptsitz in Niederösterreich als wirtschaftlicher Motor und bedeutender Arbeitgeber eine entscheidende Rolle.



Novomatic präsentiert die neuesten Produktinnovationen vor internationalem Publikum auf den wichtigsten Branchenmessen der Welt. Thomas Meyer Photography

Die Erfolgsgeschichte von Novomatic ist geprägt von Innovation, Wachstum und dem stetigen Bestreben, die Gaming-Branche neu zu definieren. Mit Standorten in rund 50 Ländern und einem weltweiten Netzwerk von Tochtergesellschaften ist der Full-Service-Anbieter heute in sämtlichen Segmenten der Gaming-Branche und mehr als 120 Staaten tätig. Um diese positive Entwicklung auch in Zukunft forschreiben zu können, investiert das Unternehmen jährlich bedeutsam in Forschung und Entwicklung. Die rege Investitionstätigkeit spiegelt sich in den zahlreichen geistigen Eigentumsrechten wider. Das Unternehmen hält aktuell mehr als 5000 Patent- und Markenrechte.

Wirtschaftliche Bedeutung

Mit einer beeindruckenden Exportquote von 99 Prozent erzielt Novomatic den Großteil seiner Umsätze im Ausland. Trotz seines internationalen Erfolgs leistet das Unternehmen mit Sitz in Österreich einen wesentlichen Beitrag zur heimischen Wirtschaft, Beschäftigung und Steuerleistung.

Eine Studie des Wirtschaftsforschungsinstituts Economica zeigt, dass Novomatic jährlich hunderte Millionen Euro zum österreichischen Staatshaushalt beiträgt. Dies unterstreicht die Bedeutung des Unternehmens als einen der größten Steuerzahler des Landes und seine zentrale Rolle für die österreichische Wirtschaft.

Die Bedeutung von Novomatic für Österreichs Wirtschaft zeigt sich jedoch nicht nur in den Steuerbeiträgen, sondern auch in der Schaffung sicherer Arbeitsplätze. Novomatic ist nicht nur ein führendes Unternehmen im Bereich Gaming-Technologie, sondern auch ein bedeutender Arbeitgeber in Österreich und international. Das kontinuierliche Wachstum und der wirtschaftliche Erfolg des Unternehmens ermöglichen es, national und international Arbeitsplätze zu sichern. In Österreich beschäftigt Novomatic rund 3200 und davon am Hauptstandort in Gumpoldskirchen 1200 Mitarbeiterinnen und Mitarbeiter, während international mehr als 25.300 Mitarbeitende für den Konzern tätig sind.



Die Novomatic AG hat ihren Headquarter-Sitz in Niederösterreich und leistet von dort einen wesentlichen Beitrag zur heimischen Wirtschaft, Beschäftigung und Steuerleistung. Novomatic AG

Vielfalt an Berufsfeldern

Die internationale Ausrichtung sowie die Vielfalt der Berufsbilder machen das Unternehmen zu einem attraktiven Arbeitgeber für Talente aus aller Welt. Allein in Österreich arbeiten Menschen aus mehr als 70 verschiedenen Nationen für Novomatic. Vielfalt lebt das Unternehmen jedoch nicht nur als Wert, sondern als Erfolgsfaktor: Chancengleichheit und unterschiedliche Perspektiven werden daher aktiv gefördert. Die Vielfalt zeigt sich auch in den verschiedenen Berufsfeldern innerhalb des Unternehmens, das etwa Karrieremöglichkeiten in Bereichen wie Logistik, Finanzen, Forschung und Entwicklung, Game Design sowie in klassischen Lehrberufen wie Mechatronik und Tischlerei bietet. Hoch spezialisierte Positionen in der Gaming-Technologie-Entwicklung runden das vielfältige Angebot ab. Darüber hinaus fördert Novomatic aktiv Aus- und Weiterbildung, innerbetriebliche Gesundheitsmaßnahmen und eine ausgewogene Work-Life-Balance. Die Vereinbarkeit von Beruf und Familie wird durch geförderte Kinderbetreuung und flexible Karenzmodelle unterstützt. Dieses Engagement wurde bereits mehrfach ausgezeichnet, unter anderem mit dem Vollzertifikat „berufundfamilie“ und der Anerkennung als einem der besten Arbeitgeber Niederösterreichs im Jahr 2024.

Erneuerbare Energien

Neben der Verantwortung gegenüber den Mitarbeiterinnen und Mitarbeitern nimmt Novomatic auch eine verantwortungsbewusste Position im Bereich Green Energy ein und hat in den letzten Jahren gezielt in erneuerbare Energien investiert, um den ökologischen Fußabdruck deutlich zu reduzieren.

Ein besonders herausragendes Beispiel ist die Installation einer der größten Dachphotovoltaikanlagen Niederösterreichs am Headquarter-Sitz des Unternehmens. Auf einer Fläche von rund 20.000 m² liefert die Anlage einen bedeutenden Anteil des jährlichen Strombedarfs des Standorts und markiert damit einen entscheidenden Schritt in Richtung einer nachhaltigen Energiezukunft. Doch das Engagement von Novomatic für grüne Energie geht weit über die österreichischen Grenzen hinaus. Auch an Unternehmensstandorten in wichtigen internationalen Märkten wie Spanien, Italien, Deutschland und Polen hat das Unternehmen erhebliche Investitionen in Solarenergie getätigt, um dort einen signifikanten Anteil des Strombedarfs emissionsfrei zu decken. Durch diese kontinuierlichen Investitionen in nachhaltige Energien setzt die Novomatic AG ein starkes Zeichen für die Zukunftsfähigkeit und ökologische Verantwortung des Unternehmens und leistet mit Innovationskraft und technologischem Fortschritt einen wesentlichen Beitrag zur wirtschaftlichen Stabilität Österreichs - sowohl als bedeutender Arbeitgeber als auch als verlässlicher Steuerzahler.



Das konzernweite Herz der Forschung und Entwicklung befindet sich am niederösterreichischen Headquarter-Standort. Sven Posch

Novomatic champions UK slot-limit update

October 30, 2024



Subscribe

Phil Burke, managing director of Novomatic Gaming UK, spoke last week at a London trade show about his hopes that the nation's slot limit would soon be lifted, as well as his support for a new London-based casino show.



Burke had taken a full team to London, with a range of Category C and B3 models, saying that there is "a portfolio of all-new developments in the pipeline" that will be ready for the upcoming London Casino and Gaming expo at ExCeL in January.

"There is a long tradition of casino shows in London," he added, "and they traditionally show product for Europe, so the operators of bricks-and-mortar casinos in countries like France and Germany will find much to interest

them at London Casino and Gaming expo in January."

Currently, the upper limit in the UK is 20 slots per location, though the 2023 white paper has proposed increasing this.

"We are hoping that the new government will take up white paper recommendations, notably in the area of the number of slots permitted on a casino floor," said Burke.

"Look at the Hippodrome in London, one of the top casinos in Europe, yet it can only have 20 slots. Players are standing in line to play them."

He said there is some evidence of multi-licensing in the UK now, where one operator holds more than one licence for a city and amalgamates them into one location, technically separating them so as many as three licences are in operation under the same roof.

NOVOMATIC builds the Group's largest photovoltaic system in Lower Austria

⌚ Wednesday 30 de October 2024 / 12:00

👤 Novomatic



2 minutos de lectura

(Gumpoldskirchen).- NOVOMATIC has underscored its clear commitment to sustainability by installing the Group's largest photovoltaic system. More than 4,600 solar panels have been installed on the roof of the headquarters in Lower Austria, covering a total area of 20,000 m² and ceremoniously commissioned in the presence of Lower Austrian Governor Johanna Mikl-Leitner, NOVOMATIC's Executive Board and the mayor of Gumpoldskirchen, Ferdinand Köck.



The PV system, with a size equivalent to three football pitches, will produce around two million kilowatt-hours of electricity every year, thereby enabling the company to meet a substantial portion of this location's annual energy needs. In addition to being used in the offices and production facilities, this green electricity will also find its way into the company's dedicated charging stations for its fleet of e-vehicles. It is a similar situation with international subsidiaries in countries such as Germany, Italy, Spain, Romania, North Macedonia, Bosnia, Poland, South Africa and Australia, which are already meeting substantial portions of their electricity needs from dedicated PV systems.



State Governor of Lower Austria, Johanna Mikl-Leitner, emphasizes “Lower Austria is a pioneer in efforts to develop the use of wind energy and photovoltaics. Half of all the wind power produced in Austria and a quarter of all the country's photovoltaic electricity already comes from Lower Austria today. We can do this because many companies do their bit to ensure the green and sustainable future of the state's economic engine, investing in the development of renewable energy sources. Thank you for this investment and the trust placed in the economic hub that is Lower Austria.”

“The completion of the Group's largest photovoltaic plant is not just a key milestone in the sustainability strategy of NOVOMATIC AG, but it also means we have sent a clear signal of our intentions to foster a strong and efficient energy future. After all, it is only by taking responsibility that business success can be guaranteed in the long term,” says the **Executive Board of the NOVOMATIC AG Group**.

Installing the new PV system on already built-up areas helps NOVOMATIC to consistently reduce its carbon footprint, and enabling it now to save more than 1,100 tons of CO2 emissions every year, the equivalent of 90,500 trees compensating for CO2. The concept of “Going Green” is firmly anchored in the company's comprehensive ESG program as Europe's leading gaming technology group. In addition to its work to expand the use of photovoltaics across the Group, the company is also focusing its attention on monitoring resources and expanding e-mobility, all with a view to permanently cutting international CO2 emissions.

TO SAVE 1,100 TONS OF CO2 EMISSIONS A YEAR

Novomatic opens group's largest photovoltaic system in Lower Austria



2024-10-30 Austria

⌚ Reading time 1:28 min

Gaming technology giant **Novomatic** has inaugurated its largest photovoltaic (PV) system in Lower Austria, covering a 20,000-square-meter rooftop at the company's headquarters in Gumpoldskirchen. This extensive PV installation was officially commissioned in a ceremony attended by Lower Austrian Governor Johanna Mikl-Leitner, Novomatic's Executive Board, and Gumpoldskirchen Mayor Ferdinand Köck.

The new solar facility, with **more than 4,600 solar panels**, is set to produce **approximately two million kilowatt-hours of electricity annually**, covering a substantial part of the company's energy requirements at its headquarters. **This clean energy will not only power office spaces and production areas but will also charge Novomatic's fleet of electric vehicles via dedicated charging stations.**

Lower Austria's Governor Johanna Mikl-Leitner praised the initiative: "Lower Austria is a pioneer in efforts to develop the use of wind energy and photovoltaics. Half of all the wind power produced in Austria and a quarter of all the country's photovoltaic electricity already comes from Lower Austria today."

"We can do this because many companies do their bit to ensure the green and sustainable future of the state's economic engine, investing in the development of renewable energy sources. **Thank you for this investment and the trust placed in the economic hub that is Lower Austria.**"

The solar installation, spanning an area equivalent to three football fields, reflects Novomatic's sustainability goals, with the new system enabling the company to save over 1,100 tons of CO₂ emissions per year—an offset comparable to the impact of 90,500 trees.

Novomatic's Executive Board expressed pride in reaching this milestone: "The completion of the Group's largest photovoltaic plant is not just **a key milestone in the sustainability strategy of Novomatic AG**, but it also means we have sent a clear signal of our intentions to foster a strong and efficient energy future. After all, it is only by taking responsibility that business success can be guaranteed in the long term."

Novomatic's commitment to reducing its carbon footprint extends beyond Austria, with similar photovoltaic installations already operating in locations across Germany, Italy, Spain, Romania, North Macedonia, Bosnia, Poland, South Africa, and Australia.

The company's "Going Green" initiative is embedded in its ESG (Environmental, Social, and Governance) program, which also focuses on resource monitoring and expanding e-mobility to help meet international CO₂ reduction targets.

NÖN, 30.10.2024

GUMPOLDKIRCHEN

Novomatic setzt auf 4.500 Paneele

Die größte PV-Dachanlage in NÖ
wurde in Betrieb genommen. **Seite 9**



Novomatic setzt auf Sonnenenergie

4.500 Paneele auf einer Gesamtfläche von 20.000 m²
2 Millionen Kilowattstunden Sonnenstrom pro Jahr.

VON CHRISTOPH DWORAK

GUMPOLDKIRCHEN Man habe im Vorfeld alle Möglichkeiten der umweltfreundlichen Energieerzeugung ausgelotet und sich schlussendlich auf die PV-Variante verständigt, erklärte Nachhaltigkeitsmanager Christoph Neubauer. Er bedankte sich beim Vorstandstrio und dem Aufsichtsrat für das Go zu der etwa 10-Millionen-Euro-Investition, das 2022 just zur Zeit der Energiekrise inklusive Höchstpreise erfolgt ist.

Im Mai des Vorjahres wurde mit der Umsetzung des Projekts begonnen, seit Juli läuft die Mega-Anlage: „Wir haben seit dem Start bereits 400 Megawattstunden produziert“, hat Neoom-Geschäftsführer Martin Riegler – das Unternehmen aus Freistadt/OÖ war für die Umsetzung verantwortlich – Details parat. Die Anlage werde etwa 20 Prozent des Energieaufkommens des Gumpoldskirchner Novomatic-Standorts abdecken. Der Überschuss wird in zwei 150 kW-Hypercharger gespeichert.

Mit der Amortisierung der Investitionskosten sei in etwa zehn Jahren zu rechnen. Der nachhaltig erzeugte Strom wird neben der Verwendung in den Büro- und Produktionsanlagen auch in die eigens errichteten 20 Ladestationen (22 kW) für den E-Fuhrpark des Unternehmens fließen.

„Mit der Fertigstellung der konzernweit größten Photovoltaik-Anlage haben wir nicht nur einen wesentlichen Meilenstein für die Nachhaltigkeitsstrategie des Konzerns erreicht, wir setzen damit auch ein klares Signal



▲ Die Novomatic-Vorstände Ryszard Presch, Johannes Gratzl, Bürgermeister Ferdinand Köck, Landeshauptfrau Johanna Mikl-Leitner, Novomatic-Vorstand Stefan Krenn und Aufsichtsratsvorsitzender Bernd Oswald.

Fotos: Dworak

für eine effiziente Energiezukunft“, betonte Novomatic-Vorstand Stefan Krenn im Namen seiner Kollegen Ryszard Presch, Johannes Gratzl und Aufsichtsratsvorsitzenden Bernd Oswald. „Denn nur durch das Übernehmen von Verantwortung kann unternehmerischer Erfolg langfristig sichergestellt werden.“

Landeshauptfrau gratulierte zur Investition

Landeshauptfrau Johanna Mikl-Leitner, ÖVP, gratulierte dem Unternehmen zum Schritt und deutete selbigen als „Bestätigung dafür, dass ihr an den Standort Niederösterreich glaubt. Wir sind stolz, ein derartiges Unternehmen, das nicht nur wirtschaftliche und ökologische, sondern auch soziale Komponenten setzt, in unserem Bundesland zu haben“.

Fakt ist: „Bereits jetzt kommt die Hälfte des gesamten

österreichischen Windstromes und ein Viertel des gesamten österreichischen Photovoltaikstromes aus Niederösterreich“, ergänzte die Landeshauptfrau und schrieb der neuen Regierung auf die To-do-Liste: „Der Ausbau des Netzes ist eine sehr dringliche Aufgabe.“



▲ Novomatic-Nachhaltigkeitsmanager Christoph Neubauer (l.) und Neoom-Geschäftsführer Martin Riegler vor einer der neuen Ladesäulen.

Street-Smart booth design and a focus on US market: Novomatic focal points at G2E

⌚ Tuesday 29 de October 2024 / 12:00



2 minutos de lectura

(Las Vegas, SoloAzar Exclusive).- Kathleen McLaughlin, Novomatic VP Marketing and Corporate Accounts, North America, granted an interview to SoloAzar in which she talked about the new products and solutions showcased by the firm. "We constantly adapt to the evolving U.S. market by focusing on localized content development", she highlighted.



What innovations have you incorporated this year to enhance the visitor experience at G2E 2024?

Kathleen McLaughlin: This year, we looked at our business successes and focused on enhancing the visitor experience by deeply personalizing our approach and ensuring immersive, interactive engagements that supported and highlighted those segments of our business. We tried to answer the question: "How do we create a well-branded experiential booth for our customers?" that hits the mark.



G2E LAS VEGAS 2024

One major focus was our **Street-Smart booth design**, which integrated **graffiti street art**, **street-drawn pathways**, and **interactive features** like street-smart murals, a plush claw machine for our **Piggy Prize game**, and a **street art photo booth**. This highly themed setup resonated strongly with customers, making it easy for them to navigate the space while enjoying unique, fun interactions. It helped to foster strong brand experience for our customers that was a bold twist on a more traditional design. We took some design risks, and they paid off.

From a product perspective, we showcased our **V.I.P. X™ cabinet series**, which blends **advanced technology** with a **player-centric focus**. The V.I.P. X Royal™ 1.85, V.I.P. X Dream™ 3.43, V.I.P. Galaxy™ 2.65, and our deep cabinet portfolio combine luxury with superior performance, leaving an impression. NOVOMATIC cabinet design and quality are unparalleled. The way the games were laid out and the ease of navigation allowed our sales team to seamlessly take customers on a trip through the creative possibilities for their casinos across North America.



We also placed a glaring spotlight on our **VGT segment**. This dynamic showcase reinforced our commitment to providing leading solutions in performance and player appeal within the VGT segment. We are a strong VGT competitor, and we wanted to make that known. Featuring both NOVOLINE and Magic HD customer favorite themes, the VGT area showed the new game mixes on Diamond X™ 2.32, Black Edition II 3.27 & Black Edition II 1.49J, V.I.P. X Lounge™ 2.32 and the Funmaster 2.27. Specifically in Illinois, we featured the **Magic HD** game mix consisting of the Overlay Magic Play Lock & Spin feature and the new **Poker3™** multi-hand video poker mix. **Novoline™** games were shown with popular games like **Ultra Bost™** and **Money Party™** themes. Georgia Skill also showed three new game titles in the **Magic HD** mix and regionally, more new titles lined the streets of the Novomatic booth.



Could you highlight any particular aspect of your stand? What response did you get overall?

Kathleen McLaughlin: The U.S. section of the NOVOMATIC booth made a huge impact on our customers. They are still talking about how they love the new direction. Again, one of the standout features of our exhibit was the **Street-Smart zone**, which communicated how our products offer **quality entertainment, durability, and reliability** for highly competitive markets. This theme ran through everything, from the **street-drawn paths** that guided visitors to the displays, to the immersive, urban-inspired design with graffiti elements that highlighted our tailored approach to each market. It created a strong, branded position for us.

The response was overwhelmingly positive. Visitors were drawn to our combination of **high-tech innovations** with real-world applications. Our **interactive booth experiences**, such as the **Piggy Prize plush claw machine** created the most memorable moments for customers, underscoring NOVOMATIC's edgy, market-savvy aesthetic. Attendees appreciated the balance between **luxury gaming experiences** and the operational focus of our new products, and new titles particularly on the **V.I.P. X™ series**.



What innovations are you implementing to adapt to the evolving U.S. market?

Kathleen McLaughlin: We constantly adapt to the evolving U.S. market by focusing on **localized content development** and delivering outstanding, high-performing solutions. The U.S. market requires products that stand out in terms of aesthetics, performance, and resilience. Our **V.I.P. X™ series street-smart portfolio of content** is a prime example of combining visual appeal with operational durability, making them ideal for both VGT and commercial casino sectors.

We are also always integrating more **data-driven insights** to optimize game placements and player engagement, ensuring our products resonate with both operators and players. Additionally, our **omni-channel options** are bridging the gap between **land-based and digital gaming**, giving operators more flexibility in offering seamless gaming experiences.



Following your participation at G2E, what key message would you like to convey to potential new customers or partners about your featured products?

Kathleen McLaughlin: Our message is clear: **We listen to our customers.** **NOVOMATIC** products deliver long-lasting value and are designed to meet the demands of highly competitive markets. We work with our customers. This year, our "**Street-Smart**" approach emphasized practicality, resilience, entertainment, and importantly, player-focused themes. Products like the **V.I.P. X™ cabinets** are not only visually impressive but also built to perform in tough environments, offering a premium entertainment experience at a fair price. We want our partners to know they can rely on NOVOMATIC for entertaining, cutting-edge gaming technology backed by comprehensive support and tailored services that help maximize operational efficiency and revenue per square foot in Casino and VGT segments.



What are your short-term goals, and are there any specific markets you target?

Kathleen McLaughlin: Our short-term goals are focused on expanding our presence in key U.S. markets such as **Illinois, Oklahoma, Georgia, Puerto Rico, and Louisiana**. These regions demand **innovative, street-smart solutions**, and our products meet these challenges. We are heavily invested in the **VGT segment**, continuing to grow relationships by offering **customized products and services** that align with their operational needs. Our end goal is mutual success for all.

In the commercial casino space, we are rolling out engaging new U.S.-flavored games like **Piggy Prizes – Wand of Riches**, which feature dynamic **LED displays** and strong player appeal. We've had tremendous feedback on this from G2E. Our priority is to grow market share by delivering products that **enhance player experience** while ensuring the **long-term success** of our operator partners.



We want to make it easy for customers to say. "Yes", and we always will go the extra mile to demonstrate that commitment.

This year at G2E, NOVOMATIC Americas combined **immersive booth design**, **new product launches**, and a **tailored market approach**, making a bold statement in the U.S. gaming landscape. We are ready to meet and exceed the demands of operators and players alike with innovative, resilient products designed to excel in any gaming environment.

casionobeats.com, 29.10.2024

Greentube: unleashing the powerful and user-friendly NOVA platform

October 29, 2024



Image: Greentube

Marek Candrak, Engineering Manager & Head of R&D Center at Greentube, chats to CasinoBeats about the firm's new NOVA gaming platform and its key capabilities. Candrak also delves into the product research and development phase and why Greentube's facility in Slovakia is the perfect platform for such innovations.

CasinoBeats: Tell us a little bit about NOVA and why Greentube is moving into the B2C space with this platform.

Marek Candrak: NOVA is our vision for a comprehensive gaming platform. It integrates services such as online casino, sports betting and virtual lottery terminals and serves as a digital playground for both players and operators. Our mission at Greentube is about providing the highest quality flexible technology to regulated markets, and NOVA is a part of that plan.

One of the key things about NOVA is that it's incredibly user-friendly. Designed to offer the user ease of operation, it easily keeps track of everything from player behaviour to game performance.

We've designed a platform that's not only powerful but also agile and adaptable. We're working closely with everyone involved to make sure it meets all needs, so whether it's players looking for an engaging gaming experience or operators searching for a streamlined and intuitive way to run their business, NOVA is ready to meet those requirements.

CB: What are the key features of NOVA and what makes it stand out amongst the crowd?

MC: NOVA offers a range of features designed to make gaming more enjoyable for players and easier to manage for operators. It integrates various gaming services into a single platform, making it easy to manage both land-based and online gaming operations.

It provides real-time monitoring and accounting tools, detailed game statistics, and ensures compliance with regulations in different markets, so it really is designed to meet the needs of today's operators in a busy, challenging environment.

Built using the very latest technology, NOVA is a reliable and flexible solution for gaming operators looking to improve their offerings and efficiency.

CB: The Nova platform is noted for being modular. How important is it to offer such flexibility?

MC: The modular nature of the NOVA platform is a key advantage. As businesses expand, they can easily add new features without interrupting their current operations. This flexibility allows operators to quickly adapt to market changes and introduce new services. Updates and upgrades are also simplified, ensuring that the platform remains up-to-date with the latest technologies and trends.

Maintenance and troubleshooting become more efficient with a modular system, as problems can be isolated to specific components. This results in less downtime and a better overall gaming experience for players.

NOVA's modularity is a vital component in making it a valuable tool for gaming operators seeking to stay competitive and responsive.

CB: NOVA was developed by Greentube's R&D centre in Slovakia. Tell us about the centre and why Slovakia in particular is an ideal place for such a centre.

MC: While NOVA was born in our R&D centre in Slovakia, we actually had teams from all over working on it, and it was quite the challenge since we needed to keep our existing system running smoothly while also building the new one – rather like replacing a car's engine while still driving it! We gradually swapped out parts of the old system with new, smaller ones, making sure our customers didn't notice a thing.

Our R&D HQ in Bratislava is the perfect place for this kind of innovation. It's right in the heart of Europe, so we have great connections with other tech hubs. Slovakia is also blessed with a fantastic pool of IT talent, which is exactly what we need to create cutting-edge products like NOVA.

CB: Building out must take a lot of collaboration across different teams – how does Greentube work across different teams and locations to bring such projects to life?

MC: Building complex projects at Greentube is a team effort, involving the creative genius from each corner of the company. To keep things organised and efficient, we use a Scrum process, helping us break down big projects into smaller steps, making them easier to manage.

We have teams with diverse skill sets, and we meet regularly to talk about what we've done and what is up next. We also have a plan for the whole year, so everyone knows what's expected of them.

We need to work together and communicate clearly, and we achieve that by leveraging the right tools to help us stay connected and on task, even though we might be in different places. It's equally as important for us to make sure our systems are up-to-date and work as well together as our people do.

This way, we take what might be seen by the uninitiated as a challenge with so many colleagues spread far and wide geographically and use it as our strength. This allows us to enjoy incredible project development processes and delivery, even when we're working remotely.

Novomatic installs largest photovoltaic system

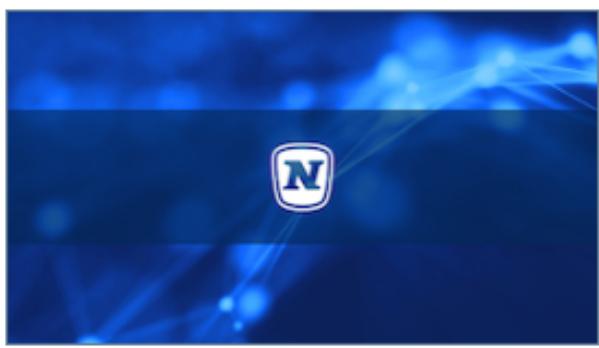
October 29, 2024

by Phil Clegg



Subscribe

Novomatic has underscored its clear commitment to sustainability by installing the group's largest photovoltaic system.



More than 4,600 solar panels have been installed on the roof of the headquarters in Lower Austria, covering a total area of 20,000sq.m and ceremoniously commissioned in the presence of Lower Austrian Governor Johanna Mikl-Leitner, Novomatic's executive board and the mayor of Gumpoldskirchen, Ferdinand Köck.

The PV system, with a size equivalent to three football pitches, will produce around two million kilowatt-hours of electricity every year, thereby enabling the company to meet a substantial portion of this location's annual energy needs.

In addition to being used in the offices and production facilities, this green electricity will also find its way into the company's dedicated charging stations for its fleet of e-vehicles.

It is a similar situation with international subsidiaries in countries such as Germany, Italy, Spain, Romania, North Macedonia, Bosnia, Poland, South Africa and Australia, which are already meeting substantial portions of their electricity needs from dedicated PV systems.

State Governor of Lower Austria, Johanna Mikl-Leitner, said: "Lower Austria is a pioneer in efforts to develop the use of wind energy and photovoltaics.

"Half of all the wind power produced in Austria and a quarter of all the country's photovoltaic electricity already comes from Lower Austria today.

"We can do this because many companies do their bit to ensure the green and sustainable future of the state's economic engine, investing in the development of renewable energy sources. Thank you for this investment and the trust placed in the economic hub that is Lower Austria."

"The completion of the group's largest photovoltaic plant is not just a key milestone in the sustainability strategy of Novomatic, but it also means we have sent a clear signal of our intentions to foster a strong and efficient energy future.

"After all, it is only by taking responsibility that business success can be guaranteed in the long term," said the executive board of the Novomatic group.

Installing the new PV system on already built-up areas helps Novomatic to consistently reduce its carbon footprint and enable it to now save more than 1,100 tons of CO2 emissions every year, the equivalent of 90,500 trees compensating for CO2.

The concept of going green is firmly anchored in the company's comprehensive ESG programme as Europe's leading gaming technology group.

In addition to its work to expand the use of photovoltaics across the group, the company is also focusing its attention on monitoring resources and expanding e-mobility, all with a view to permanently cutting international CO2 emissions.

indiangaming.com, 29.10.2024

Novomatic at G2E 2024: A Comprehensive Roundup

October 29, 2024



LAS VEGAS, NV – Novomatic caught the attention of G2E attendees by unveiling numerous product launches at G2E 2024. The V.I.P. X™ cabinet series emerged as one of the main attractions, highlighting models such as the V.I.P. X Royal™ 1.85, V.I.P. X Dream™ 3.43, and the V.I.P. X Lounge™ 2.32. A centerpiece in the booth was the V.I.P. Galaxy™ 2.65, a luxury cabinet with a blend of comfort and state-of-the-art gaming technology, including high-definition screens, immersive sound systems and a fully adjustable lounge design. The unveiling of a new LED wall as part of the Diamond X™ series, including the Diamond X 1.55J, showcased the U.S.-style designed Piggy Prizes title.



Progressives and VGT Lineup

Novomatic introduced a variety of Thunder Cash™ Gold Progressives featuring new titles like Charming Lady's Boom Coins™ and Red Amazon Explosion™. The Globe Link™ Xtension Volume 1 and 2 also attracted considerable interest, marking a significant impact with several new themes, bolstered by innovative math models and enticing bonus structures.

The VGT product range received special emphasis, particularly with the Street-Smart-themed area dedicated to highlight the themes and flexible assortment of cabinet styles for markets in Illinois, Pennsylvania, West Virginia, Puerto Rico, and Georgia. This dynamic showcase reinforced Novomatic's commitment to providing leading solutions in performance and player appeal within the VGT sector. Featuring both Novoline™ and Magic HD customer-favorite themes, this area showed the new game mixes on Diamond X 2.32, Black Edition II 3.27 and Black Edition II 1.49J, V.I.P. X Lounge™ 2.32 and Funmaster 2.27. Specifically in Illinois, featuring the Magic HD game mix consisting of the Overlay Magic Play Lock & Spin feature, and the new Poker3™ multi-hand video poker mix. Novoline games were shown on the Black Edition II 1.49J cabinet with popular games like Ultra Boost™ and Money Party™ themes. Georgia Skill showed three new game titles in the Magic HD mix while more new titles lined the streets of the Novomatic booth.

Advancements in Sports Betting and Casino Management

In addition to its product line, Novomatic showed their cutting-edge sports betting kiosks including the ActionBook™ Edge 1.43J, and ActionBook Plus 2.27 models. With advanced graphics and rapid processing capabilities, these kiosks offer operators flexibility and performance. The premiere of the award-winning Novovision™ casino management system was another highlight, leveraging biometric technology for enhanced player recognition and streamlined operations. Already acknowledged as a "Best CMS/Software Product" at the European Casino Awards, the system generated significant buzz regarding its potential to revolutionize the gaming landscape.

Industry Recognition for Creative and Commercial Success

The combination of Novomatic's innovative product launches and captivating booth design earned widespread acclaim. The company was recognized for its Street Smart booth, praised for creativity, interactivity, and the memorable experiences it fostered. Industry experts and attendees alike hailed Novomatic's presence at G2E 2024 as one of the most impactful.



"G2E 2024 was an incredible success for Novomatic," said Alexander Merwald, CEO at Novomatic Americas. "We were proud to showcase the V.I.P. XTM cabinet series. Our 'Street Games, Street Smart' focus resonated strongly, as we demonstrated how our tailored solutions meet the real-world needs of both casino and VGT operators. The response from customers reaffirmed Novomatic's position as a leader in delivering innovation, performance, and market-specific strategies for North America."

"The product diversity and innovation showcased at G2E 2024 have been enthusiastically received by both operators and players," said Thomas Schmalzer, VP of Global Sales, and Product Management at Novomatic AG. "Our V.I.P. X series and extensive range of progressives reflect our unwavering commitment to delivering premium solutions to the global market."

Praise for ACOS from Novomatic Gaming UK

October 29, 2024

by Phil Clegg



Subscribe

Novomatic Gaming UK has extended "a huge thank you to everyone who made the recent Autumn Coin-Op Show in London such a fantastic event."



The company stated: "The enthusiasm for our new cabinets and content was incredible and we're thrilled to have had so many loyal customers and new faces visit us at ACOS last week. We truly appreciate your time, feedback, and support."

"Without a doubt, the star of the show was Christmas Big Bass Bonanza, Reel Kingdom's smash hit now

reimagined with a festive twist and available soon on Novomatic slot terminals across the UK.

"This game has already made waves online and it's ready to bring the same thrill to the gaming floor - only this time, it's packed with festive flair.

"Building on the success of the original Big Bass Bonanza, this version combines the classic excitement of the game with a merry Christmas spirit, making it the perfect choice to engage players over the holiday season."

NOVOMATIC GAMING UK SEEKING SLOTS RULES CHANGE

Submitted by admin on Tue, 29/10/2024 - 20:36

One of Europe's top casinos has only 20 slots.....but hopefully upcoming law changes will see that changed, says Phil Burke, managing director of Novomatic Gaming UK, speaking at the London ACOS trade show last week.

Phil had taken a full team to London for the show, with a range of Category C and B3 models, saying that there is a portfolio of all-new developments in the pipeline that will be ready for the upcoming [London Casino and Gaming expo](#) at ExCeL in January.

A keen supporter of the new London casino event, Phil said that London and the UK needed a casino show.

"There is a long tradition of casino shows in London," he said, "and they traditionally show product for Europe, so the operators of bricks-and-mortar casinos in countries like France and Germany will find much to interest them at LCG in January."

He lamented the out-dated British casino slots regulation, hoping that the largely-agreed revision of the gambling laws would soon be introduced. "We are hoping that the new government will take up white paper recommendations, notably in the area of the number of slots permitted on a casino floor."

The current upper limit of 20 slots per location was totally inadequate he said. "Look at the Hippodrome in London, one of the top casinos in Europe, yet it can only have 20 slots. Players are standing in line to play them."

He said there is some evidence of multi-licensing in the UK now, where one operator holds more than one licence for a city and amalgamates them into one location, technically separating them so as many as three licenses are in operation under the same roof.



Image: **Phil Burke, Managing Director Novomatic Gaming UK**

The new proposals, he said, would overturn this and permit casinos to meet the demands of customers. Fresh product for this rejuvenated market, and for casino operators from other European countries, will be on Novomatic Gaming UK's stand at the LCG in January.

igamingbusiness.com, 29.10.2024

Greentube secures further European growth with Finnish market entry via Veikkaus

29th October 2024 | By iGB Freelance

Greentube, the Novomatic Digital Gaming and Entertainment division, has made its debut in Finland via its latest tier-one partner, Veikkaus, the country's state-owned gambling operator.



Players in the established Nordic market can now enjoy Greentube's most popular games including industry staples Book of Ra deluxe, Lucky Lady's Charm deluxe and Sizzling Hot deluxe among a host of other hit games from its comprehensive portfolio.

Veikkaus, a World Lottery Association (WLA) member, currently holds the exclusive rights to offer gambling in Finland, providing lottery, slots, casino and sports and horse racing betting to over 2.5 million customers.

Julia Schagerl, regional manager at Greentube, said: "We are pleased to announce the launch of our partnership with Veikkaus, which will enable us to provide players in the Finnish market with an amazing gaming experience through Greentube's content offering."

"Finland is an exciting market and we couldn't be in better hands to roll out our titles to players there thanks to Veikkaus."

focusgn.com, 29.10.2024

Greentube expands content offering with launch of Tapper Games



Bernd Baumert, Director of Games Production and Operations at Greentube.

The company said its new offering is designed to “resonate with players who prefer rapid gameplay, offering a more immersive gaming experience.”

Press release.- **Greentube** has announced it has further boosted its product portfolio after unveiling **Tapper Games**, a dynamic new style of content.

With the new games addition, Greentube is focused on providing “high-energy titles, driven by simple yet engaging mechanics, making it easy for players to tap and enjoy instant action.” The company’s new offering is designed to resonate with players who prefer rapid gameplay, offering a more immersive gaming experience.

Launching initially with the title **Piñata Blast**, Tapper Games brings a fresh twist to traditional slots with simplified animations and responsive features.

According to the company, "the gameplay is designed with user interaction at the forefront, ensuring that the visuals and gameplay deliver a seamless user experience."

While Tapper Games will appeal to a broad global audience, the titles are particularly well-suited for the US market, where fast-paced content has gained significant traction.

Alongside the launch of Piñata Blast, Greentube will also launch **Hit Me Baby!**, which was presented at **G2E in Las Vegas**. The company plans to release similar content in the coming months, aiming to establish Tapper Games within its product portfolio.

Bernd Baumert, director of Games Production and Operations at Greentube, said: "Tapper Games is an exciting new venture for us, as we continue to diversify our portfolio and cater to the evolving preferences of players.

"With Piñata Blast and a diverse range of upcoming titles, we are opening the door to a new category of fast-paced games, designed to entertain and engage players in a fresh way. We believe that this type of content will be a key driver in attracting new audiences and further expanding our reach in regulated markets globally."

NOVOMATIC errichtet konzernweit größte Photovoltaik-Anlage in Niederösterreich

Auf einer Fläche von rund 20.000m² wurde am Headquarter in Gumpoldskirchen eine der größten Dachphotovoltaik-Anlagen Niederösterreichs errichtet und unter Beisein der Landeshauptfrau feierlich eröffnet. Der internationale Gaming-Technologiekonzern deckt an diesem Standort damit einen signifikanten Anteil des Jahresstromverbrauchs mit emissionsfreier Energie ab.

Gumpoldskirchen - Mit der Errichtung der konzernweit größten Photovoltaik-Anlage setzt NOVOMATIC ein deutliches Zeichen für Nachhaltigkeit. Insgesamt mehr als 4.600 Solarpaneele wurden auf den Dächern des niederösterreichischen Headquarter-Sitzes auf einer Gesamtfläche von 20.000m² installiert und unter Beisein von Niederösterreichs Landeshauptfrau, Mag. Johanna Mikl-Leitner, dem NOVOMATIC-Vorstand sowie dem Bürgermeister von Gumpoldskirchen, Ferdinand Köck, feierlich in Betrieb genommen.

Jährlich werden mit der PV-Anlage in der Größe von drei Fußballfeldern rund 2 Millionen Kilowattstunden Strom erzeugt. Damit kann das Unternehmen an diesem Standort einen erheblichen Anteil des jährlichen Energiebedarfs decken. Der nachhaltig erzeugte Strom wird neben der Verwendung in den Büro- und Produktionsanlagen auch in die eigens errichteten Ladestationen für den E-Fuhrpark des Unternehmens fließen. Auch internationale Tochtergesellschaften decken bereits signifikante Anteile ihres Strombedarfs aus eigenen PV-Anlagen, wie etwa in Deutschland, Italien, Spanien, Rumänien, Nordmazedonien, Bosnien, Polen, Südafrika sowie Australien.



Die konzernweit größte Photovoltaik-Anlage auf den Dächern der Unternehmenszentrale in Gumpoldskirchen.
(Foto: NLK Burchhart)



V.l.n.r.: Dipl.-Ing. Ryszard Presch (Vorstand NOVOMATIC AG), Mag. Johannes Gratzl (Vorstand NOVOMATIC AG), Ferdinand Köck (Bürgermeister von Gumpoldskirchen), Mag. Johanna Mikl-Leitner (Landeshauptfrau von Niederösterreich), Mag. Stefan Krenn (Vorstand NOVOMATIC AG), Dr. Bernd Oswald (Vorsitzender des Aufsichtsrats NOVOMATIC AG). (Foto: NLK Burchhart)

Niederösterreichs Landeshauptfrau Johanna Mikl-Leitner betont: "Niederösterreich ist Vorreiter beim Ausbau der Windenergie und Photovoltaik. Bereits jetzt kommt die Hälfte des gesamten österreichischen Windstromes und ein Viertel des gesamten österreichischen Photovoltaikstromes aus Niederösterreich. Das erreichen wir, weil viele Betriebe ihren Beitrag zu einer grünen und nachhaltigen Zukunft des Wirtschaftsstandortes leisten und in den Ausbau der Erneuerbaren Energieträger investieren. Vielen Dank für das Investment und das Vertrauen in den Wirtschaftsstandort Niederösterreich."

„Mit der Fertigstellung der konzernweit größten Photovoltaik-Anlage haben wir nicht nur einen wesentlichen Meilenstein für die Nachhaltigkeitsstrategie des NOVOMATIC AG-Konzerns erreicht, wir setzen damit auch ein klares Signal für eine starke und effiziente Energiezukunft. Denn nur durch die Übernahme von Verantwortung kann unternehmerischer Erfolg langfristig sichergestellt werden“, hebt der Vorstand des NOVOMATIC AG-Konzerns hervor.

Mit der Installation der neuen PV-Anlage auf bereits verbauten Flächen verringert NOVOMATIC den ökologischen Fußabdruck kontinuierlich und kann ab sofort jährlich mehr als 1.100 Tonnen CO2 einsparen. Das entspricht einer CO2-Kompensation von 90.500 Bäumen. Als Europas führender Gaming-Technologiekonzern ist „Going Green“ im umfangreichen ESG-Programm des Unternehmens fest verankert. Neben dem konzernweit kontinuierlichen Ausbau der Photovoltaik-Kapazitäten setzt das Unternehmen auch auf das Monitoring von Ressourcen sowie den Ausbau von E-Mobilität, um den CO2-Ausstoß international künftig nachhaltig zu reduzieren.

Weitere Informationen über Corporate Responsibility & Sustainability bei NOVOMATIC finden Sie unter www.novomatic.com/cr

borese-social.com, 28.10.2024

Novomatic nimmt Dachphotovoltaik-Anlage in Betrieb

28.10.2024, 1705 Zeichen

Der Gamingtechnologie-Konzern Novomatic hat auf einer Fläche von rund 20.000m² am Headquarter in Gumpoldskirchen eine der größten Dachphotovoltaik-Anlagen Niederösterreichs errichtet und deckt an diesem Standort damit einen signifikanten Anteil des Jahresstromverbrauchs mit emissionsfreier Energie ab. Jährlich werden mit der PV-Anlage in der Größe von drei Fußballfeldern rund 2 Millionen Kilowattstunden Strom erzeugt, insgesamt wurden mehr als 4.600 Solarpaneele installiert und unter Beisein von Niederösterreichs Landeshauptfrau, Johanna Mikl-Leitner, dem Novomatic-Vorstand sowie dem Bürgermeister von Gumpoldskirchen, Ferdinand Köck, feierlich in Betrieb genommen. „Mit der Fertigstellung der konzernweit größten Photovoltaik-Anlage haben wir nicht nur einen wesentlichen Meilenstein für die Nachhaltigkeitsstrategie des Novomatic-Konzerns erreicht, wir setzen damit auch ein klares Signal für eine starke und effiziente Energiezukunft. Denn nur durch die Übernahme von Verantwortung kann unternehmerischer Erfolg langfristig sichergestellt werden“, hebt der Vorstand des Novomatic-Konzerns hervor.

Auch internationale Tochtergesellschaften decken bereits signifikante Anteile ihres Strombedarfs aus eigenen PV-Anlagen, wie etwa in Deutschland, Italien, Spanien, Rumänien, Nordmazedonien, Bosnien, Polen, Südafrika sowie Australien. Als Europas führender Gaming-Technologiekonzern ist „Going Green“ im umfangreichen ESG-Programm des Unternehmens fest verankert. Neben dem konzernweit kontinuierlichen Ausbau der Photovoltaik-Kapazitäten setzt das Unternehmen auch auf das Monitoring von Ressourcen sowie den Ausbau von E-Mobilität, um den CO₂-Ausstoß international künftig nachhaltig zu reduzieren.



NOVOMATIC errichtet konzernweit größte Photovoltaik-Anlage in Niederösterreich v.l.n.r. Dipl.-Ing. Ryszard Presch (Vorstand NOVOMATIC AG), Mag. Johannes Gratzl (Vorstand NOVOMATIC AG), Ferdinand Köck (Bürgermeister von Gumpoldskirchen), Mag. Johanna Mikl-Leitner (Landeshauptfrau von Niederösterreich), Mag. Stefan Krenn (Vorstand NOVOMATIC AG), Dr. Bernd Oswald (Aufsichtsratsvorsitzender NOVOMATIC AG), Foto: Novomatic, (@ Aussender)

NOVOMATIC builds the Group's largest photovoltaic system in Lower Austria

One of the largest rooftop photovoltaic systems in Lower Austria, covering some 20,000 m², has been installed at the headquarters in Gumpoldskirchen, being ceremoniously commissioned in the presence of the State Governor. In doing so, the international gaming technology group is now able to meet a substantial portion of its annual electricity needs at this location using zeroemission energy.

By Gambling Insider



NOVOMATIC has underscored its clear commitment to sustainability by installing the Group's largest photovoltaic system. More than 4,600 solar panels have been installed on the roof of the headquarters in Lower Austria, covering a total area of 20,000 m² and ceremoniously commissioned in the presence of Lower Austrian Governor Johanna Mikl-Leitner, NOVOMATIC's Executive Board and the mayor of Gumpoldskirchen, Ferdinand Köck.

The PV system, with a size equivalent to three football pitches, will produce around two million kilowatt-hours of electricity every year, thereby enabling the company to meet a substantial portion of this location's annual energy needs. In addition to being used in the offices and production facilities, this green electricity will also find its way into the company's dedicated charging stations for its fleet of e-vehicles. It is a similar situation with international subsidiaries in countries such as Germany, Italy, Spain, Romania, North Macedonia, Bosnia, Poland, South Africa and Australia, which are already meeting substantial portions of their electricity needs from dedicated PV systems.

State Governor of Lower Austria, Johanna Mikl-Leitner, emphasises "Lower Austria is a pioneer in efforts to develop the use of wind energy and photovoltaics. Half of all the wind power produced in Austria and a quarter of all the country's photovoltaic electricity already comes from Lower Austria today. We can do this because many companies do their bit to ensure the green and sustainable future of the state's economic engine, investing in the development of renewable energy sources. Thank you for this investment and the trust placed in the economic hub that is Lower Austria."

"The completion of the Group's largest photovoltaic plant is not just a key milestone in the sustainability strategy of NOVOMATIC AG, but it also means we have sent a clear signal of our intentions to foster a strong and efficient energy future. After all, it is only by taking responsibility that business success can be guaranteed in the long term," says the Executive Board of the NOVOMATIC AG Group.

Installing the new PV system on already built-up areas helps NOVOMATIC to consistently reduce its carbon footprint, and enabling it now to save more than 1,100 tons of CO2 emissions every year, the equivalent of 90,500 trees compensating for CO2. The concept of "Going Green" is firmly anchored in the company's comprehensive ESG program as Europe's leading gaming technology group. In addition to its work to expand the use of photovoltaics across the Group, the company is also focusing its attention on monitoring resources and expanding e-mobility, all with a view to permanently cutting international CO2 emissions.

Greentube enters Finnish market through Veikkaus partnership

The collaboration grants Finnish players access to Greentube's titles.

By Gambling Insider



Key points:

- Greentube has entered the Finnish market via a partnership with Veikkaus
- Veikkaus is the exclusive gambling provider in Finland, serving over 2.5 million customers across multiple gaming verticals (ahead of the market's re-regulation)
- Off the back of the partnership, Finnish players now have access to a range of Greentube titles

Greentube, the Novomatic Digital Gaming and Entertainment division, has expanded its European footprint by launching its content in Finland through a new partnership with Veikkaus, Finland's state-owned gambling operator.

The collaboration grants Finnish players access to Greentube's titles, including Book of Ra deluxe, Lucky Lady's Charm deluxe and Sizzling Hot deluxe alongside a wide array of other games.

Veikkaus holds exclusive gambling rights in Finland, offering a range of gaming options – including lottery, slots, casino, and sports betting – to over 2.5 million Finnish customers.

Greentube's partnership with Veikkaus, a member of the World Lottery Association, therefore hopes to enable a smooth entry into the regulated Finnish market, where Veikkaus has a well-established user base.

Commenting on the collaboration, Julia Schagerl, Regional Manager at Greentube, stated: "We are pleased to announce the launch of our partnership with Veikkaus, which will enable us to provide players in the Finnish market with an amazing gaming experience through Greentube's content offering.

"Finland is an exciting market and we couldn't be in better hands to roll out our titles to players there thanks to Veikkaus."

This partnership marks a new milestone in Greentube's European expansion strategy and hopes to strengthen its presence in the Nordic region.

The deal comes off the back of a number of similar European partnerships for Greentube. Last week, for example, the company teamed up with Casino UA in Ukraine – a deal that saw the local operator gaining access to over 100 land-based and online titles from Greentube.

focusgn.com, 28.10.2024

Greentube secures further European growth with Finnish market entry via Veikkaus



Julia Schagerl, Regional Manager at Greentube.

Finnish players are now able to enjoy Greentube's most popular games, including Book of Ra Deluxe, Lucky Lady's Charm Deluxe and Sizzling Hot Deluxe, among others.

Press release.- **Greentube** has made its debut in Finland via its latest tier-one partner, **Veikkaus**, the country's state-owned gambling operator.

Players in the established Nordic market can now enjoy **Greentube's most popular games** including industry staples Book of Ra Deluxe, Lucky Lady's Charm Deluxe and Sizzling Hot Deluxe among a host of other hit games from its comprehensive portfolio.

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"Finland is an exciting market and we couldn't be in better hands to roll out our titles to players there thanks to Veikkaus."

Novomatic's 'street-smart' G2E showcase

October 28, 2024

by Richard Hollis



Novomatic caused a real splash at G2E Las Vegas earlier this month with a 'street-smart' booth with immersive features.



The V.I.P. X cabinet series was centre stage, highlighting models such as the V.I.P. X Royal 1.85, V.I.P. X Dream 3.43 and the V.I.P. X Lounge 2.32. The centrepiece of the presentation was the V.I.P. Galaxy 2.65, with its perfect blend of comfort and state-of-the-art gaming technology.

The unveiling of a new LED wall as part of the Diamond X series, including the Diamond X 1.55J, showcased the US-style designed Piggy Prizes title.

Novomatic introduced a variety of Thunder Cash Gold progressives featuring new titles like Charming Lady's Boom Coins and Red Amazon Explosion. The Globe Link Xtension Volume 1 & 2 also attracted considerable interest, marking a significant impact with several new themes.

The VGT product range received special emphasis, particularly with the Street-Smart-themed area dedicated to highlight the themes and flexible assortment of cabinet styles for markets in Illinois, Pennsylvania, West Virginia, Puerto Rico and Georgia.

Featuring both NovoLine and Magic HD themes, this area showed the new game mixes on Diamond X 2.32, Black Edition II 3.27 & Black Edition II 1.49J, V.I.P. X Lounge 2.32 and FunMaster 2.27. Specifically in Illinois, featuring the Magic HD game mix consisting of the Overlay Magic Play Lock & Spin feature, and the new Poker3TM multi-hand video poker mix.

NovoLine games were shown on the Black Edition II 1.49J cabinet with popular games like Ultra Boost and Money Party themes. Georgia Skill showed three new game titles in the Magic HD mix while more new titles lined the streets of the Novomatic booth.

"G2E 2024 was an incredible success for Novomatic," said Alexander Merwald, CEO at Novomatic Americas. "We were proud to showcase the V.I.P. X cabinet series – Our 'Street Games, Street Smart' focus resonated strongly, as we demonstrated how our tailored solutions meet the real-world needs of both casino and VGT operators."

"The response from customers reaffirmed Novomatic's position as a leader in delivering innovation, performance and market-specific strategies for North America."

Thomas Schmalzer, VP of global sales and product management at Novomatic AG, added: "The product diversity and innovation showcased at G2E 2024 have been enthusiastically received by both operators and players. Our V.I.P. X series and extensive range of progressives reflect our unwavering commitment to delivering premium solutions to the global market."

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Novomatic ernennt VIP Galaxy 2.65 zum Kronjuwel der G2E Las Vegas

By Phil - 25 Oktober 2024

Im Einklang mit seinem Engagement für Innovation stellte Novomatic auf der G2E Las Vegas mehrere bahnbrechende Produkteinführungen vor, die einen bedeutenden Einfluss auf die Glücksspielbranche hatten.

Die VIP X-Gehäuseserie erwies sich als eine der Hauptattraktionen und präsentierte Modelle wie das VIP X Royal 1.85, das VIP X Dream 3.43 und das VIP X Lounge 2.32. Das Kronjuwel der Präsentation war das VIP Galaxy 2.65, das mit seiner perfekten Mischung aus Komfort und modernster Gaming-Technologie einen neuen Maßstab für Luxusgehäuse setzte. Das vollständig anpassbare Lounge-Design mit hochauflösenden Bildschirmen und immersiven Soundsystemen verspricht ein unvergleichliches Gaming-Erlebnis und weckt bei den Kunden die Lust, diese Innovationen in ihren Gaming-Bereichen einzuführen.

Bei der Enthüllung einer neuen LED-Wand als Teil der DIAMOND X-Serie, darunter die DIAMOND X 1.55J, wurde der im US-Stil gestaltete Piggy Prizes-Titel präsentiert. Das moderne und interaktive Design vermittelte eine klare Botschaft: Novomatic Amerika ist voll im Trend und festigt seinen Ruf als Anbieter erstklassiger Unterhaltungserlebnisse.

Novomatic stellte eine Reihe von THUNDER CASH GOLD Progressives vor, darunter neue Titel wie Charming Lady's Boom Coins und Red Amazon Explosion. Auch Globe Link Xtension Volume 1 & 2 stießen auf großes Interesse und hinterließen mit mehreren neuen Themen einen deutlichen Eindruck. Die Aufregung um diese progressiven Spiele war spürbar und wurde durch innovative mathematische Modelle und verlockende Bonusstrukturen noch verstärkt.

Besonderer Wert wurde auf die VGT-Produktpalette gelegt, insbesondere mit dem Street-Smart-Themenbereich, der den Themen und der flexiblen Auswahl an Gehäusestilen für die Märkte in Illinois, Pennsylvania, West Virginia, Puerto Rico und Georgia gewidmet war. Diese dynamische Präsentation unterstrich NOVOMATICs Engagement, im VGT-Sektor führende Lösungen in Sachen Leistung und Attraktivität für Spieler anzubieten. Dieser Bereich, in dem die beliebtesten Kundenthemen von NOVOLINE und Magic HD gezeigt wurden, zeigte die neuen Spielmixe für DIAMOND X 2.32, BLACK EDITION II 3.27 & BLACK EDITION II 1.49J, VIP X Lounge 2.32 und FUNMASTER 2.27. Insbesondere in Illinois wurde der Magic HD-Spielmix bestehend aus der Overlay Magic Play Lock & Spin-Funktion und dem neuen Poker3-Multihand-Videopokermix gezeigt. NOVOLINE-Spiele wurden auf dem BLACK EDITION II 1.49J-Gehäuse mit beliebten Spielen wie den Themen ULTRA BOOST und MONEY PARTY gezeigt. Georgia Skill zeigte drei neue Spieldaten im Magic HD-Mix, während weitere neue Titel die Straßen des NOVOMATIC-Standes säumten.

Zusätzlich zu seiner Produktlinie zeigte NOVOMATIC seine hochmodernen Sportwettenkioske, darunter die Modelle ActionBook™ Edge 1.43J und ActionBook™ Plus 2.27. Mit fortschrittlicher Grafik und schnellen Verarbeitungsfunktionen bieten diese Kioske den Betreibern unübertroffene Flexibilität und Leistung. Die

Ein weiteres Highlight war die Premiere des preisgekrönten Casino-Managementsystems NOVOVISION™, das biometrische Technologie für eine verbesserte Spielererkennung und optimierte Abläufe nutzt. Dieses System wurde bereits bei den European Casino Awards als „Bestes CMS/Softwareprodukt“ ausgezeichnet.

sorgte für erhebliches Aufsehen hinsichtlich seines Potenzials, die Gaming-Landschaft zu revolutionieren.

Die Kombination aus innovativen Produktvorstellungen und fesselndem Standdesign von Novomatic fand großen Anklang. Das Unternehmen erhielt Anerkennung für seinen Street-Smart-Stand, der für seine Kreativität gelobt wurde, Interaktivität und die unvergesslichen Erlebnisse, die sie ermöglichte. Branchenexperten und Teilnehmer lobten gleichermaßen die Präsenz von Novomatic auf der G2E 2024 als eine der eindrucksvollsten.

Alexander Merwald, CEO bei Novomatic Amerika, erklärte: „G2E 2024 war ein unglaublicher Erfolg für Novomatic. Wir waren stolz, die VIP X-Gehäuseserie präsentieren zu können – unser Fokus ‚Street Games, Street Smart‘ fand großen Anklang, da wir demonstrierten, wie unsere maßgeschneiderten Lösungen die realen Bedürfnisse von Casino- und VGT-Betreibern erfüllen. Die Reaktion der Kunden bestätigte Novomatics Position als führender Anbieter von Innovation, Leistung und marktspezifischen Strategien für Nordamerika.“

Thomas Schmalzer, VP of Global Sales und Product Management bei Novomatic AG, fügte hinzu: „Die auf der G2E 2024 präsentierte Produktauswahl und Innovation wurden sowohl von Betreibern als auch von Spielern begeistert aufgenommen. Unsere VIP X-Serie und unser umfangreiches Sortiment an progressiven Spielautomaten spiegeln unser unermüdliches Engagement wider, dem globalen Markt Premiumlösungen zu bieten.“

Mit neuen Partnerschaften und gesicherten Produktplatzierungen auf der G2E 2024 ist Novomatic bestens gerüstet, seine Marktpräsenz in Nordamerika auszubauen. Der Erfolg auf der diesjährigen Messe bedeutet einen entscheidenden Schritt vorwärts bei der Mission des Unternehmens, den Standard für Gaming-Unterhaltung zu setzen.



Novomatic UK : “We’re ready to make further substantial investments in venue upgrades, new technology, and manufacturing capabilities.

However, without clear regulatory direction, we’re forced to postpone these plans”

ZANE MERSICH CEO NOVOMATIC UK

Coinslot: What impact is the delay in the Gambling Review having on your members and the industry in general?

Novomatic Gaming UK: The delay in the Gambling Review has created significant uncertainty, stalling much-needed investment and innovation within our sector.

Novomatic UK, alongside other operators, is positioned to implement further investment that would invigorate our high streets, enhance customer experiences, and bring new jobs into local economies.

However, the lack of clarity makes it difficult to proceed confidently with these plans.

This delay in investment and innovation is apparent at every level of our Group, from technological roles in research and development of gaming machine innovation, through the manufacturing base we operate in South Wales into every community we operate in where new sites, refurbishments, machine investment and additional recruitment are all being delayed.

This has been emphasised by Zane Mersich, CEO of Novomatic UK, who noted: “The delay restricts our ability to invest in the kind of innovations that would benefit the economy and the communities we serve. With the right framework in place, we could be pushing forward on projects that would breathe new life into high streets, offering

Novomatic Gaming UK have thought long and hard about the Gambling Review over the years, primarily its prospects and opportunities to invest. But now, it's more about delay and, dare we suggest it, even deferral. The high street AGC giant, and one of the last UK manufacturers standing, has a huge stake in the UK economy; the Gambling Review delay does not engender great confidence. NGUK have issued a wide ranging perspective on the delay: the business is ready to pump investment into the UK's high streets within months of a Gambling Review decision. But what's the decision they will ask - and more importantly when will we get a decision?

even more to our customers and employees.

The industry is being held back from fully contributing to the UK's economic recovery, and we urge the Government to provide a clear path forward.”

Coinslot: Has the uncertainty around the Review affected your business plans and strategy? If so, how?

Novomatic Gaming UK: Absolutely, the uncertainty has a direct impact on our business strategy and investment plans.

We're ready to make further substantial investments in venue upgrades, new technology, and manufacturing capabilities.

However, without clear regulatory direction, we're forced to postpone these plans. For our operations in South Wales, for instance, this means delaying investments in manufacturing and R&D - areas that are crucial for innovation and sustaining the local supply chain.

When businesses like ours face prolonged uncertainty, the entire industry, including suppliers and partners, feel the effects.

We want to contribute to the high street's revival, but we need the confidence that our investments will align with long-term regulatory requirements.

A definitive resolution to the Gambling Review would enable us to act with confidence and begin executing on our growth strategy immediately,” emphasises Mersich.

Coinslot: As the review stands currently, what concerns need to be resolved that would give you the confidence to push forward with investment in products, employment and growth?

Novomatic Gaming UK: The continued delay in the Gambling Act Review - now nearly five years in the making - has created an environment of ongoing uncertainty for Novomatic UK, our customers, and the entire supply chain. This prolonged lack of clarity has led to a significant loss of confidence across all levels of the industry.

Our absolute priority is for swift decision-making that will finally resolve the review, unlock delayed investment, and allow us to move forward with confidence.

Zane Mersich, CEO of Novomatic UK, stressed: “The uncertainty has paralysed not just our business, but the entire network of strategic relationships we've built with other manufacturers, operators, and innovators.

“Everyone is feeling the effects of this prolonged ambiguity. The time has come to conclude the Gambling Act Review so that businesses can make decisions, invest strategically, and contribute meaningfully to the economy.”

Without this clarity, our strategic partners and we are held back from driving the growth that would result from clear and timely reforms. We're ready to invest in new products, enhance our offerings, and

expand employment, but this cannot happen until there's a definitive regulatory framework. A swift resolution will give the industry the certainty it needs to move forward, ensuring that Novomatic UK and our partners can contribute to economic revitalisation and sector-wide innovation.

Coinslot: What about the customer. What affect do you think this is having on the player offerings and entertainment value?

Novomatic Gaming UK: It goes without saying: the delay impacts our customers by limiting the variety and quality of experiences we can offer.

Updated regulatory conditions would enable us to introduce more engaging, contemporary gaming options tailored to customer preferences.

Furthermore, investments in improved facilities would enhance the social spaces we provide, supporting community engagement and offering our players a safe, regulated, and enjoyable environment.

More concerning, however, is the potential for an unregulated black market to take root if the delay continues - a scenario with dangerous implications for both players and the industry.

Germany offers a stark example of this, where regulatory delays and overly restrictive measures have fuelled a black market so significant it's projected to surpass the legal sector by next year.



When the network system stalls

Zane Mersich said...

"The uncertainty has paralysed not just our business, but the entire network of strategic relationships we've built with other manufacturers, operators, and innovators..."

By 2026, nearly two-thirds of gaming machines in Germany could be illegal, according to industry forecasts, undermining tax revenue and placing players at heightened risk.

NGUK CEO Zane Mersich underscored the issue, stating: “Germany’s example shows us that an overly restrictive and delayed regulatory response can lead to a dangerous black market. We don’t want to see the same scenario unfold in the UK, where players are left unprotected and operators lose the opportunity to innovate under fair regulations.”

Without prompt action to finalise the Gambling Act Review, the UK could face similar consequences. A growing black market would erode player protections, diminish tax revenues, and stifle the opportunity for regulated businesses to innovate.

We urge the government to move swiftly to keep players safe, support legitimate businesses, and uphold a strong, tax-generating industry.

Coinslot: Finally, on a practical level, once the Review is launched, what timeframe are we looking at before your business and your partners in the manufacturing, R&D and supply chain sectors can start rolling out the new changes?

Novomatic Gaming UK:

Once the Review is launched and there’s regulatory clarity, Novomatic UK is prepared to move swiftly.

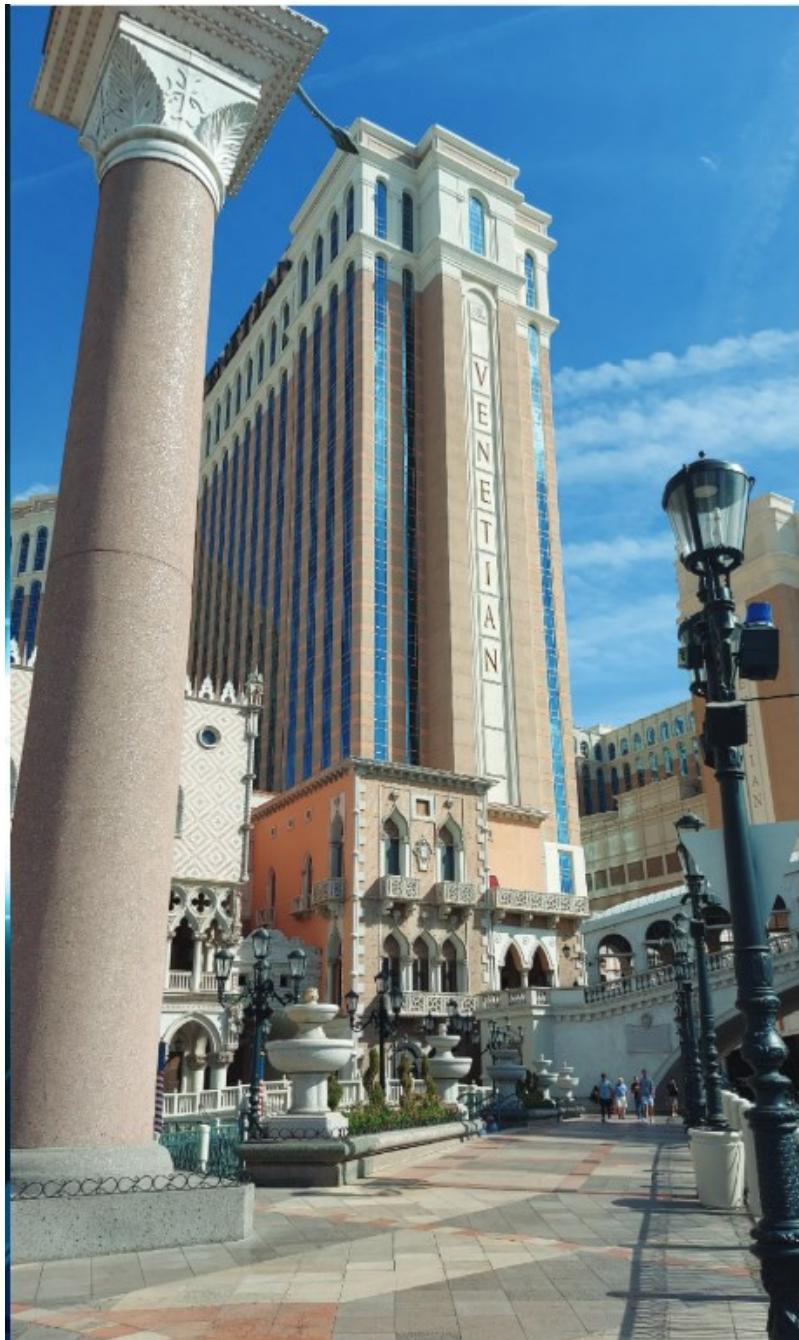
For some aspects of our strategy, such as refurbishing venues or rolling out new machines, we could begin within months. Other investments, particularly in manufacturing and R&D, may take a bit longer, but we aim to see full implementation within 12 to 18 months.

With the right regulatory foundation, Novomatic UK is ready to ramp up investments across our business, from manufacturing in South Wales to high street refurbishments,” says Mersich. “The sooner the Review is concluded, the sooner we can channel our resources into growth projects that will deliver substantial economic and social benefits.”

This proactive approach will ensure our business, suppliers, and the wider industry can hit the ground running, contributing immediately to economic growth and job creation in the UK.

InterGaming, November 2024

SHOW REPORT: G2E LAS VEGAS



WITH the year beginning to draw to a close already, October brought the industry back to Nevada, US for the 23rd Global Gaming Expo (G2E) Las Vegas.

Though final numbers are yet to be confirmed at the time of writing, show organisers RX announced that, judging by pre-show registration figures, the event was on track to match last year's visitor figures of more than 25,000.

Presented by the American Gaming Association (AGA), the show comprised more than 350 exhibitors on the exhibition floor, breaking a record for international exhibitors at 115. On top of that, there was the education programme which featured more than 95 sessions and more than 300 speakers.

"For 24 years, G2E has been the heartbeat of the gaming industry, offering a vital platform for the global gaming community to shape the industry's



BEST IN SHOW

Behind the dazzling lights and feather boas, G2E is still the ultimate Vegas show.



future," said AGA president and CEO Bill Miller. "From land-based operations to sports betting and igaming, gaming's continued and remarkable growth has made G2E's role as the annual industry gathering point more essential than ever."

I also found the exhibition's app to be an upgrade on the 2023 version. While both offered a user-friendly exhibitor list, interactive floor plan and speaker list, this new version included for the first time an integrated Colleqt feature, giving visitors the ability to scan QR codes located at each exhibitor's booth and log their company contact details. The thinking behind this, explained Korbi Garrison, event vice president, G2E at RX, was to put the power in the hands of the visitor rather than the exhibitor who would previously scan the QR codes on the badges of visitors. Of the exhibitors I spoke to, most said business was still largely being done with business cards, but being so convenient, the digital option may prove the more popular one in time.

SLOT SHOTS

Lighting up the exhibition space as ever, some of the biggest games developers and suppliers were bursting with the latest and soon-to-be-released slot titles.

Aristocrat Gaming alone displayed more than 200 game titles including a new suite of National Football League-themed games. Building on the success of the partnership which kicked off in 2023, new titles included NFL Triple Score on the MarsX Portrait cabinet and Touchdown Link on the MarsX.

The House of the Dragon slot game on the King Max cabinet was also on show, alongside the actual dragon eggs from the show for photo opportunity purposes (which I naturally couldn't resist).

Aristocrat was also keen to premier its new dual-screen cabinet The Baron, with games including Buffalo Gold Cash Collection and Ju Cai Jin Gui, alongside Phoenix Link, a follow-up from the popular Dragon Link.

IGT was likewise demonstrating major developments in its licensed products portfolio, with an entire section of its booth dedicated to the new video poker, electronic table game, video lottery terminal, slot and cabinet products all created under the Wheel of Fortune brand umbrella.

Also on show was IGT's newly launched multi-level progressive Tiger and Dragon on the PeakCurve49 portrait cabinet, taking its cues from

the success of the company's Prosperity Link and Mystery of the Lamp games.

The company also showcased its expanded core video portfolio, which had been added to with new titles such as Emperor's Throne and Miner's Dream, as well as new versions of popular games including Little Green Men Return and Wolf Run Wild Moon.

Novomatic ran with a street market theme for its stand, complete with graffiti wall photobooth, boxing machine tournament and claw machine filled with pig plushies to support the Piggy Prizes progressive jackpot.

Taking the centre spot on the stand was the recently launched V.I.P. X cabinet series comprising the V.I.P. X Royal, V.I.P. X Dream 3.43 and the V.I.P. X Lounge 2.32.

The company's casino management system NovoVision was also drawing the crowds with its biometric support and customisable, modular design. Elsewhere, the NovoLive Studio demonstrated why this platform now powers more than 1,300 Novomatic terminals across the UK, and the Novo Cash Casino Master was also on show, demonstrating its robust security features and biometric controls.

"The show has been amazing for us," said Alexander Saam, sales manager, global sales. "Not only has the show been very busy, but our visitors have been bringing all their key stakeholders, so we aren't just having sales meetings. This really helps for us to inform the clients on what we can do for them."

Sharing a booth with Novomatic was **Apex Pro Gaming**, displaying the latest addition to the Clover

Link Gaming Platforms: Clover Premium. Currently hosting an exclusive trio of games: Nazar Link, Clover Flash and Clover Bloom, the platform was designed with an eye towards a complete gaming solution for the modern casino floor.

"We have been absolutely packed solid with meetings, and with clients from all over the world," said international sales manager Georgi Lungolov. "Shows such as G2E are important precisely because they bring people together from far and wide to do business."

"We like to be able to maintain our business relationships face to face. A handshake is more important than a signature!"

Merkur Group, meanwhile, was sharing a stand not only with subsidiaries GeWeTe, Bede Gaming and edict egaming, but also, for the first time, with strategic partners Spintech and Gaming Arts.

Taking centre stage on the Merkur stand was its two new linked progressive jackpot systems, Link Wave and Cash Link, along with the modular Mod Ex cabinet family.

According to Jürgen Stühmeyer, management board member, Merkur sales: "As one of the most important flagship trade fairs in the industry," G2E Las Vegas is the perfect vehicle for presenting its range in engaging with clients from across the globe.

"The expo offers tremendous potential to increase the visibility of the Merkur sun logo on international markets, thereby further strengthening the brand beyond Europe's borders," he said.

Zitro, meanwhile, was proudly showing off its new family of Concept cabinets, including the Concept Prime, Concept Prime-J and Concept Deluxe.

The cabinet line adds to the gaming experience with Magic Lighting, a series of light shows and

visual effects which synchronise with the player's achievements.

Zitro also showed off its new game releases across the Concept and Glare cabinets, including Legendary Sword, Triple Charm Journey and Wonder Dream.

"Our team's focus over the past year has been

