

Pressespiegel 2025

Berichterstattung
NOVOMATIC

Erstellt von **Group Marketing & Communications**

Datum **20.01.2025 / KW 3**

Löwen Entertainment fördert Studenten in Bingen



Bingen. Im Rahmen des Deutschlandstipendiums unterstützt Löwen Entertainment zwei Studenten der Elektrotechnik der Technischen Hochschule Bingen. Dazu stellt das Unternehmen mit Sitz in Bingen eine Fördersumme von insgesamt 3.600 Euro bereit. Der Förderzeitraum umfasst das Wintersemester 2024/25 und das Sommersemester 2025.

Bereits im vergangenen Dezember besuchten die beiden Stipendiaten, Alan Kundel und Samuel Sorge, den Hauptsitz von Löwen Entertainment und wurden dabei von Knud Weinard, Technischer Ausbilder, empfangen. „Mit dem Deutschlandstipendium können wir Studentinnen und Studenten unterstützen, die sich durch besonders gute Studienleistungen und soziales Engagement auszeichnen. Wir sehen darin einen wichtigen Beitrag zur Ausbildung der Top-Kräfte von morgen. Unsere Förderung soll die Stipendiaten finanziell entlasten, damit sie sich voll auf ihr Studium konzentrieren können“, sagt Beate D  trie, Leiterin Personal bei L  wen Entertainment. Mit der Technischen Hochschule Bingen sei das ortsans  ssige Unternehmen eng verbunden.

Stipendiaten erhalten 300 Euro monatlich

Das Deutschlandstipendium f  rdert seit 2011 Studentinnen und Studenten sowie Studienanf  ngerinnen und Studienanf  nger, deren Werdegang herausragende Leistungen in Studium und Beruf erwarten l  sst. Sie erhalten 300 Euro monatlich – die H  lfte vom Bund und die andere H  lfte von privaten Stiftern. 2023 wurden 31.424 Stipendiatinnen und Stipendiaten mit dem Deutschlandstipendium gef  rdert. Seit der Geburtsstunde des Deutschlandstipendiums engagiert sich L  wen Entertainment f  r Stipendiatinnen und Stipendiaten der benachbarten Technischen Hochschule Bingen und der Johannes Gutenberg-Universit  t Mainz.

Agbbrief.com, 19.01.2025



The latest deployment of the NOVOVISION™ casino management system has provided Casino Tróia in Portugal with an innovative solution that significantly improves both the player experience and the venue's business operations.

Casino Tróia is a popular gaming and entertainment venue on the Tróia Peninsula off the coast of Setúbal in Portugal. The elegant casino is part of the 5-star Tróia Design Hotel Resort and welcomes international visitors and local guests alike with a broad variety of gaming entertainment, comprising video slots of leading manufacturers as well as table games including Black Jack, Roulette and Poker.



To upgrade the casino's player journey and enhance the internal business processes, the management of the Casino Tróia have opted for a visionary solution powered by NOVOMATIC: In early January, the NOVOVISION™ (NV) casino management system was successfully implemented in an Advanced setup comprising *NV core* as well as a number of additional modules that comprise nearly the entire gaming floor.

NOVOVISION™

The visionary solution

The first point of contact for the casino guests are the *NV access* registration desks, where they are enrolled with a player account and an NFC card for their *NV wallet*. Once all regulatory requirements and data protection obligations are fulfilled, guests are granted access to the gaming floor, where their next step will lead them to the *NV promo* PromoTower to participate in the casino's promotional program via the NOVOSPIN™ Wheel. Any wins will be directly booked into their single wallet and be instantly available for slots play.



All 150 video slots of leading manufacturers across the Casino Tróia have been retrofitted with NOVOVISION™ player tracking modules (PTM) for smooth and intuitive cashless gaming. They also ensure precise accounting processes and for player revenues to be consistently accounted for in the loyalty programme. Also the majority of the casino's live tables have been equipped with *NV tables* accounting functionalities. *NV pay* guarantees the fast pay-out or purchase of additional credits at three cash desks and a brand new NCM 90 large-capacity cash terminal.



Floor staff benefit from the NOVOVISION™ Notifier app, which notifies selected users of any defined event according to their user role to ensure they can react to these alerts fast and accurate. At the same time, the Casino Tróia's management will greatly appreciate the system's powerful set of Business Intelligence functionalities that enable them to make informed decisions for their business, based on in-depth analysis of game, machine and player performance, promotions and the business trends as a whole.

Werner Kearns, Sales Manager NBS,
said: "Casino Tróia is our second
NOVOVISION™ installation in
Portugal, which firstly shows how
highly the Portuguese market
appreciates visionary solutions, and
secondly, it is a real testament to the
excellent local service provided by our
long-standing local distribution partner
Marcos Pinto from Diverstock. It is very
gratifying for me personally to see
how our solution is gaining momentum
with customers who recognize its true
benefits and technical depth. I also
extend my thanks to the management of
Casino Tróia for their trust and the
excellent cooperation of their local team
with our NOVOVISION™ teams."

Jorge Calado, General Manager

Casino Tróia, added: "We are

incredibly proud to implement this state

of-the-art management system, which not only enhances the quality of service we offer our customers but also delivers a more engaging and dynamic experience for them. This milestone is the culmination of months of dedicated effort and collaboration between our team at Casino Tróia, Diverstock, NOVOMATIC and the SRIJ (Serviço de Regulação e Inspeção de Jogos)."

"Thanks to this collective effort, we are now among the first casinos in Portugal to offer such an innovative solution to our guests. This achievement represents a significant step in our continuous journey of growth as we strengthen our value proposition and leverage innovation as a key differentiator in the national market. The new system expands our service offerings for guests while streamlining operations for our team, enabling faster, more efficient service and creating a smoother, more engaging customer experience."

Intergame, 17.01.2025

Portugal's Casino Troia installs NovoVision solution



All 150 of the casino venue's video slots have been retrofitted with NovoVision player tracking modules. They provide cashless gaming and ensure precise accounting processes. In addition, the majority of the live table games have been equipped with NovoVision tables accounting functionalities.

The first point of contact for casino guests with the system is at the registration desks, where they are enrolled with a player account and NFC card for their NV wallet.

"Casino Tróia is our second NovoVision installation in Portugal, which firstly shows how highly the Portuguese market appreciates visionary solutions, and secondly, it is a real testament to the excellent local service provided by our long-standing local distribution partner Marcos Pinto from Diverstock," said Werner Kearns, Sales Manager NBS. "It is very gratifying for me personally to see how our solution is gaining momentum with customers who recognise its true benefits and technical depth.

Jorge Calado, general manager Casino Tróia, added: "We are incredibly proud to implement this state-of-the-art management system, which not only enhances the quality of service we offer our customers but also delivers a more engaging and dynamic experience for them. This milestone is the culmination of months of dedicated effort and collaboration between our team at Casino Tróia, Diverstock, Novomatic and the SRIJ (Serviço de Regulação e Inspeção de Jogos).

"Thanks to this collective effort, we are now among the first casinos in Portugal to offer such an innovative solution to our guests. This achievement represents a significant step in our continuous journey of growth as we strengthen our value proposition and leverage innovation as a key differentiator in the national market.

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Isa-Guide, 17.01.2025

NOVOVISION™ CMS feiert erfolgreichen Go-Live im Casino Tróia in Portugal



Im Rahmen der jüngsten Implementierung des NOVOVISION™ Casino Management Systems wurde das portugiesische Casino Tróia mit dieser visionären Lösung ausgestattet, die sowohl das Spielerlebnis für die Gäste als auch die Geschäftsprozesse des Casinos deutlich stärkt.

Gumpoldskirchen/Setúbal – Das Casino Tróia ist ein beliebtes Ziel für internationale sowie einheimische Spielgäste auf der Halbinsel Tróia vor der Küste von Setúbal in Portugal. Das elegante Casino ist Teil des 5-Sterne-Hotels Tróia Design Hotel Resort und empfängt seine Besucher mit einem breit gefächerten Angebot an Glücksspielunterhaltung, das sowohl Video Slots führender Hersteller als auch Live-Tischspiele wie Black Jack, Roulette und Poker umfasst.

Um das Spielerlebnis zu steigern und die internen Geschäftsprozesse des Casinos zu verbessern, hat sich das Management des Casino Tróia für eine visionäre Lösung aus dem Hause NOVOMATIC entschieden: Anfang Januar wurde das NOVOVISION™ (NV) Casino Management System erfolgreich in einem „Advanced“-Setup implementiert, das NV core sowie eine Reihe von Zusatzmodulen umfasst, die nahezu den gesamten Gaming Floor einschließen.

Der erste Weg führt die Casinogäste zu den NV access-Registrierungsschaltern, wo sie mit einem Kundenkonto und einer NFC-Karte für ihre *NV wallet* registriert werden. Sobald alle gesetzlichen und DSGVO-Anforderungen erfüllt sind, erhalten die Spielgäste Zutritt zum Gaming Floor, wo sie über den PromoTower und das NOVOSPIN™ Wheel am Kundentreueprogramm des Casinos teilnehmen (*NV promo*). Etwaige Gewinne werden direkt in die elektronische Wallet gebucht und sind sofort zum Spiel an den Geräten verfügbar.



(Foto: Novomatic AG)

Alle 150 Video Slots führender internationaler Hersteller im Casino Tróia wurden mit NOVOVISION™ Player Tracking Modulen (PTM) für reibungsloses und intuitives Cashless Gaming ausgestattet. Sie sorgen darüber hinaus für präzise Abrechnungsprozesse und eine konsistente Berücksichtigung sämtlicher Spielerumsätze im Treueprogramm. Auch die meistbespielten Live- Spieltische des Casinos wurden mit *NV live* in die automatisierte Buchhaltung integriert. *NV pay* garantiert rasche Abläufe bei der Auszahlung und beim Kauf zusätzlicher Spielguthaben an den drei Kassen sowie einem brandneuen NCM 90-Cash Terminal.

Das Personal profitiert von der NOVOVISION™ Notifier App, die berechtigte Benutzer entsprechend ihrer Benutzerrolle diskret über jedes definierte Ereignis benachrichtigt, sodass sie schnell und präzise reagieren können. Gleichzeitig wird die Geschäftsleitung des Casino Tróia die leistungsstarken Business Intelligence-Funktionen des Systems zu schätzen wissen, die dem Management auf Basis eingehender Analysen der Spiel-, Geräte- und Spieler-Performance sowie von Werbeaktionen und generellen Businessrends fundierte Entscheidungen für die weitere Strategie ermöglichen.



(Foto: Novomatic AG)

Werner Kearns, Sales Manager NBS, sagt: „Das Casino Tróia ist unsere inzwischen zweite NOVOVISION™-Installation in Portugal. Das zeigt zum einen, wie hoch visionäre Lösungen am portugiesischen Markt geschätzt werden. Darüber hinaus ist es Beweis für den ausgezeichneten Service, den unser langjähriger lokaler Vertriebspartner Marcos Pinto von Diverstock vor Ort bietet. Es freut mich persönlich sehr zu sehen, wie unsere

Lösung mehr und mehr an Fahrt gewinnt – speziell bei Kunden, die die wahren Vorteile und die technische Tiefe erkennen. Abschließend möchte ich dem Management von Casino Tróia für ihr Vertrauen und die hervorragende Zusammenarbeit zwischen ihrem lokalen Team und unseren NOVOVISION™-Teams danken.“

Jorge Calado, General Manager des Casino Tróia, fügt hinzu: „Wir sind außerordentlich stolz darauf, dieses hochmoderne Managementsystem zu implementieren, das nicht nur unsere Servicequalität verbessert, sondern auch ein attraktiveres und dynamischeres Erlebnis für den Spielgast bietet. Dieser Meilenstein ist der Höhepunkt monatelanger Bemühungen und engster Zusammenarbeit zwischen den Teams von Casino Tróia, Diverstock, NOVOMATIC und dem SRIJ (Serviço de Regulação e Inspeção de Jogos). Dank dieser gemeinsamen Anstrengung zählen wir nun zu den ersten Casinos in Portugal, die eine derart innovative Lösung für den Gast bereithält. Diese Errungenschaft stellt einen bedeutenden Schritt auf unserem kontinuierlichen Wachstumspfad dar, mit dem wir unser Wertversprechen stärken und auf Innovation als wesentliches Unterscheidungsmerkmal auf dem nationalen Markt setzen. Das neue System erweitert das Serviceangebot für unsere Gäste und rationalisiert gleichzeitig die Abläufe für unser Team, was einen schnelleren und effizienteren Service ermöglicht und ein reibungsloseres, angenehmeres Kundenerlebnis schafft.“

Yogonet, 17.01.2025

NOVOMATIC Spain: "ICE Barcelona will confirm our image as the most reliable technology partner for Spanish operators"

With the latest edition of ICE just around the corner, to take place January 20 - 22 at the Gran Fira Barcelona, NOVOMATIC is ready to unveil an impressive lineup of new gaming products aimed at captivating both players and industry professionals.

The opportunity is a major one for the **NOVOMATIC Spain team**, set to take advantage of the event's relocation to its home turf following an extensive tenure at ExCel London. At the show, the team expects to welcome more attendees, including Spanish stakeholders who will be drawn by the increased convenience.

To learn more about the company's plans for the show, and what sets it apart in the competitive Spanish market, *Yogonet* held an exclusive interview with **Bernhard Teuchmann, Managing Director of the Product and Technology Division at NOVOMATIC Spain, ahead of ICE Barcelona.**

What are your expectations for the upcoming edition of ICE? Do you anticipate it to feel different from past shows being the first one to be held in Barcelona?

The fact that ICE is going to be held for the first time in Spain makes this edition very **special for us**. Our objective consists of presenting to our Spanish customers our complete product catalog but also using the occasion to show them the immense power of innovation and creativity of the whole NOVOMATIC group.

Although the surroundings will be different, compared to the last ICE editions, once inside the exhibition hall, **we will all concentrate on our work and we expect everything to be running as usual.**



For NOVOMATIC Spain in particular, which opportunities does ICE relocating to the country open? Do you anticipate more presence of Spanish stakeholders and interest in this market as a result?

Absolutely, we expect many Spanish customers who usually did not travel to London and this opens many opportunities for us. ICE in Barcelona is also very attractive for other Spanish stakeholders, such as the representatives of the regional gaming boards who will have the possibility to see the real nature of our industry and all its cutting-edge technology. **Overall, ICE in Barcelona should have a generally positive impact on the Spanish gaming market.**

What will be the main products and services the company will highlight this time around? What should attendees approaching the booth expect from NOVOMATIC Spain?

We will showcase the latest NOVOMATIC and GiGames products, both for arcades and bars. In addition, we will complete our offer with arcade products from **APEX** and for the first time, we will present the latest bar and arcade models from **BALLY WULFF**, as from now on we hold the exclusive distributorship for this brand in Spain.

NOVOMATIC Spain has always stood out due to its large variety of solutions for Spanish operators and this occasion will confirm once again our image as the most reliable technology partner.



How would you describe NOVOMATIC's presence in the Spanish market? What company products are seeing the best adoption from local customers?

Our extensive and proven experience in arcades makes our products stand out in this segment. For that matter, one of our biggest slot launches is **XTENSION LINK Volume 2** in the highly sophisticated Black Edition II 1.49 J cabinet.

We are also acquiring visibility in the bar segment by investing in innovation with machines such as **NOVO LINE Supra Cash** and the new **Impera Cash Fusion**, which will capture the attention of our customers due to its innovative game content and stunning animations.

How would you describe the Spanish industry's current demands and where do you see the market headed? Are there any specific trends, verticals, etc. that you see gaining momentum?

The market is becoming more and more competitive as the total number of gaming machines in Spain is not growing. Customers are trying to maximize the profitability of their installed machines and are willing to renew their venues with the best-performing products.

We see a trend towards games with various progressive jackpots and premium cabinets. Besides, many Spanish arcade operators are professionalizing the management processes by equipping their facilities with state-of-the-art technology.

There is a strong demand for alternative payment methods and all kind of systems to improve the control and better react to potential changes. Also, the bar segment has changed and the traditional bar machines with mechanical reels have been substituted by video slot machines.

It is an exciting market and NOVOMATIC is very well positioned due to its innovative product offer and the long-term relationships with the main customers and stakeholders.

Ainsworth projects \$8m-\$10m H2 profit

BASED on preliminary forecasts, Ainsworth Game Technology (AGT) is projecting that it will end the second half of its financial year on December 31, 2024 with a profit before tax of US\$8m - \$10m.

The company stated: "These results reflect the positive momentum achieved across the business," with revenue expected to show an estimated growth of 12 per cent compared to the \$121.4m reported in the first half-year, ending June 30.

All geographical regions experienced solid growth in the period apart from the digital segment which suffered an initial decline following the reduced contributions from Game Account Network following the acceleration of revenue arising from the

termination of exclusivity arrangements reflected in H1 2024.

The company noted that gross margins, however, were negatively impacted compared to H1 2024. The full year margin is expected to be approximately 62 per cent compared to the reported margin in H1 2024 of approximately 67 per cent.

"The forecasted margin has been adversely affected by a range of factors," the company said, "including product mix of products sold within LatAm, competitive market conditions and the under-recovery of production variances expensed in the current period."

"I am encouraged by the growth in revenue in the period and expect growth to continue in coming periods as we release the next suite

of game offerings across our global markets," said AGT's CEO Harald Neumann.

"The development initiatives previously undertaken are having progressive improvements in game performance within our markets. Additional game releases and hardware initiatives are expected to maintain the growth experienced in coming periods."

NOVOMATIC AG
Stand 3K20

NOVOMATIC will be taking the spotlight at ICE 2025 in Barcelona with a brand new, sparkling stand design, an impressive product range and some exclusive surprises. Visitors can look forward to innovative solutions for slot games, progressives, ETGs, VGTs and groundbreaking casino management systems.



A major attraction at the Novomatic booth will be the recently introduced V.I.P. X cabinet series, which is aimed at discerning players as well as operators seeking to offer top-tier gaming entertainment. The 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 exquisite V.I.P. comfort, extra high and wide gaming screens, and a sound system built into a comfortable armchair for an immersive experience,” said a company spokesperson.

Visitors can also look forward to the launch of a new cabinet – though details are under wraps for now.

The show’s software spotlight will shine on a range of brand-new linked progressives that offer innovative elements to the Novomatic game portfolio, a recent addition to which was Piggy Prizes – Wand of Riches.

NOVOMATIC UK

Stand #3K20

NOVOMATIC UK is bringing the very best of its gaming innovation and expertise to the inaugural Barcelona show.

Visitors to the stand of this subsidiary of Novomatic will experience a range of state-of-the-art cabinets game packs and technology, including the NovoLive Studio, the Diamond X J-Curve gaming cabinet, and the Black Edition II range of cabinets. Additionally, the company will be teasing its 2025 roadmap for game releases, which includes a mix of B1, B3, Curve and Cat C content.

Alongside casino product, Novomatic UK will also showcase the new Magic Games Premium HD compendium, which is already creating buzz across UK gaming floors with its brand-new 34 captivating titles. There will also be plenty of exclusive surprises unveiled at the show.

"The move to Barcelona signals an exciting new chapter for the ICE exhibition, and we couldn't be more delighted to be part of this monumental debut," said Novomatic Gaming UK's managing director, Phil Burke. "As the pinnacle event in the global gaming calendar, ICE Barcelona provides an unparalleled opportunity to connect with industry professionals, showcase our innovation and solidify our reputation as a leader in gaming technology."



NOVOVISION

Stand 3K20

BUILT on the latest cutting-edge technologies, casino management system NovoVision provides a flexible solution that is made for the modern casino. At the upcoming ICE show in Barcelona, the NovoVision team will present the latest developments in two distinct set-ups: for club operations and for casino venues.

The casino side will focus on a high-traffic architecture with options for TITO, cashless or biometrically supported wallet solutions, highlighting detailed player tracking and loyalty functionalities across a player journey that is highly personalised and fully compliant with responsible gaming protocols.

One major highlight is the new security and surveillance features of the NovoVision eye application to ensure that casino operators have all information at their disposal to ensure proper management of their business. With the use of NovoVision eye, staff have fast and precise access to the video surveillance RTSP sequences, so that they can react to these notifications as quickly as possible.

Also premiering at ICE 2025 will be the will the new NovoVision self-registration terminal (SRT) shown in both the club and the casino areas, allowing customers to register themselves quickly and securely. It can be equipped with a customised registration set-up according to the individual operator's preferences and prevailing regulatory requirements, fully satisfying detailed player tracking or anonymous play environments with a variety of optional components such as OCR document scanner, ID card reader, camera, QR code printer and more. A 32ins full HD screen with PCAP touch serves as an intuitive customer interface with customised language selection and clear menu navigation. Available as a single or triple terminal set-up.



NOVOLIVE STUDIO

Stand 3K20

UNVEILED by Novomatic Gaming UK, the NovoLive Studio represents a milestone leap in electronic table gaming. Designed to revolutionise the gaming floor experience, NovoLive Studio combines cutting-edge technology with the charm of live dealer interaction, “creating an offering that seamlessly bridges the gap between tradition and modernity,” said the company.

At its core, NovoLive Studio delivers live dealer table games 24/7, streamed from a fully licensed, highly secure UK-based casino studio. Players can now enjoy the authenticity of live roulette games, led by skilled croupiers, all from the comfort and privacy of their gaming terminal.

The NovoLive Studio features a selection of side-bet games, including the multi-level jackpot sensation Going For Gold and Lucky Lady's Roulette.

For operators, NovoLive Studio offers a cost-effective, high-volume solution, especially during off-peak hours. By replacing traditional tables with its live streaming system, casinos can maintain player engagement while optimising operational efficiency.



THE INSIDERS

In every issue, *Gambling Insider* commissions guest columns and interviews with people at the heart of the gaming industry – to discover more about the challenges its leaders, pioneers and innovators face. These contributors form The Insiders



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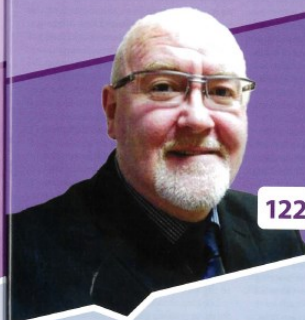
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Reshaping the industry

Novomatic AG VP Global Sales & Product Management Thomas Schmalzer speaks on the growing need for omnichannel solutions among iGaming and land-based operators

Omnichannel has been a big talking point across the industry this year. Why do you think this trend is rising?

The growing demand for omnichannel solutions is reshaping the industry across all segments. Official statistics for the global gaming industry project consistent double-digit growth every two years, largely driven by the iGaming sector. These challenging times, coupled with intense competition, require gaming companies to rethink their strategies to enhance the end-customer journey by adding multichannel access to products and services. First, the rapid expansion of the interactive segment is driving changes in customer behaviour and shifting player preferences. Second, demographic changes are influencing market dynamics. Third, there is a significant difference in how the two sectors acquire and retain customers. Competition is stronger than ever, as digital platforms empower consumers with real-time information about gaming products and services. Customers face low barriers to entering, browsing and switching between service providers, gravitating toward those that offer more perceived value.

In response, land-based operations strive to invest in new gaming equipment, systems, indoor and outdoor attractions, gamification and other added value services including loyalty programs. These efforts incentivise customers to stay engaged and repeatedly visit their venues. Moreover, the popularity and success of walk-in venues largely depend on the trust in the brand, which is built and maintained through memorable social experiences created by personnel.

By contrast, iGaming service providers and licensed operators establish brand loyalty through the reliability of their platforms, the diversity of their game offerings and enticing bonuses, welcome offers, tailored perks and interactive experiences. However, despite the marketing magic, virtual gaming involvement still cannot replace the immersion of a real casino environment and the social aspect of sharing emotions with others. As a consequence, businesses must adopt omnichannel solutions.

When it comes to opening up to omnichannel gaming, what are some of the biggest factors?

First and foremost, the regulatory framework, which defines the legitimacy of transactions,

customer data protection and the technical standards behind the solution's architecture. In today's fast-paced world, technology often advances faster than legislation, creating gaps that operators, manufacturers and regulatory bodies must work together to bridge.

Future-proof omnichannel platforms should feature secure and transparent transactions, as well as data monitoring and analytics enabling operators to create personalised marketing campaigns tailored to customer profiles, behavioural patterns and preferences. The foundation of these real-time, customer-centric features lies in sophisticated casino management systems. The modern CMS employs smart intelligence algorithms and proven CRM functionalities, tailored to navigate direct marketing activities related to the classic table games, slot machines, electronic betting terminals and electronic table games. Hence, know-how in the land-based segment is a key factor for conceptualising an omnichannel solution and will serve as the business's backbone, while the interactive interface and layers facilitating multiple gaming transactions will deliver added value to enhance the customer journey across all channels.

What other big market trends did you notice this year?

When visiting casino properties around the globe, it is evident that gaming operators are redefining their casino floors, moving away from traditional layouts. Instead of the familiar rows of similar game types – such as slot machines, electronic table games and classic live tables – there is a growing trend toward creating mixed-game zones. This shift is accompanied by an emphasis on larger, more interactive slot machine displays as well as enhanced comfort.

A prime example of this evolution is the modernisation of classic Privé or VIP areas in land-based venues. These spaces now integrate cutting-edge display technology, ergonomic seating for maximum comfort and exclusive privacy, all while offering a regal experience that aligns with players' adrenaline-fueled expectations. Our V.I.P. X series, inclusive of V.I.P. X Galaxy 2.65, V.I.P. X Royal 1.85, V.I.P. X Dream 3.43 and V.I.P. X Lounge 2.32 gaming machines, resembles the aspiration for exceptional experience that elevate the gaming adrenaline and performance power.



Another notable trend shaping both gaming performance and player preferences and driving changes in casino layouts – is the rise of linked progressive slot machine islands. These setups feature a diverse selection of thrilling game titles connected to a shared, themed progressive jackpot all wrapped into a state-of-the-art sign package.

What do you think will be the biggest game-changer for the market in 2025?

I believe we will see a number of things in the upcoming year. With regards to ongoing digitalisation, a further integration of online and land-based offerings via single-wallet and transaction clearing solutions, or additional payment solutions also for the terrestrial players. More immersive gaming content and new business models of land-based and online offerings may grow. Where live game streaming is already a large segment for online operators, other terrestrial products may be added. Integrated marketing initiatives and games being available via all channels will become key. Feature-enriched gaming content and provision of additional player comfort in land-based venues will round up such omnichannel strategies.

What remains to be seen will be the impact of AI on regulatory frameworks, business models, development speed and product novelties in our industry. But what is certain is that those trends will be with us not only in 2025 but for years to come.

NOVOMATIC'S V.I.P X CABINET

The V.I.P X cabinet series heads to ICE Barcelona 2025 The International Casino Exhibition (ICE) is an emblematic event that has been measuring the pulse of the gaming industry for many years and consistently sets the standard for business development across all segments.

Novomatic will be taking the spotlight at ICE 2025 in Barcelona with a brand new, sparkling stand design, an impressive product range and some exclusive surprises. Visitors can look forward to innovative solutions for slot games, progressives, ETGs, VGTs, iGaming and groundbreaking casino management systems.

Excitement is building for Barcelona's premier gaming event, which is scheduled to take place from January 20–22 at the Fira Barcelona Gran Via. And Novomatic is gearing up to make a showstopping appearance with a dedicated product range tailored to precisely meet customer needs – and, of course, an exceptional experience for visitors.

A major attraction at the Novomatic booth #3K20-80 will be the recently introduced V.I.P.

X™ cabinet series, which is aimed at discerning players as well as 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 exquisite V.I.P. comfort, extra high and wide gaming screens, and a sound system built into a comfortable armchair for an immersive experience. Visitors can also look forward to the launch of a brilliant new cabinet – stay tuned for sparkling times ahead!

The software spotlight of this year's ICE appearance will shine on a range of brand-new Linked Progressives that offer innovative elements to the Novomatic game portfolio. Recent player highlights such as Piggy Prizes – Wand of Riches will attract the attention of visitors with their extraordinary gameplay and exciting mathematics.



europeangaming.eu, 16.01.2025

NOVOMATIC is Set to Shine with Sparkling Highlights at ICE 2025 in Barcelona



The stage is set for an extraordinary showcase as NOVOMATIC unveils its sparkling new stand design at ICE 2025 in Barcelona – exceptional and bigger than ever before. From January 20 to 22, visitors to the Fira Barcelona Gran Via can immerse themselves in a world of cutting-edge gaming technology, advanced hardware and innovative solutions that are designed to dazzle and delight.

With a glitteringly elegant stand, NOVOMATIC promises an X-perience like no other, featuring exciting new product launches alongside cherished fan favorites. The NOVOMATIC booth will be a hub of activity, brimming with groundbreaking solutions and surprises.

NOVOMATIC will present its full range of products and gaming solutions, such as land-based casino products, AWP gaming machines, casino and arcade management systems including biometric access and player tracking technologies, and secure cash handling devices, as well as sports betting products and online gaming solutions. This 360° portfolio fulfills the highest demands in terms of technology and quality. Additionally, NOVOMATIC subsidiaries and technology partners such as NOVOMATIC Spain, NOVOMATIC Gaming UK and NOVOMATIC Italia, LÖWEN ENTERTAINMENT, APEX as well as Ainsworth Gaming Technology will showcase their current product portfolios. As a special highlight this year, a separate area has also been set up for the guests from Latin America.

A brilliant showcase: sparkling hardware highlights

The spotlight is on the magnificent V.I.P. X cabinet series, which sets a new standard for premium gaming entertainment. Adding even more brilliance to the show, a highly anticipated new version of one of the DIAMOND X cabinets will be revealed, offering unprecedented performance and eye-catching features that will leave visitors awestruck. Monumental signs and top tier technology will ensure an audio-visual spectacle.

Innovative gaming software takes center stage

At this year's ICE, NOVOMATIC will shine with a game portfolio that is tuned to perfection: A range of brand-new Linked Progressives will premiere, adding further innovative elements to the NOVOMATIC content portfolio. Recent player highlights such as Piggy Prizes – Wand of Riches will attract the attention of visitors with their extraordinary gameplay and exciting mathematics. Additionally, an exceptional multi-game mix will celebrate its debut, offering a customizable package solution that will cater to every operator's needs.

With their own spectacular booth #2E40 in the iGaming area, Greentube – the digital gaming and entertainment division of NOVOMATIC – will showcase its latest iGaming offerings, perfectly complementing our land-based portfolio. Dive into an ever-expanding range of online content that includes classic NOVOMATIC hits and exclusive proprietary brands and developments. This is where innovation meets tradition in a truly thrilling way.

Finally, experience the game-changing NOVOVISION casino management solution built on the latest cutting-edge technologies, with a broad-based approach and constantly increasing diversification of the system functionalities, NOVOMATIC's visionary casino management system provides a flexible solution that is made to fit any operator requirement for the modern casino and beyond. At the upcoming ICE show in Barcelona, the NOVOVISION team will present the latest developments specifically in two distinct set-ups: for club operations and for casino venues.

Game-changing solutions in ETG and sports betting

The future of sports betting is already here in the shape of the NOVOMATIC ActionBook Edge 1.43J, an upright kiosk designed for seamless betting experiences. Furthermore, the new NOVOMATIC UNITY PRO system will be on display: This ETG solution redefines casino gaming with unprecedented functionality and adaptability, ensuring that operators can meet the dynamic demands of the future. In particular, the Parallel Play and Simultaneous Betting options, as well as the integration of slot games are a real game changer for the casino experience – and visitors can discover this unique solution live at the ICE.

A spectacle of surprises and challenges

Visitors can expect more than just groundbreaking products. Exciting prizes, surprises and a unique sporting challenge also await you at ICE.

Looking forward to the brilliant premiere in Barcelona

Thomas Schmalzer, Vice President of Global Sales and Product Management at NOVOMATIC AG, said: “The ICE is the perfect stage for industry leaders to learn about NOVOMATIC’s diverse product range. We invite all attendees to visit one of the largest NOVOMATIC stands ever and discover how our all-encompassing solutions from elegant cabinets and spectacular signs to exciting games offering multiple feature combinations can fulfil their needs from a single source.”

Bernhard Teuchmann, Managing Director of the Product and Technology Division of NOVOMATIC Spain, said: “As this is the first time ICE is held in Barcelona, we expect a massive attendance of operators from all over the Spanish territory. NOVOMATIC Spain will have the opportunity to present the Group’s innovative potential to all of them, as well as a wide range of products.”

Spielbank Berlin unterstützt Krisenplattform Soulspace!



Foto von BERLINboxx

Modellhafte Partnerschaft: Die Spielbank Berlin fördert die Kontakt-, Beratungs- und Behandlungsinitiative Soulspace bei Ihrer Arbeit in der ganzheitlichen Erwachsenen- und Jugendpsychiatrie. Gerhard Wilhelm, Sprecher der Spielbank-Geschäftsführung, und Spielbank-Beratsmitglied Dr. Ulrike Albrecht-Sonnenscheln überreichten der Initiative, die eng mit dem Gesundheitsdienstleister Vivantes zusammenarbeitet, jetzt einen Scheck über 15.000 Euro.

Soulspace ist eine Plattform für ganzheitliche und schnelle Hilfe für junge und erwachsene Menschen in Krisenlagen. Die Philosophie der Initiative beruht auf der Überzeugung, dass das Wohlbefinden eines Menschen nicht nur aus der Behandlung körperlicher Symptome resultiert, sondern auch aus der Pflege des Geistes: „Menschen, die in die Beratungsstelle kommen und ein psychisches Problem haben, obwohl es ihnen schwerfällt, das erst mal so zu akzeptieren, können direkte ärztliche, psychologische Sozialarbeit und Betreuung im Rahmen des medizinischen Angebots bekommen“, so Prof. Dr. Andreas Bechdorf, Chefarzt der Klinik für Psychiatrie, Psychotherapie und Psychosomatik mit FRITZ am Urban und Soulspace. Zudem betont Bechdorf die Einzigartigkeit der Initiative: „So ein Angebot gibt es nirgendwo sonst und es ist auch international in bester Gesellschaft, in Dänemark, in den Niederlanden, in England, in Australien. Jetzt versuchen wir es auch in Berlin.“

Dr. Anja Lehmann, Leitende Psychologin im Vivantes Klinikum am Urban, weiß um die Notwendigkeit der frühzeitlichen Behandlung psychischer Probleme: „Wir können es uns nicht leisten, keine Prävention zu betreiben.“

Die Frage, wofür das Geld verwendet werden soll, beantwortet Mario Schellong, Leiter ajb Berlin, freudig: „Es gibt eine lange Wunschliste: Wir haben unter anderem ein neues Angebot generiert, ein Trauma-sensibles Yoga als Bewegungsangebot, das wäre zum Beispiel eine Möglichkeit für eine Investition. Außerdem gibt es eine bezirkliche Weiterbildung, wo es Open Dialoge Kurse gibt, die auch noch nicht finanziert sind.“

Dr. Ulrike Albrecht-Sonnenschein und Gerhard Wilhelm zeigten sich beeindruckt von der wohnortnahen niedrigschwelligen Angebotsstruktur von SoulSpace. Gerhard Wilhelm: „Die institutionsübergreifende Früherkennung und Intervention für junge Hilfesuchende mit psychischen Krisen ist gerade im Hinblick auf psychosoziale Prävention von überragender Bedeutung.“ Beiratsmitglied Dr. Ulrike Albrecht-Sonnenschein, selbst Psychologin und in der Suchtprävention tätig, ergänzt: „Das Konzept von soulSpace ist auf die spezifischen Bedürfnisse von jungen Menschen abgestimmt und basiert auf den Prinzipien von Hoffnung, Resilienz und Empowerment. Der Respekt vor der persönlichen Integrität der Betroffenen gehört zum fundamentalen Selbstverständnis aller Mitarbeitenden.“

intergameonline.com, 15.01.2025

Novomatic Gaming UK is five

January 15, 2025

by David Snook



A surprise birthday cake was delivered to the stand of Novomatic Gaming UK at the London Casino and Gaming show on the first morning.



The cake, from the organisers, marked the company's fifth anniversary, which was recently celebrated. Managing director Phil Burke received the cake appreciatively on behalf of his staff.

The Austrian background stretches considerably further back than five years, but it was in 2019 that the company's interests were consolidated under the Novomatic Gaming UK brand.

See photos from EAG and LCG [here](#).

Nottingham's Dusk Till Dawn Poker Club Goes All In With NOVOVISION Tournament



Owned by entrepreneur and passionate Poker enthusiast Rob Yong, Dusk Till Dawn is a Poker Club run by Poker players for Poker players. Yong originally founded the club out of annoyance that he and his best friend Nick Whiten were refused entry to a local poker tournament because they were one minute late for registration. Disgruntled, his friend suggested to better open their own Poker place – and that's exactly what Yong did in 2006, with Nick Whiten acting as Managing Director.

Today, the Dusk Till Dawn Poker Club is highly popular with Poker fans throughout the Nottingham region and beyond, with some 45 Poker tables plus video slots and electronic Roulette games. It has established a name as “The Home of UK Poker”, with daily tournaments that draw a huge community of players. The focus is mainly on low-stakes recreational Poker in an ambience that appeals to occasional players, amateurs and pros alike as well as hosting official Poker championships like the World Championship of Amateur Poker (APAT), the World Poker Tour (WPT) Prime UK, the UK and Ireland Poker Tour (UKIPT) and the UK Poker Championships (UKPC).

What better place in the UK to use NOVOMATIC's premium solution for live table tournaments? With top customer service and smooth tournament operations being top priorities, Yong and Whiten decided to place their bets on a solution that covers the DTD's entire business requirements including live table tournament management: NOVOVISION.

The system was implemented at DTD in a very unique and highly customised set-up with a broad range of functionalities across several modules. NOVOVISION core provides for cashdesk, player management, floor management as well as accounting and reporting. NOVOVISION access creates smooth access processes with QR code, face recognition and fingerprint functionalities. The NOVOVISION wallet serves as a convenient single wallet for players to manage their funds and buy-ins and can also be accessed via the NOVOVISION smart features of the new DTD player app. These do not only include fast and easy credit transfers via an external payment provider, but also tournament details, alerts and standings as well as a general overview of the tournament calendar, news and much more. Also, the floor staff benefits from the smart functionalities comprised in the notifier application that inform them in real-time about a demarcated variety of floor events.

NOVOVISION tournament is a dedicated live table tournament tool. Its functionalities include detailed settings for the game types, chips, levels, buy-ins and a dynamic prize calculation as well as sophisticated tournament table and player management, thus significantly reducing the administrative and organisational effort. The application also enables the DTD team to manage the tournament display content as well as messaging and sound notifications for all screens across the venue.

During the levels, DTD staff can monitor and control all tournament details live and in real-time. Timers indicate the current duration or time left to start specific events while other actions during the ongoing tournament, e.g., reseating, removing, adding players or manually shortening the tournament by skipping individual rounds, just require a few clicks in the system. All tournament events are tracked in real-time and instantly displayed in the "history" tab.

NOVOVISION tournament supports any type of Poker game as well as other live games, and is fully integrated with the NOVOVISION cashdesk for the tournament registration as well as managing the players' buy-ins and prize wins directly via their individual NOVOVISION wallet.

Fabian Schnötzinger, Market Coordination NBS, said: “The Dusk Till Dawn Poker Club is a truly special place with an atmosphere that represents the love of Poker. With the new NOVOVISION tournament module, the teams on the floor and behind the scenes can work together seamlessly to ensure the smooth running of the tournament, while focusing on creating an exceptional experience for the players. This project stands out not only for its prestige, but also as a true example of teamwork and dedication. The NOVOVISION team worked closely with the Dusk Till Dawn team to implement a new tournament application, inspired by a shared vision. Thanks to all who made this vision a reality.”

Paul Abbott, Sales Manager at NOVOMATIC Gaming UK, said: “When Nick and the Dusk Till Dawn team approached us at ICE enquiring about the NOVOVISION CMS system, it was very clear that they truly embrace innovation. Understanding their operational requirements and introducing the system solutions was a real privilege for us, as we knew that the system would easily meet and exceed expectations, in many areas of their business. That’s not to say that everything was “out of the box”, the guys have worked closely with the NOVOMATIC system design team, together introducing some fantastic new features to the already impressive CMS arsenal. Working with the DTD team continues to be a pleasure and the prospect of introducing the NOVOVISION Casino Management System to many more UK customers is for me, a very exciting prospect.”

Nick Whiten, Managing Director of Dusk Till Dawn, said: “The system passed its baptism of fire with flying colours at our recent Deep Stack and Bounty Hunter tournaments, and staff and players alike found it a very enjoyable experience. Player buy-in and registration is the fastest it has ever been. We definitely weren’t promised too much.”

yogonet.com, 14.01.2025

JAN 20 - 22, FIRA GRAN VIA

ICE Barcelona to launch reimagined Sustainable Gambling Zone with \$66,000 charity donation



Sponsors of **ICE Barcelona's** reimagined Sustainable Gambling Zone have raised a €65,000 (\$66,863) charity fund, to be awarded to a safer gambling organization(s) during the show. The presentation will take place in the late morning during the opening of the Safer Gambling Zone (**SGZ**) on the first day of the event.

Ewa Bakun, **Clarion Gaming's** Director of Industry Insight, described the charity fund as "a perfect way to mark the official launch of the ICE Sustainable Gambling Zone." **The 2025 charity fund is the result of contributions from brands** comprising Cirsa, Orenes, Betsson Grup, Flutter, Acordjoc, ALEA, Novomatic, Playtech, and Novomatic Spain, taking the total donated at ICE since 2018 to €385,000 (\$396,062).

Reflecting on the initiative, **Ewa Bakun** said: "**ICE 2025 will witness the official launch of the Sustainable Gambling Zone** and I am delighted that we will be able to help fund some of the powerful work being undertaken by international organizations in the field of player protection.

The money is directed to tangible projects that deliver real benefits, Clarion noted. For example, Bet Blocker, last year's recipients, utilized their award to produce a Catalan version of their consumer app, which is being launched at ICE Barcelona.

"The relationship our sponsors have with player protection and the delivery of safer gambling goes beyond just financial donations and I am delighted that the Safer Gambling Zone, which is situated in the Fast Forward area of the show floor, will be the center of debate, discussion and collaboration," Bakun added.

"It's hugely gratifying that many of the safer gambling advances that will be introduced by the industry during 2025 and beyond will be as a result of discussions and partnerships that have taken place and been forged on the SGZ."

The launch of the Sustainable Gambling Zone, which **replaces the original Consumer Protection Zone**, reflects Clarion's new approach to player protection.

Ewa Bakun explained: "The overarching objective of the Sustainable Gambling Zone is to be at the vanguard of initiatives **to help develop healthy play from the outset of the player journey**. This includes the incorporation of safer gambling considerations from the very start rather than as just a compliance requirement.

"The goal is to create a more sustainable business in which players continue to enjoy their gambling entertainment experience but where the small proportion who are at risk of developing problems are proactively identified and assisted by operators."

Clarion Gaming notes it became the first event organizer to embrace safer gambling when it introduced the ICE Consumer Protection Zone seven years ago, which went on to establish a template for other events to follow.

The 2025 ICE Sustainable Gambling Zone will occupy 490 sqm of space, highlighting sustainability and player protection. Featuring a total of 26 safer gambling bodies, including Spanish organizations ASENCAS and FEJAR, the SGZ will host three days of educational content dedicated to consumer protection and Environmental, Social, and Governance (ESG).

The upcoming ICE event is set to take place from January 20th - 22nd at the Fira Gran Via in Barcelona. With a dedicated stage right on the show floor – Pitch ICE & SG, 5P10 (in the central concourse between Hall 3 and Halls 4 and 5), the Sustainable Gambling Zone is one of ICE's "most valued and impactful" features, according to Clarion.

news.at, 14.01.2025

Englischer Pokerclub setzt auf österreichische Technik

SUBRESSORT Corporate News

AKTUALISIERT 14.01.2025

LESEZEIT ⌚ 6 min



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„Dusk Till Dawn“ hat die ersten Pokerevents mit der neu implementierten Lösung „Novovision™ Tournament“ von Novomatic veranstaltet.

„Dusk Till Dawn“ (DTD) ist ein Poker-Club, der von Pokerspielern für Pokerspieler geschaffen wurde: Dem Unternehmer und Pokerenthusiast Rob Yong und seinem besten Freund Nick Whiten wurde einst der Zutritt zu einem lokalen Pokerturnier verweigert, weil sie eine Minute zu spät zur Anmeldung kamen. Verärgert schlug Whiten vor, besser einen eigenen Poker-Club zu eröffnen – und genau das tat Yong im Jahr 2006, mit Nick Whiten als Geschäftsführer.

Vom Hobby zum „Home of UK Poker“

Heute ist DTD mit 45 Pokertischen sowie Video-Slots und elektronischem Roulette bei Pokerfans in der Region Nottingham und darüber hinaus sehr beliebt. Der Club hat sich mit täglichen Turnieren einen Namen als „The Home of UK Poker“ gemacht.

Der Schwerpunkt liegt auf Casual Poker mit niedrigen Einsätzen in einem Ambiente, das Gelegenheitsspieler, Amateure und Profis gleichermaßen anspricht. Darüber hinaus werden hier jedoch auch offizielle Pokermeisterschaften ausgetragen, wie etwa die World Championship of Amateur Poker (APAT), die World Poker Tour (WPT) Prime UK, die UK and Ireland Poker Tour (UKIPT) und die UK Poker Championships (UKPC).

Qualität aus Gumpoldskirchen

Um den reibungslosen Ablauf der Spiele zu garantieren setzt DTD auf „Novovision™“ von Novomatic. Dabei handelt es sich um eine Premium-Lösung für Live-Tisch-Turniere. „Novovision™“ deckt die gesamten Geschäftsanforderungen von Yong und Whiten, einschließlich der Verwaltung von Live-Tisch-Turnieren, ab.

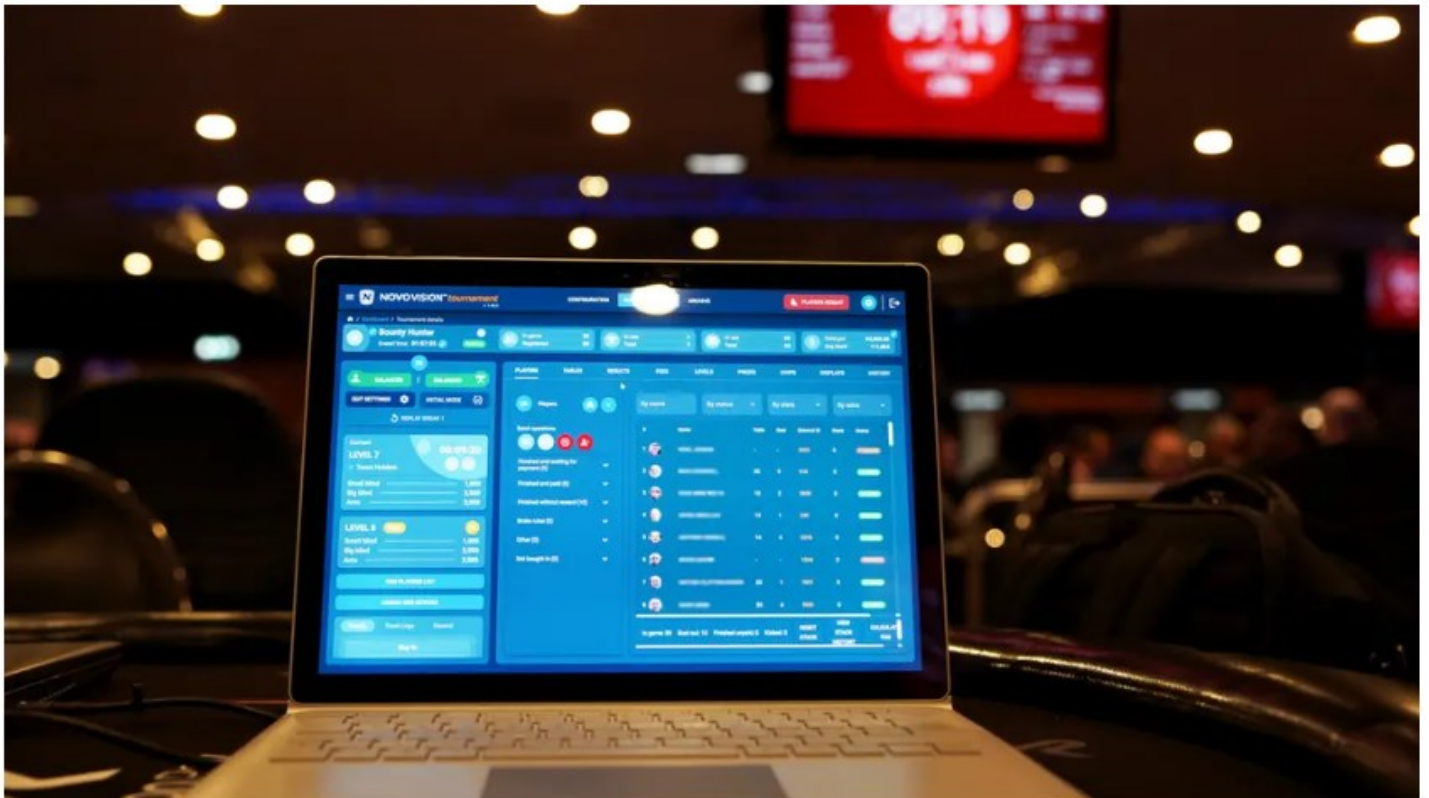
Das System wurde bei DTD über mehrere Module hinweg in einem maßgeschneiderten Setup mit einer breiten Palette von Funktionalitäten implementiert. „Novovision™ core“ umfasst die Bereiche Cashdesk, Spielerverwaltung, Floor Management sowie Buchhaltung und Reporting. „Novovision™ access“ sorgt für reibungslose Zutrittsprozesse mittels QR-Code-, Gesichtserkennungs- und Fingerprint-Funktionalitäten. Die „Novovision™ wallet“ dient den Spielern als Single Wallet zur Verwaltung ihrer Guthaben und Buy-ins und kann auch über die „Novovision™ smart“-Features der neuen DTD-Player-App genutzt werden. Dazu gehören schnelle Transfers über einen externen Zahlungsanbieter, News, Turnierdetails, Alerts und Ranglisten sowie eine allgemeine Übersicht über den Turnierkalender.



© Novomatic

Während der Spielrunden können die DTD-Mitarbeiter:innen alle Turnierdetails live und in Echtzeit überwachen und kontrollieren. Timer zeigen die aktuelle Dauer oder die verbleibende Zeit bis zum Beginn bestimmter Ereignisse an, während andere Aktionen während des laufenden Turniers, wie etwa das Umsetzen, Entfernen oder Hinzufügen von Spielern oder das manuelle Verkürzen des Turniers durch Überspringen einzelner Runden, nur wenige Klicks im System erfordern. Alle Turnierereignisse werden in Echtzeit verfolgt und sofort in der Registerkarte „History“ angezeigt.

„Novovision™ Tournament“ unterstützt jede Art von Pokerspiel sowie andere Live-Spiele und ist vollständig mit dem „Novovision™ Cashdeck“ für die Turnierregistrierung sowie die Verwaltung der Buy-ins und Preisgelder der Spieler direkt über deren individuelle „Novovision™ wallet“ integriert.



© Novomatic

„Das 'Novovision™'-System hat seine Feuertaufe bei unseren jüngsten Deep Stack- und Bounty Hunter-Turnieren mit Bravour bestanden, und sowohl die Mitarbeiter als auch die Spieler waren begeistert. Spieler-Buy-in und Registrierung sind so schnell wie noch nie. Man hat uns definitiv nicht zu viel versprochen“, freut sich DTD-Geschäftsführer Nick Whiten.

„Als Nick und das Team von Dusk Till Dawn auf der ICE auf uns zukamen, um sich nach dem 'Novovision™'-CMS-System zu erkundigen, war offensichtlich, dass sie Innovation wirklich zu schätzen wissen. Es war ein echtes Privileg für uns, ihre betrieblichen Anforderungen zu verstehen und die Systemlösungen einzuführen, denn wir wussten, dass das System ihre Erwartungen in vielen Bereichen leicht erfüllen und übertreffen würde. Ihr Team hat eng mit dem Novomatic-Systems-Design-Team zusammengearbeitet und gemeinsam haben sie einige fantastische neue Funktionen in das bereits beeindruckende CMS-Arsenal aufgenommen. Die Zusammenarbeit mit dem DTD-Team ist weiterhin ein Vergnügen und die Aussicht, das 'Novovision™'-CMS bei vielen weiteren britischen Kunden einzuführen, begeistert mich bereits jetzt“, ergänzt Paul Abbott, Sales Manager Novomatic Gaming UK.

soloazar.com, 14.01.2025

Poker Club: Nottingham's Dusk Till Dawn goes all in with NOVOVISION™ tournament

🕒 Tuesday 14 de January 2025 / 12:00



2 minutos de lectura

(Gumpoldskirchen/Nottingham).-The renowned Poker room in the north of England has organised its first Poker event using the newly implemented NOVOVISION™ tournament solution, powered by NOVOMATIC. Premiering at two recent club tournaments in Nottingham, the system demonstrated its powerhouse qualities.



Owned by entrepreneur and passionate **Poker enthusiast Rob Yong**, **Dusk Till Dawn** is a **Poker Club** run by Poker players for Poker players. Yong originally founded the club out of annoyance that he and his best friend Nick Whiten were refused entry to a local poker tournament because they were one minute late for registration. Disgruntled, his friend suggested to better open their own Poker place – and that's exactly what Yong did in 2006, with Nick Whiten acting as Managing Director.



Today, the Dusk Till Dawn Poker Club is highly popular with Poker fans throughout the Nottingham region and beyond, with some 45 Poker tables plus video slots and electronic Roulette games. It has established a name as "The Home of UK Poker", with daily tournaments that draw a huge community of players. The focus is mainly on low-stakes recreational Poker in an ambience that appeals to occasional players, amateurs and pros alike as well as hosting official Poker championships like the World Championship of Amateur Poker (APAT), the World Poker Tour (WPT) Prime UK, the UK and Ireland Poker Tour (UKIPT) and the UK Poker Championships (UKPC).



What better place in the UK to use NOVOMATIC's premium solution for live table tournaments? With top customer service and smooth tournament operations being top priorities, Yong and Whiten decided to place their bets on a solution that covers the DTD's entire business requirements including live table tournament management: NOVOVISION™.



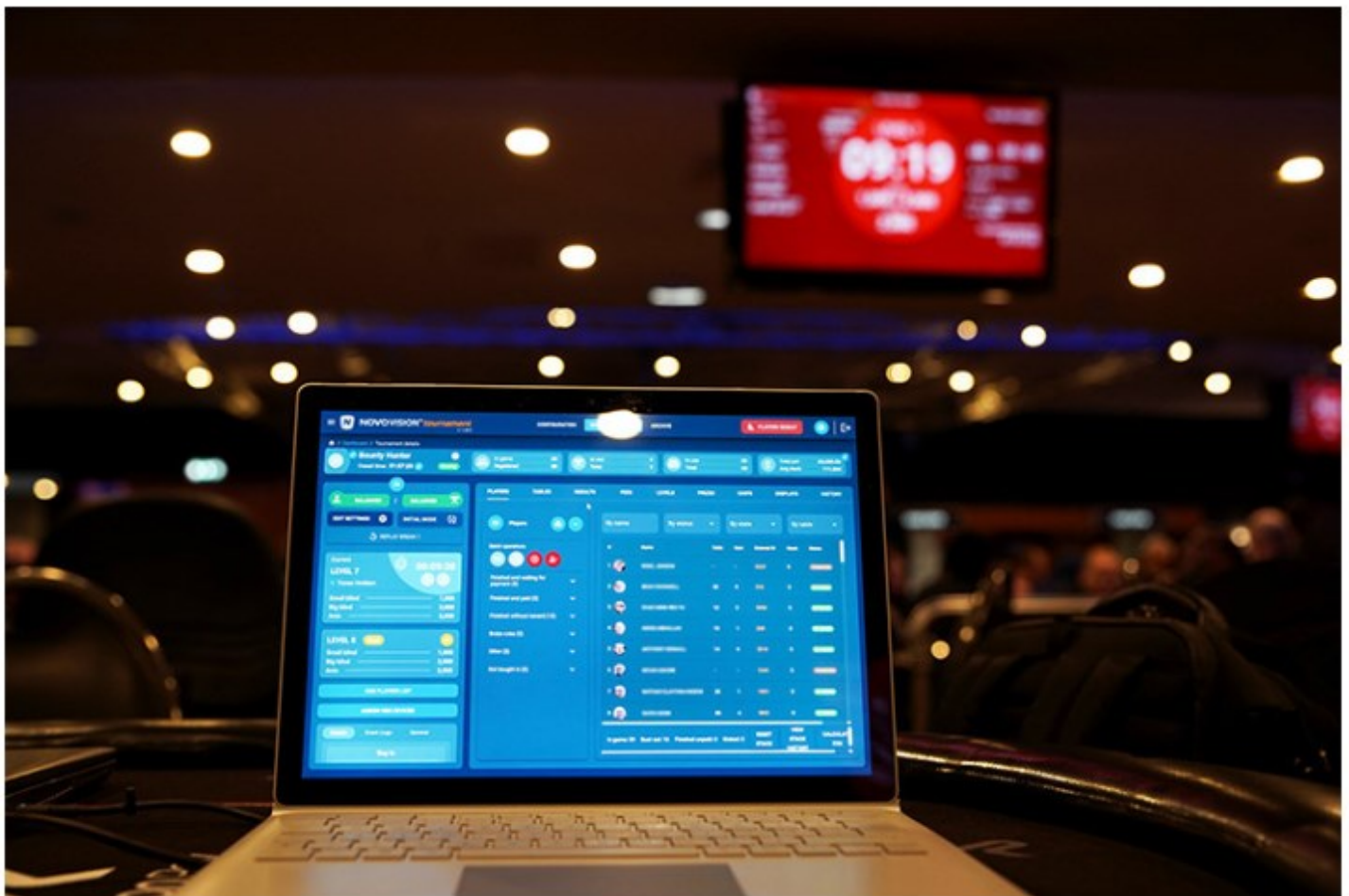
The system was implemented at DTD in a very unique and highly customized set-up with a broad range of functionalities across several modules. NOVOVISION™ *core* provides for cashdesk, player management, floor management as well as accounting and reporting. NOVOVISION™ *access* creates smooth access processes with QR code, face recognition and fingerprint functionalities. The NOVOVISION™ *wallet* serves as a convenient single wallet for players to manage their funds and buy-ins and can also be accessed via the NOVOVISION™ *smart* features of the new DTD player app. These do not only include fast and easy credit transfers via an external payment provider, but also tournament details, alerts and standings as well as a general overview of the tournament calendar, news and much more. Also, the floor staff benefits from the *smart* functionalities comprised in the *notifier* application that inform them in real-time about a demarcated variety of floor events.

NOVOVISION™ *tournament* is a dedicated live table tournament tool. Its functionalities include detailed settings for the game types, chips, levels, buy-ins and a dynamic prize calculation as well as sophisticated tournament table and player management, thus significantly reducing the administrative and organisational effort. The application also enables the DTD team to manage the tournament display content as well as messaging and sound notifications for all screens across the venue.



During the levels, DTD staff can monitor and control all tournament details live and in real-time. Timers indicate the current duration or time left to start specific events while other actions during the ongoing tournament, e.g., reseating, removing, adding players or manually shortening the tournament by skipping individual rounds, just require a few clicks in the system. All tournament events are tracked in real-time and instantly displayed in the “history” tab.

NOVOVISION™ tournament supports any type of Poker game as well as other live games, and is fully integrated with the NOVOVISION™ cashdesk for the tournament registration as well as managing the players’ buy-ins and prize wins directly via their individual NOVOVISION™ wallet.



Fabian Schnötzing, Market Coordination NBS, says: *“The Dusk Till Dawn Poker Club is a truly special place with an atmosphere that represents the love of Poker. With the new NOVOVISION™ tournament module, the teams on the floor and behind the scenes can work together seamlessly to ensure the smooth running of the tournament, while focusing on creating an exceptional experience for the players. This project stands out not only for its prestige, but also as a true example of teamwork and dedication. The NOVOVISION™ team worked closely with the Dusk Till Dawn team to implement a new tournament application, inspired by a shared vision. Thanks to all who made this vision a reality.”*

Paul Abbott, Sales Manager NOVOMATIC Gaming UK, adds: *“When Nick and the Dusk Till Dawn team approached us at ICE enquiring about the NOVOVISION™ CMS system, it was very clear that they truly embrace innovation. Understanding their operational requirements and introducing the system solutions was a real privilege for us, as we knew that the system would easily meet and exceed expectations, in many areas of their business. That’s not to say that everything was “out of the box”, the guys have worked closely with the NOVOMATIC system design team, together introducing some fantastic new features to the already impressive CMS arsenal. Working with the DTD team continues to be a pleasure and the prospect of introducing the NOVOVISION™ Casino Management System to many more UK customers is for me, a very exciting prospect.”*

Nick Whiten, Managing Director, Dusk Till Dawn, says: *“The system passed its baptism of fire with flying colours at our recent Deep Stack and Bounty Hunter tournaments, and staff and players alike found it a very enjoyable experience. Player buy-in and registration is the fastest it has ever been. We definitely weren’t promised too much.”*

And as far as trouble with late entries is concerned – no player will be turned away because they are late: with NOVOVISION™ tournament, they can register fast & easy during the ongoing event.

isa-guide.de, 14.01.2025

Der Dusk Till Dawn Poker Club setzt auf NOVOVISION™ tournament

Der renommierte Poker-Club im Norden Englands hat die ersten Pokerevents mit der neu implementierten Lösung NOVOVISION™ tournament von NOVOMATIC veranstaltet. Bei der Premiere mit zwei Clubturnieren hat das System seine Qualitäten unter Beweis gestellt.



Gumpoldskirchen/Nottingham – Dusk Till Dawn (DTD) ist ein Poker-Club, der von Pokerspielern für Pokerspieler geschaffen wurde: Der Unternehmer und leidenschaftliche Pokerenthusiast Rob Yong gründete den Club ursprünglich aus Verärgerung darüber, dass ihm und seinem besten Freund Nick Whiten der Zutritt zu einem lokalen Pokerturnier verweigert wurde, weil sie eine Minute zu spät zur Anmeldung kamen. Verärgert schlug sein Freund vor, besser einen eigenen Poker-Club zu eröffnen – und genau das tat Yong im Jahr 2006, mit Nick Whiten als Geschäftsführer.

Heute ist der Dusk Till Dawn Poker Club mit 45 Pokertischen sowie Video-Slots und elektronischem Roulette bei Pokerfans in der Region Nottingham und darüber hinaus sehr beliebt. Der Club hat sich mit täglichen Turnieren einen Namen als „The Home of UK Poker“ gemacht. Der Schwerpunkt liegt auf Casual Poker mit niedrigen Einsätzen in einem Ambiente, das Gelegenheitsspieler, Amateure und Profis gleichermaßen anspricht. Darüber hinaus werden hier

jedoch auch offizielle Pokermeisterschaften ausgetragen, wie etwa die World Championship of Amateur Poker (APAT), die World Poker Tour (WPT) Prime UK, die UK and Ireland Poker Tour (UKIPT) und die UK Poker Championships (UKPC).

Ein idealer Ort also für NOVOMATICs Premium-Lösung für Live-Tisch-Turniere. Erstklassiger Kundenservice und ein reibungsloser Turnierbetrieb haben oberste Priorität für Yong und Whiten, und daher setzten sie mit NOVOVISION™ auf eine Lösung, die ihre gesamten Geschäftsanforderungen einschließlich der Verwaltung von Live-Tisch-Turnieren abdeckt.



(Foto: Novomatic AG)



(Foto: Novomatic AG)

Das System wurde bei DTD über mehrere Module hinweg in einem einzigartigen und hochgradig maßgeschneiderten Setup mit einer breiten Palette von Funktionalitäten implementiert. NOVOVISION™ core umfasst die Bereiche Cashdesk, Spielerverwaltung, Floor Management sowie Buchhaltung und Reporting. NOVOVISION™ access sorgt für reibungslose Zutrittsprozesse mittels QR-Code-, Gesichtserkennungs- und Fingerprint-Funktionalitäten. Die

NOVOVISION™ wallet dient den Spielern als bequeme Single Wallet zur Verwaltung ihrer Guthaben und Buy-ins und kann auch über die NOVOVISION™ smart-Features der neuen DTD-Player App genutzt werden. Dazu gehören nicht nur schnelle und einfache Transfers über einen externen Zahlungsanbieter, sondern auch Turnierdetails, Alerts und Ranglisten sowie eine allgemeine Übersicht über den Turnierkalender, News und vieles mehr. Auch das Personal am Gaming Floor profitiert von den intelligenten Funktionen der Notifier-App, die in Echtzeit Informationen über eine Vielzahl von Floor-Events liefert.

NOVOVISION™ *tournament* ist ein spezialisiertes Tool für Live-Tisch-Turniere. Zu seinen Funktionen gehören detaillierte Einstellungen für die Spieltypen, Chips, Levels, Buy-ins und eine dynamische Gewinnberechnung sowie eine ausgefeilte Tisch- und Spielerverwaltung, die den administrativen und organisatorischen Aufwand erheblich reduziert. Die Anwendung ermöglicht es dem DTD-Team außerdem, den Inhalt der Turnierdisplays sowie Benachrichtigungen und Sound- Alerts für alle Bildschirme im Club zu verwalten.

Während der Spielrunden können die DTD-Mitarbeiter alle Turnierdetails live und in Echtzeit überwachen und kontrollieren. Timer zeigen die aktuelle Dauer oder die verbleibende Zeit bis zum Beginn bestimmter Ereignisse an, während andere Aktionen während des laufenden Turniers, wie etwa das Umsetzen, Entfernen oder Hinzufügen von Spielern oder das manuelle Verkürzen des Turniers durch Überspringen einzelner Runden, nur wenige Klicks im System erfordern. Alle Turnierereignisse werden in Echtzeit verfolgt und sofort in der Registerkarte „History“ angezeigt.



(Foto: Novomatic AG)

NOVOVISION™ *tournament* unterstützt jede Art von Pokerspiel sowie andere Live-Spiele und ist vollständig mit dem NOVOVISION™ Cashdesk für die Turnierregistrierung sowie die Verwaltung der Buy-ins und Preisgelder der Spieler direkt über deren individuelle NOVOVISION™ *wallet* integriert.

Fabian Schnötzing, Market Coordination NBS, sagt: „Der Dusk Till Dawn Poker Club ist ein ganz besonderer Ort mit einer Atmosphäre, die die Liebe zum Poker erkennen lässt. Mit dem neuen NOVOVISION™ *tournament*-Modul können die Teams vor und hinter den Kulissen nahtlos zusammenarbeiten, um einen reibungslosen Ablauf des Turniers zu gewährleisten und gleichzeitig ein außergewöhnliches Erlebnis für die Spieler zu schaffen. Diese Installation zeichnet sich nicht nur durch ihr Prestige aus, sondern ist auch ein Paradebeispiel für Teamwork und Engagement. Unser NOVOVISION™-Team hat in engster Zusammenarbeit mit dem Team von Dusk Till Dawn eine neue Turnieranwendung implementiert, die von einer gemeinsamen Vision inspiriert war. Vielen Dank an alle, die diese Vision Wirklichkeit werden ließen.“



(Foto: Novomatic AG)

Paul Abbott, Sales Manager NOVOMATIC Gaming UK, fügt hinzu: „Als Nick und das Team von Dusk Till Dawn auf der ICE auf uns zukamen, um sich nach dem NOVOVISION™ CMS-System zu erkundigen, war offensichtlich, dass sie Innovation wirklich zu schätzen wissen. Es war ein echtes Privileg für uns, ihre betrieblichen Anforderungen zu verstehen und die Systemlösungen einzuführen, denn wir wussten, dass das System ihre

Erwartungen in vielen Bereichen leicht erfüllen und übertreffen würde. Ihr Team hat eng mit dem NOVOMATIC-Systems Design Team zusammengearbeitet und gemeinsam haben sie einige fantastische neue Funktionen in das bereits beeindruckende CMS-Arsenal aufgenommen. Die Zusammenarbeit mit dem DTD-Team ist weiterhin ein Vergnügen und die Aussicht, das NOVOVISION™ CMS bei vielen weiteren britischen Kunden einzuführen, begeistert mich bereits jetzt.“

Nick Whiten, Geschäftsführer von Dusk Till Dawn, sagt: „Das NOVOVISION™-System hat seine Feuertaufe bei unseren jüngsten Deep Stack- und Bounty Hunter-Turnieren mit Bravour bestanden, und sowohl die Mitarbeiter als auch die Spieler waren begeistert. Spieler-Buy-in und Registrierung sind so schnell wie noch nie. Man hat uns definitiv nicht zu viel versprochen.“

... und was den Ärger mit verspäteten Anmeldungen angeht – niemand wird abgewiesen, weil er zu spät kommt: Mit NOVOVISION™ *tournament* können sich die Spieler schnell und einfach während des laufenden Events anmelden.

Quelle: Novomatic AG

intergameonline.com, 14.01.2025

Dusk Till Dawn Poker Club implements NovoVision

January 14, 2025

by Jonny Whitfield



Dusk Till Dawn Poker Club in Nottingham, UK, has implemented Novomatic's NovoVision technology into its operations.



NovoVision covers player management, floor management as well as accounting and reporting.

The service offers QR code, face recognition and fingerprint technology, while the NovoVision wallet serves as a single wallet for players to manage funds and buy-ins.

Tournament details, alerts and standings are included as well as a general overview of the tournament

calendar and news.

In NovoVision's notifier application, floor staff are informed in real time about a variety of floor events.

Fabian Schnötzing, market coordination NBS, said: "The Dusk Till Dawn Poker Club is a truly special place with an atmosphere that represents the love of Poker. With the new NovoVision tournament module, the teams on the floor and behind the scenes can work together seamlessly to ensure the smooth running of the tournament, while focusing on creating an exceptional experience for the players.

"This project stands out not only for its prestige, but also as a true example of teamwork and dedication. The NovoVision team worked closely with the Dusk Till Dawn team to implement a new tournament application, inspired by a shared vision. Thanks to all who made this vision a reality."

Paul Abbott, sales manager at Novomatic Gaming UK, added: "When Nick and the Dusk Till Dawn team approached us at ICE enquiring about the NovoVision CMS system, it was very clear that they truly embrace innovation.

"Understanding their operational requirements and introducing the system solutions was a real privilege for us, as we knew that the system would easily meet and exceed expectations, in many areas of their business.

"That's not to say that everything was 'out of the box,' the guys have worked closely with the Novomatic system design team, together introducing some fantastic new features to the already impressive CMS arsenal.

"Working with the DTD team continues to be a pleasure and the prospect of introducing the NovoVision casino management system to many more UK customers is for me, a very exciting prospect."

The NovoVision tournament is a dedicated live table tournament solution that includes settings for game type, chips, levels, buy-ins, prize calculation and a tournament table and player management tool.

The DTD team can "manage the tournament display content as well as messaging and sound notifications for all screens across the venue," Novomatic said.

"During the levels, DTD staff can monitor and control all tournament details live and in real time. Timers indicate the current duration or time left to start specific events while other actions during the ongoing tournament, e.g. reseating, removing, adding players or manually shortening the tournament by skipping individual rounds, just require a few clicks in the system.

"All tournament events are tracked in real-time and instantly displayed in the 'history' tab."

gamblinginsider.com, 14.01.2025

Published 14 January, 2025

ONLINE LAND-BASED POKER MARKETING INDUSTRY

Nottingham's Dusk Till Dawn Poker Club goes all in with NOVOVISION™ tournament

The renowned Poker room in the north of England has organised its first Poker event using the newly implemented NOVOVISION™ tournament solution, powered by NOVOMATIC. Premiering at two recent club tournaments in Nottingham, the system demonstrated its powerhouse qualities.

By Gambling Insider



Owned by entrepreneur and passionate Poker enthusiast Rob Yong, Dusk Till Dawn is a Poker Club run by Poker players for Poker players. Yong originally founded the club out of annoyance that he and his best friend Nick Whiten were refused entry to a local poker tournament because they were one minute late for registration. Disgruntled, his friend suggested to better open their own Poker place – and that's exactly what Yong did in 2006, with Nick Whiten acting as Managing Director.

Today, the Dusk Till Dawn Poker Club is highly popular with Poker fans throughout the Nottingham region and beyond, with some 45 Poker tables plus video slots and electronic Roulette games. It has established a name as "The Home of UK Poker", with daily tournaments that draw a huge community of players. The focus is mainly on low-stakes recreational Poker in an ambience that appeals to occasional players, amateurs and pros alike as well as hosting official Poker championships like the World Championship of Amateur Poker (APAT), the World Poker Tour (WPT) Prime UK, the UK and Ireland Poker Tour (UKIPT) and the UK Poker Championships (UKPC).

What better place in the UK to use NOVOMATIC's premium solution for live table tournaments? With top customer service and smooth tournament operations being top priorities, Yong and Whiten decided to place their bets on a solution that covers the DTD's entire business requirements including live table tournament management: NOVOVISION™.

The system was implemented at DTD in a very unique and highly customised set-up with a broad range of functionalities across several modules. NOVOVISION™ core provides for cashdesk, player management, floor management as well as accounting and reporting. NOVOVISION™ access creates smooth access processes with QR code, face recognition and fingerprint functionalities. The NOVOVISION™ wallet serves as a convenient single wallet for players to manage their funds and buy-ins and can also be accessed via the NOVOVISION™ smart features of the new DTD player app. These do not only include fast and easy credit transfers via an external payment provider, but also tournament details, alerts and standings as well as a general overview of the tournament calendar, news and much more. Also, the floor staff benefits from the smart functionalities comprised in the notifier application that inform them in real-time about a demarcated variety of floor events.

NOVOVISION™ tournament is a dedicated live table tournament tool. Its functionalities include detailed settings for the game types, chips, levels, buy-ins and a dynamic prize calculation as well as sophisticated tournament table and player management, thus significantly reducing the administrative and organisational effort. The application also enables the DTD team to manage the tournament display content as well as messaging and sound notifications for all screens across the venue.

During the levels, DTD staff can monitor and control all tournament details live and in real-time. Timers indicate the current duration or time left to start specific events while other actions during the ongoing tournament, e.g., reseating, removing, adding players or manually shortening the tournament by skipping individual rounds, just require a few clicks in the system. All tournament events are tracked in real-time and instantly displayed in the "history" tab.

NOVOVISION™ tournament supports any type of Poker game as well as other live games, and is fully integrated with the NOVOVISION™ cashdesk for the tournament registration as well as managing the players' buy-ins and prize wins directly via their individual NOVOVISION™ wallet.

Fabian Schnötzing, Market Coordination NBS, says: "The Dusk Till Dawn Poker Club is a truly special place with an atmosphere that represents the love of Poker. With the new NOVOVISION™ tournament module, the teams on the floor and behind the scenes can work together seamlessly to ensure the smooth running of the tournament, while focusing on creating an exceptional experience for the players. This project stands out not only for its prestige, but also as a true example of teamwork and dedication. The NOVOVISION™ team worked closely with the Dusk Till Dawn team to implement a new tournament application, inspired by a shared vision. Thanks to all who made this vision a reality."

Paul Abbott, Sales Manager NOVOMATIC Gaming UK, adds: "When Nick and the Dusk Till Dawn team approached us at ICE enquiring about the NOVOVISION™ CMS system, it was very clear that they truly embrace innovation. Understanding their operational requirements and introducing the system solutions was a real privilege for us, as we knew that the system would easily meet and exceed expectations, in many areas of their business. That's not to say that everything was "out of the box", the guys have worked closely with the NOVOMATIC system design team, together introducing some fantastic new features to the already impressive CMS arsenal. Working with the DTD team continues to be a pleasure and the prospect of introducing the NOVOVISION™ Casino Management System to many more UK customers is for me, a very exciting prospect."

Nick Whiten, Managing Director, Dusk Till Dawn, says: "The system passed its baptism of fire with flying colours at our recent Deep Stack and Bounty Hunter tournaments, and staff and players alike found it a very enjoyable experience. Player buy-in and registration is the fastest it has ever been. We definitely weren't promised too much."

... and as far as trouble with late entries is concerned – no player will be turned away because they are late: with NOVOVISION™ tournament, they can register fast & easy during the ongoing event.

europeangaming.eu, 13.01.2025

ICE Sustainable Gambling Zone to launch with €65,000 charity donation



‘A perfect way to mark the official launch of the ICE Sustainable Gambling Zone’ is how Ewa Bakun, Clarion Gaming’s Director of Industry Insight, described the €65,000 charity fund raised by sponsors and which will be awarded to a safer gambling organisation(s) at a presentation taking place in the late morning during the opening of the Safer Gambling Zone (SGZ) on the first day of ICE Barcelona.

The 2025 charity fund which is the result of generous contributions from brands comprising Cirsa, Orenes, Betsson Grup, Flutter, Acordjoc, ALEA, Novomatic, Playtech and Novomatic Spain takes the total donated at ICE since 2018 to €385 000.

Reflecting on the initiative **Ewa Bakun** said: “ICE 2025 will witness the official launch of the Sustainable Gambling Zone and I am delighted that we will be able to help fund some of the powerful work being undertaken by international organisations in the field of player protection. The money is directed to tangible projects which deliver real benefits. For example, Bet Blocker, last year’s recipients utilised their award to produce a Catalan version of their acclaimed consumer app which fittingly is being launched at ICE Barcelona.

“The relationship our sponsors have with player protection and the delivery of safer gambling goes beyond just financial donations and I am delighted that the Safer Gambling Zone which is situated in the Fast Forward area of the show floor will be the centre of debate, discussion and collaboration. It’s hugely gratifying that many of the safer gambling advances that will be introduced by the industry during 2025 and beyond will be as a result of discussions and partnerships that have taken place and been forged on the SGZ.”

The launch of the Sustainable Gambling Zone, which replaces the original Consumer Protection Zone reflects the latest approach to player protection. Ewa Bakun explained: “The overarching objective of the Sustainable Gambling Zone is to be at the vanguard of initiatives to help develop healthy play from the outset of the player journey. This includes the incorporation of safer gambling considerations from the very start rather than as just a compliance requirement. The goal is to create a more sustainable business in which players continue to enjoy their gambling entertainment experience but where the small proportion who are at risk of developing problems are pro-actively identified and assisted by operators.”

Clarion Gaming was the first event organiser to embrace safer gambling when it introduced the ICE Consumer Protection Zone seven years ago which went on to establish a template for other events to follow. The 2025 ICE Sustainable Gambling Zone will occupy 490sqm of space and underlines the importance the industry places on sustainability and player protection. Featuring a total of 26 safer gambling bodies including Spanish organisations ASENCAS and FEJAR the SGZ will host three days of educational content dedicated to consumer protection and ESG.

For more information on the world’s biggest gaming technology event and to register: icegaming.com

isa-guide.de, 13.01.2025

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(Photo: Clarion Gaming)

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<https://www.icegaming.com>

Quelle: Clarion Gaming

Developed from the Ground Up

By Lewis - 10 January 2025

Portugal's Casino Lisboa has gone live with Novomatic's casino management system NovoVision, with its sister venue, Casino Estoril, to follow in the first quarter of 2025. Jens Einhaus, Head of Sales & Product Marketing NBS at NOVOMATIC AG, explains how the system architecture has been designed to handle high-volume transactions.

Jens, what are the biggest casino management challenges and problems operators need addressing in 2025?

I would say the challenges will be pretty much the same as in these past couple of years. Land-based operators are under the constant strain of competition with online offers, in an increasingly scrutinising regulatory environment and under the same prevailing economic pressure as other leisure and entertainment businesses. The best approach they can take is investing in their operational efficiency as well as in excellent customer service and loyalty programmes and guaranteed regulatory compliance. That means investing in a powerful CMS that will easily tackle these aspects and more.

A good CMS collects and has access to data in abundance, it will automatise processes, allow staff to shift their focus towards customer satisfaction, deliver excellent reporting and analyses and provide comprehensive loyalty solutions. The NOVOVISION CMS has been designed with an additional focus on powerful player loyalty functionalities and technologically advanced security and player protection features that are in full compliance with even the strictest Responsible Gaming requirements. With our patented biometric player recognition technologies, we have developed a self-contained system that encompasses the most secure identification, access, payment, loyalty and player protection solution. All these functionalities enhance the land-based player experience, increase security and can make gaming at the venue much more personalised and even more enjoyable.

At the end of the day, for every operator it does boil down to player loyalty and player protection, namely the two questions: one, how can I create the most rewarding offer for my players and, two, how can I create a safe environment and protect them from any harmful deviation in their behaviour.

Where has NOVOVISION recently been installed? Do you have a particular market focus?

We have a specific market focus on markets with a clear regulatory framework for legal land-based gaming. That means, we are offering our solutions to the international gaming industry, be it state-run or private gaming corporations in all regulated markets. NOVOVISION is particularly well established in the EMEA region, with the most recent installations – which we are particularly proud of – in the UK with the Dusk Till Dawn Poker Club and in Portugal with major operator Estoril Sol.

Both customers are quite unique in their respective requirements and implementations: Dusk Till Dawn is a Nottingham-based Poker Club whose management approached us at ICE after learning about our dedicated NOVOVISION tournament solution. Since it is perfectly embedded in the general CMS functionalities, this module fits like a glove for Dusk Till Dawn. Additionally, it was very synergetic to be working with a customer who is so deeply rooted in the game of Poker and whose experts also brought great new ideas for further development to the table.

Estoril Sol, on the other hand, with its Portuguese casinos is a customer that required a very comprehensive approach, with almost the entire NOVOVISION suite of functionalities plus then some more new customised solutions. The preparatory work was very intense, and we are quite proud of the final speed of implementation on site – a huge thanks to our teams and the excellent collaboration with the Estoril Sol teams.

What differentiates NOVOVISION from traditional casino management systems?

Plainly speaking, the main differentiating factor and our USP is that NOVOVISION has been developed from the ground up as a proprietary casino management system for our Group's own international gaming operations and based on our own operations' expertise, priorities and wishes before it turned into the growing success it is now with third party customers.

Our development teams built it on the latest technologies, with a high level of scalability in mind to perfectly suit any size of operation – from small single-site venues to large casino or IR operations – and for any cash system requirement, be it TITO, Cashless or biometrically supported. This aspect was central in the development: since NOVOVISION was of course intended to cater to all our venues, regardless of their size, a modular approach was taken which now also enables an easy customisation for every operator's individual needs and legal obligations.

The system architecture has been designed to handle high-volume transactions while ensuring maximum security, data integrity and regulatory compliance. And of course, the system capacities grow with every new customer-specific development, which makes the NOVOVISION CMS a living, growing solution that constantly progresses in new environments and regulatory conditions. We also prefer to refer to NOVOVISION as a solution rather than a system, since it is a solution that adapts to the customer rather than the other way round, where the users would have to fit into the system.



Are there any new developments you'll be showcasing at ICE?

One of our most recent and customer-specific developments will be publicly premiered at ICE in Barcelona: the brand-new NOVOVISION Self-Registration Terminal. Visitors to the systems area of the NOVOMATIC booth will encounter the triple set-up of a highly accessible self-service station with various uses: as a loyalty kiosk, as a promotional service point and as a Self-Registration Terminal.

Especially as a Self-Registration Terminal it turns the customer registration process into an intuitive, fast and secure self-service that helps operators maximise their use of space while optimising their fully compliant registration process. The vast majority of customer registrations will be fully automatised via MRTD passports and ID documents, and if specific questions occur, casino staff will be at hand to help. It is one of the few instances of our CMS that are visible for the player on the gaming floor as an active point of contact with the NOVOVISION functionalities. Most of the time, a good CMS does its job in the background – and that is making the operator's job easier, the player journey more enjoyable and life for both more secure.

GREENTUBE gets into the Halloween spirit with Calacas Cash, a Day of the Dead-themed slot set across a 6x5, pays-anywhere grid.

Eight or more symbols, including different skulls and jewels, must match to form a win. Wild symbols improve the chances of forming a winning combination and scatters unlock additional bonuses.

At the start of any spin there is a chance that a collector position will be selected on any reel. This round will then guarantee to land at least one coin stack.

Throughout the base game, players can collect coin symbols that can appear on any spin. Landing the coins in the random collector position unlocks cash prizes ranging from 0.25x to 100x the bet.

The free games feature can be triggered when landing four or more scatter symbols, which initially awards 10 spins. For every additional four scatter symbols that appear, players will receive five extra spins. During the free spins, skull collector symbols remain locked and any multiplier symbols collected will increase the multiplier value by one.