

Pressespiegel 2025

Berichterstattung
NOVOMATIC

Erstellt von **Group Marketing & Communications**

Datum **03.02.2025 / KW 5**



The logo consists of the text 'ROAD SHOW 2025' in a bold, white, sans-serif font, stacked vertically. To the right of the text is a stylized white silhouette of a lion's head with a large, flowing mane, set against a dark orange-to-black gradient background.

ROAD SHOW 2025

Löwen Entertainment: Start der Roadshow im März

Am 4. März beginnt die *Roadshow 2025* von Löwen Entertainment im Berliner Olympiastadion. Laut Unternehmen werden drei weitere Events folgen: am 6. März in der Mewa-Arena in Mainz, am 12. März in der Veltins-Arena in Gelsenkirchen und am 20. März in der WWK-Arena in Augsburg.

Das erwartet Sie bei der Roadshow 2025

Bei der Veranstaltungsreihe wird das Binger Unternehmen unter anderem seine neue Softwaregeneration [Novoline 2025](#) präsentieren. „Novoline ist seit Jahren ein Synonym für erstklassige Unterhaltung und Performance. Unsere neue Softwaregeneration unterstreicht diesen Anspruch einmal mehr“, sagt Vertriebsdirektor Andreas Hingerl. Ein weiterer Fokus wird auf dem Spielgastkonzept [myNovo VIP](#) liegen. „In unserer Branche ist es wichtig, stets neue Impulse zu setzen. Und [myNovo VIP](#) hat ganz klar das Potenzial, unsere Branche zu revolutionieren“, fügt Hingerl hinzu.

Auf den Roadshow-Events wird Löwen Entertainment auch seine digitalen Lösungen vorstellen. Bei jeder der vier Veranstaltungen bietet das Produktmanagement ein Info-Panel zur [Unternehmenssoftware Casinonet](#). Hier können Unternehmerinnen und Unternehmer alles über die Vorteile der Allround-Lösung für Spielhalle und Gastronomie erfahren. Weitere Highlights sind laut Unternehmensangabe der HB10 von Löwen Dart, die Geldwechsler von [Novo Cash](#) sowie das Online-Partnerschaftsmodell [Novoline.de](#).

„Einen besseren Rahmen als die Roadshow, um sich über das aktuelle Produktportfolio von Löwen Entertainment zu informieren, gibt es nicht. Das gilt auch für unsere besonderen Angebote: Denn die Roadshow markiert den Startschuss für ein Feuerwerk an attraktiven Aktionen und Konditionen“, sagt Hingerl abschließend. Alle Besucherinnen und Besucher der diesjährigen Roadshow können ein unterhaltsames Rahmenprogramm sowie ein Gastgeschenk erwarten.

intergameonline.com, 31.01.2025

Novomatic Gaming UK 'thrilled' with new installations

January 31, 2025

by Richard Hollis



Novomatic Gaming UK declared that it was "thrilled" with the latest installations in collaboration with UK AGC operator City Gaming/Game Nation.



30 Black Edition II cabinets and 31 Thaumic cabinets, featuring B3 NovoLine and Magic Games Premium HD, have now been integrated across City Gaming/Game Nation's arcades.

"We are thrilled to enhance our offering with the installation," said Mark Jepp, CEO at City Gaming/Game Nation.

"These products are delivering exceptional performance and have been warmly received by our

customers.

"Our partnership with NGUK continues to be invaluable, and this latest rollout further strengthens our commitment to providing the very best in gaming experiences across our AGCs. We look forward to continued success together."

Kevin Temple, director of sales at Novomatic Gaming UK said: "We have worked hard to establish B3 NovoLine integration with a strategy that has worked and is reaping rewards!"

soloazar.com, 31.01.2025

NOVOMATIC showcased an unforgettable performance of innovation at ICE 2025 in Barcelona

(Gumpoldskirchen/Barcelona).- From January 20 to 22, 2025, the Fira Barcelona Gran Via became the global hotspot of the gaming industry as part of ICE 2025. As the largest exhibitor, NOVOMATIC set new standards with an unprecedented product variety, an outstanding booth design, and a unique visitor experience that was unmatched at ICE.



In addition to NOVOMATIC's comprehensive 360° portfolio, numerous subsidiaries and technology partners – such as NOVOMATIC Spain, NOVOMATIC Gaming UK, NOVOMATIC Italia, LÖWEN ENTERTAINMENT, APEX, and Ainsworth Gaming Technology – showcased their latest products. A dedicated area for visitors from Latin America was a particular highlight this year, underscoring NOVOMATIC's commitment to addressing regional market needs with tailored solutions.



Brilliance Perfected: The Launch of the DIAMOND X™ 1.55J QUATTRO

NOVOMATIC's sophisticated product portfolio has been expanded with the groundbreaking launch of the *DIAMOND X™ 1.55J QUATTRO*. This latest edition of the internationally popular *DIAMOND X™ 1.55J* impresses with exceptional features that take the gaming experience to an entirely new level. A sleek cabinet design, an innovative glass touch deck, and a cutting-edge soundbar deliver a unique player experience and maximum immersion. The new *DIAMOND X™ 1.55J QUATTRO* was unveiled with an outstanding sign solution that created a sensation at the NOVOMATIC booth. Offered in attractive packages with four or six cabinets featuring the latest gaming content, the monumental signs delivered an audio-visual spectacle that thrilled visitors and operators alike. With this offering, NOVOMATIC once again reinforced its position as the "Diamond of the Industry." In addition to this, the exclusive cabinets of the *V.I.P. X™* series also attracted attention. The *V.I.P. X™ Royal 1.85*, *V.I.P. X™ Dream 2.43/3.43*, and *V.I.P. X™ Lounge 2.32* are designed for discerning players and casino operators who are looking to offer their guests a premium gaming atmosphere. Another key attraction this year was, once again, the *V.I.P. X™ Galaxy 2.65*, which continues to generate excitement worldwide. Combining high-end comfort with a futuristic design, this luxury cabinet sets new standards in functionality and gameplay, delivering an unparalleled gaming experience.



Next-Level Gaming: Linked Progressives, Multiple Feature Games, and Game-Mixes

NOVOMATIC captivated audiences at ICE 2025 with remarkable gaming content, premiering several new Linked Progressives and Multiple Feature Games. A standout highlight was *XTENSION LINK™ Evolution*, which created a buzz with two enticing new titles – *Mighty Squad™* and *Fu Flow™*. These Multiple Feature Games impress with engaging gameplay and innovative mechanics, delivering an unrivaled gaming experience. *Volumes 3* and *4* of the popular *XTENSION LINK™* were also introduced, each featuring 12 thrilling titles packed with engaging features such as Expanding Reels, Golden Spins, and the Xpress Feature, ensuring maximum entertainment for players. On the *NOVO LINE™* platform, the new Multiple Feature Game *RISING TREASURES™* made its grand debut, offering five compelling titles packed with attractive features such as Free Games, Xtra Spins, and Prize Upgrades.

The *Impera ProLink™* enthralled visitors with four new titles, including the legendary *Book of Ra™ ProLink*, delivering cutting-edge gameplay with features like Mega Spins, Double Reels, and Chain Reaction. The event reached epic proportions with the launch of the *EPIC GOLD Jackpot*, an exclusive selection of five *GOLDEN* titles that introduce an additional Progressive Jackpot Level – the *EPIC* – offering thrilling new winning opportunities. And the *NOVOMATIC* classic *Gaminator®* is receiving a stunning modern update with the launch of the *GAMINATOR™ X5*. This highly customizable mix features a total of 66 game titles across seven packages, offering unequaled flexibility to casino operators by enabling them to tailor the product precisely to the needs of their guests.



Game-Changers: Electronic Table Games and a Casino Management Solution

NOVOMATIC is setting new standards in electronic table gaming with *NOVO UNITY™ PRO*. This ETG solution ensures that operators can meet the dynamic demands of the future with unparalleled functionality and customizability. From the seamless integration of electronic live games such as Sic Bo, Baccarat, Roulette, Poker, Blackjack, and Slot Games, to Parallel Play and Simultaneous Betting – NOVOMATIC’s state-of-the-art ETG solution was met with enthusiasm at ICE. The visionary casino management solution *NOVOVISION™*, based on the latest cutting-edge technologies, was another visitor magnet at the NOVOMATIC booth. With a broad approach and an ever-increasing diversification of system functionalities, NOVOMATIC’s visionary casino management system offers a flexible solution that meets all operator requirements for the modern casino and beyond. The latest developments were presented in two different set-ups: for club operations and for casinos.



Global Excellence: NOVOMATIC Wins Four Prestigious Awards

ICE 2025 was accompanied by several award ceremonies, where NOVOMATIC reaffirmed its leading position in the gaming industry by securing four leading awards. At the *European Casino Awards 2025*, NOVOMATIC triumphed in three key categories: The V.I.P. X™ Galaxy 2.65 was honored as the *Best New Innovative Product*; The NOVO CASH Casino Master secured the award for *Best Cash Handling Product*; and the company’s sustainability strategy was recognized with the *Sustainability Initiative Award*. In addition to this, NOVOMATIC received the highly coveted *ICE Landmark Award 2025* in honor of its unwavering commitment to innovation, excellence, and leadership in the gaming industry.

The **Executive Board of NOVOMATIC AG Group** emphasizes: *“The premiere of the ICE in Barcelona in 2025 was an outstanding success and the perfect start to NOVOMATIC’s 45th anniversary year. The overwhelmingly positive feedback from our customers and partners clearly confirms our position as Europe’s leading gaming technology group with outstanding innovations and cutting-edge products. We are particularly proud of the four internationally renowned awards that recognize our continuous commitment to excellence in this industry. Our special gratitude belongs to our more than 25,000 dedicated employees, whose tireless efforts have made this success possible.”*

Thomas Schmalzer, VP Global Sales and VP Product Management NOVOMATIC AG, adds: *“ICE 2025 was, for us, one of the greatest and most successful shows ever. Not only did we exhibit at one of the best booths we have ever had, but we were also able to launch one of the largest ranges of products from gaming equipment to fascinating new game titles and jackpot families. This underscores our innovation and technology leadership in the industry. We are excited about rolling out our latest products in markets globally and ICE 2025 confirmed to us that our solutions are perfectly in tune with player preferences and customer demand. We would like to express our sincere gratitude to our customers and partners for their trust and the excellent collaboration.”*



yogonet.com, 31.01.2025

TOOK PLACE JANUARY 20 - 22

Novomatic successfully showcases products and solutions, wins four awards at ICE Barcelona



Gaming technology group **Novomatic** has reflected on its successful showcase at **ICE 2025**, held for the first time in its new home of Barcelona. "As the largest exhibitor, with an impressive booth covering around 4,500 m², Novomatic captivated more than 55,000 visitors with its innovative products, state-of-the-art technology, and an unparalleled experience," the company said.

In addition to showcasing its products from January 20 to 22, the company obtained **four awards during ICE week**. The participation also saw the presence of numerous Novomatic subsidiaries and technology partners — such as Novomatic Spain, Novomatic Gaming UK, Novomatic Italia, LÖWEN ENTERTAINMENT, APEX, and Ainsworth Gaming Technology — that showcased their latest products.

A dedicated area for visitors from Latin America was also a particular highlight this year, which Novomatic said underscores its commitment to addressing regional market needs with tailored solutions.



Launch of the DIAMOND X™ 1.55J QUATTRO

The show marked the launch of the DIAMOND X 1.55J QUATTRO. The latest edition of the popular DIAMOND X 1.55J features a sleek cabinet design, a glass touch deck, and a cutting-edge soundbar.

The product was unveiled with "an outstanding sign solution that created a sensation at the Novomatic booth." Offered in packages with four or six cabinets featuring the latest gaming content, **the signs delivered "an audio-visual spectacle that thrilled visitors and operators alike."**

In addition to this, the exclusive cabinets of the V.I.P. X series also attracted attention. The V.I.P. X Royal 1.85, V.I.P. X Dream 2.43/3.43, and V.I.P. X Lounge 2.32 are designed "for discerning players and casino operators who are looking to offer their guests a premium gaming atmosphere."

Another key attraction this year was the V.I.P. X Galaxy 2.65, which combines high-end comfort with a futuristic design, "setting new standards in functionality and gameplay."

Linked progressives, multiple feature games, and game-mixes

NOVOMATIC also brought its latest gaming content to ICE 2025, premiering several new Linked Progressives and Multiple Feature Games. **A standout highlight was XTENSION LINK Evolution**, presented with two new titles – Mighty Squad and Fu Flow. These Multiple Feature Games impress with engaging gameplay and innovative mechanics, says Novomatic.

Volumes 3 and 4 of the popular XTENSION LINK were also introduced, each featuring 12 titles with features such as Expanding Reels, Golden Spins, and the Xpress Feature.



On the NOVO LINE platform, the new Multiple Feature Game RISING TREASURES made its grand debut, offering five titles packed with features such as Free Games, Xtra Spins, and Prize Upgrades.

The Impera ProLink enthralled visitors with four new titles, including Book of Ra ProLink, delivering cutting-edge gameplay with features like Mega Spins, Double Reels, and Chain Reaction.

The event also saw the launch of the EPIC GOLD Jackpot, an exclusive selection of five GOLDEN titles that introduce an additional Progressive Jackpot Level — the EPIC.

The Novomatic classic Gaminator also received a modern update with the launch of the GAMINATOR X5. The customizable mix features a total of 66 game titles across seven packages, offering flexibility to casino operators by enabling them to tailor the product to the needs of their guests.



Electronic Table Games and a Casino Management Solution

Novomatic showcased the latest in electronic table gaming with NOVO UNITY PRO. The ETG solution ensures that operators can meet the dynamic demands of the future with "unparalleled functionality and customizability," says the company.

From the integration of electronic live games such as Sic Bo, Baccarat, Roulette, Poker, Blackjack, and Slot Games, to Parallel Play and Simultaneous Betting, Novomatic says its state-of-the-art ETG solution was met with enthusiasm at ICE.

The company's casino management solution **NOVOVISION** was another highlight at the **Novomatic booth**. The CMS offers a flexible solution that "meets all operator requirements for the modern casino and beyond," with the latest developments presented in two different set-ups: for club operations and for casinos.

NOVOMATIC wins four awards at ICE

ICE 2025 was accompanied by several award ceremonies, where Novomatic secured four awards.



At the European Casino Awards 2025, Novomatic triumphed in three categories: the V.I.P. X Galaxy 2.65 was honored as the Best New Innovative Product; the NOVO CASH Casino Master secured the award for Best Cash Handling Product; and the company's sustainability strategy was recognized with the Sustainability Initiative Award.

In addition to this, Novomatic received the coveted ICE Landmark Award 2025 in honor of its "unwavering commitment to innovation, excellence, and leadership in the gaming industry."

Reflecting on the ICE participation, the Executive Board of Novomatic AG Group said: “The premiere of the ICE in Barcelona in 2025 was an outstanding success and the perfect start to Novomatic’s 45th anniversary year. The overwhelmingly positive feedback from our customers and partners clearly confirms our position as Europe’s leading gaming technology group with outstanding innovations and cutting-edge products.

“We are particularly proud of the four internationally renowned awards that recognize our continuous commitment to excellence in this industry. Our special gratitude belongs to our more than 25,000 dedicated employees, whose tireless efforts have made this success possible.”



Thomas Schmalzer, VP of Global Sales and VP of Product Management Novomatic AG

Thomas Schmalzer, VP of Global Sales and VP of Product Management Novomatic AG, adds: “ICE 2025 was, for us, one of the greatest and most successful shows ever. Not only did we exhibit at one of the best booths we have ever had, but we were also able to launch one of the largest ranges of products from gaming equipment to fascinating new game titles and jackpot families.

“This underscores our innovation and technology leadership in the industry. We are excited about rolling out our latest products in markets globally and ICE 2025 confirmed to us that our solutions are perfectly in tune with player preferences and customer demand. We would like to express our sincere gratitude to our customers and partners for their trust and the excellent collaboration.”

isa-guide.de, 31.01.2025

NOVOMATIC showcased an unforgettable performance of innovation at ICE 2025 in Barcelona



(Photo: Novomatic AG)

The world's largest gaming exhibition, ICE 2025, celebrated a spectacular premiere in Barcelona. As the largest exhibitor, with an impressive booth covering around 4,500 m², NOVOMATIC captivated more than 55,000 visitors with its innovative products, state-of-the-art technology, and an unparalleled experience. As Europe's leading gaming technology group, NOVOMATIC not only delivered an exceptional trade show presence but was also proud to receive four prestigious international awards, further cementing its position at the forefront of the industry.

Gumpoldskirchen/Barcelona – From January 20 to 22, 2025, the Fira Barcelona Gran Via became the global hotspot of the gaming industry as part of ICE 2025. As the largest exhibitor, NOVOMATIC set new standards with an unprecedented product variety, an outstanding booth design, and a unique visitor experience that was unmatched at ICE. In addition to NOVOMATIC's comprehensive 360° portfolio, numerous subsidiaries and technology partners – such as NOVOMATIC Spain, NOVOMATIC Gaming UK, NOVOMATIC Italia, LÖWEN ENTERTAINMENT, APEX, and Ainsworth Gaming Technology – showcased their latest products. A dedicated area for visitors from Latin America was a particular highlight this year, underscoring NOVOMATIC's commitment to addressing regional market needs with tailored solutions.

Brilliance Perfected: The Launch of the DIAMOND X™ 1.55J QUATTRO

NOVOMATIC's sophisticated product portfolio has been expanded with the groundbreaking launch of the *DIAMOND X™ 1.55J QUATTRO*. This latest edition of the internationally popular *DIAMOND X™ 1.55J* impresses with exceptional features that take the gaming experience to an entirely new level. A sleek cabinet design, an innovative glass touch deck, and a cutting-edge soundbar deliver a unique player experience and maximum immersion. The new *DIAMOND X™ 1.55J QUATTRO* was



The new *DIAMOND X™ 1.55J QUATTRO*. (Photo: Novomatic AG)

unveiled with an outstanding sign solution that created a sensation at the NOVOMATIC booth. Offered in attractive packages with four or six cabinets featuring the latest gaming content, the monumental signs delivered an audio-visual spectacle that thrilled visitors and operators alike. With this offering, NOVOMATIC once again reinforced its position as the “Diamond of the Industry.” In addition to this, the exclusive cabinets of the *V.I.P. X™* series also attracted attention. The *V.I.P. X™ Royal 1.85*, *V.I.P. X™ Dream 2.43/3.43*, and *V.I.P. X™ Lounge 2.32* are designed for discerning players and casino operators who are looking to offer their guests a premium gaming atmosphere. Another key attraction this year was, once again, the *V.I.P. X™ Galaxy 2.65*, which continues to generate excitement worldwide. Combining high-end comfort with a futuristic design, this luxury cabinet sets new standards in functionality and gameplay, delivering an unparalleled gaming experience.

Next-Level Gaming: Linked Progressives, Multiple Feature Games, and Game-Mixes



V.I.P. X™ Galaxy 2.65 (Photo: Novomatic AG)

NOVOMATIC captivated audiences at ICE 2025 with remarkable gaming content, premiering several new Linked Progressives and Multiple Feature Games. A standout highlight was *XTENSION LINK™ Evolution*, which created a buzz with two enticing new titles – *Mighty Squad™* and *Fu Flow™*. These Multiple Feature Games impress with engaging gameplay and innovative mechanics, delivering an unrivaled gaming experience. Volumes 3 and 4 of the popular

XTENSION LINK™ were also introduced, each featuring 12 thrilling titles packed with engaging features such as Expanding Reels, Golden Spins, and the Xpress Feature, ensuring maximum entertainment for players. On the *NOVO LINE™* platform, the new Multiple Feature Game *RISING TREASURES™* made its grand debut, offering five compelling titles packed with attractive features such as Free Games, Xtra Spins, and Prize Upgrades. The *Impera ProLink™* enthralled visitors with four new titles, including the legendary Book of Ra™ ProLink, delivering cutting-edge gameplay with features like Mega Spins, Double Reels, and Chain Reaction. The event reached epic proportions with the launch of the *EPIC GOLD Jackpot*, an exclusive selection of five GOLDEN titles that introduce an additional Progressive Jackpot Level – the EPIC – offering thrilling new winning opportunities. And the NOVOMATIC classic Gaminator® is receiving a stunning modern update with the launch of the *GAMINATOR™ X5*. This highly customizable mix features a total of 66 game titles across seven packages, offering unequalled flexibility to casino operators by enabling them to tailor the product precisely to the needs of their guests.

Game-Changers: Electronic Table Games and a Casino Management Solution

NOVOMATIC is setting new standards in electronic table gaming with *NOVO UNITY™ PRO*. This ETG solution ensures that operators can meet the dynamic demands of the future with unparalleled functionality and customizability. From the seamless integration of electronic live games such as Sic Bo, Baccarat, Roulette, Poker, Blackjack, and Slot Games, to Parallel Play and Simultaneous Betting – NOVOMATIC's state-of-the-art ETG solution was met with



(Photo: Novomatic AG)

enthusiasm at ICE. The visionary casino management solution *NOVOVISION™*, based on the latest cutting-edge technologies, was another visitor magnet at the NOVOMATIC booth. With a broad approach and an ever-increasing diversification of system functionalities, NOVOMATIC's visionary casino management system offers a flexible solution that meets all operator requirements for the modern casino and beyond. The latest developments were presented in two different set-ups: for club operations and for casinos.

Global Excellence: NOVOMATIC Wins Four Prestigious Awards

ICE 2025 was accompanied by several award ceremonies, where NOVOMATIC reaffirmed its leading position in the gaming industry by securing four leading awards. At the *European Casino Awards 2025*, NOVOMATIC triumphed in three key categories: The V.I.P. X™ Galaxy 2.65 was honored as the *Best New Innovative Product*; The NOVO CASH Casino Master secured the award for *Best Cash Handling Product*; and the company's sustainability strategy was recognized with the *Sustainability Initiative Award*. In addition to this, NOVOMATIC received the highly coveted *ICE Landmark Award 2025* in honor of its unwavering commitment to innovation, excellence, and leadership in the gaming industry.



(Photo: Novomatic AG)

The **Executive Board of NOVOMATIC AG Group** emphasizes: *"The premiere of the ICE in Barcelona in 2025 was an outstanding success and the perfect start to NOVOMATIC's 45th anniversary year. The overwhelmingly positive feedback from our customers and partners clearly confirms our position as Europe's leading gaming technology group with outstanding innovations and cutting-edge products. We are particularly proud of the four internationally renowned awards that*

recognize our continuous commitment to excellence in this industry. Our special gratitude belongs to our more than 25,000 dedicated employees, whose tireless efforts have made this success possible."

Thomas Schmalzer, VP Global Sales and VP Product Management NOVOMATIC AG, adds: *"ICE 2025 was, for us, one of the greatest and most successful shows ever. Not only did we exhibit at one of the best booths we have ever had, but we were also able to launch one of the largest ranges of products from gaming equipment to fascinating new game titles and jackpot families. This underscores our innovation and technology leadership in the industry. We are excited about rolling out our latest products in markets globally and ICE 2025 confirmed to us that our solutions are perfectly in tune with player preferences and customer demand. We would like to express our sincere gratitude to our customers and partners for their trust and the excellent collaboration."*

Quelle: Novomatic AG

Greentube expandiert in Brasilien durch Partnerschaft mit bet365



Greentube, die Digital Gaming and Entertainment-Division von NOVOMATIC, hat ihre Präsenz auf dem brasilianischen iGaming-Markt durch eine neue Partnerschaft mit bet365, einem weltweit führenden Online-Gaming-Anbieter, gestärkt. Diese Zusammenarbeit stellt brasilianischen Spielern Greentubes umfangreiches Content-Portfolio vor, nachdem das Land in jüngster Zeit regulatorische Fortschritte im iGaming-Sektor erzielt hat.

Im Rahmen der Vereinbarung ist nun eine Auswahl der beliebten Spiele von Greentube auf der Plattform von bet365 verfügbar, darunter Titel aus der Piggy Prizes™-Reihe und der preisgekrönten Diamond Link™-Serie. Darüber hinaus wurden Klassiker wie Sizzling Hot™ Deluxe, Lucky Spin Jackpots und die Diamond Mystery™-Serie integriert, sodass eine breite Palette bewährter Spiele angeboten wird, die bei Spielern in der Region Anklang finden.

Die Partnerschaft unterstreicht Greentubes laufende Strategie, seine Präsenz in regulierten Märkten in Lateinamerika zu erweitern. Durch das Angebot einer Vielzahl von Spielen, die auf unterschiedliche Spielerpräferenzen zugeschnitten sind, möchte Greentube dem brasilianischen Markt ein erstklassiges Spielerlebnis bieten.

Diese Zusammenarbeit stellt sowohl für Greentube als auch für bet365 einen bedeutenden Meilenstein dar, da Greentube seine hochwertigen Inhalte einem neuen Publikum in Brasilien vorstellen und gleichzeitig weiterhin innovative und ansprechende iGaming-Lösungen für Betreiber weltweit entwickeln kann.

David Bolas, Commercial Director bei Greentube, sagte: „Wir freuen uns, mit einem wichtigen Partner wie bet365 am ersten Tag dieses neu regulierten Marktes an den Start zu gehen. Diese Zusammenarbeit wird es uns ermöglichen, unsere Gaming-Präsenz in Brasilien weiter auszubauen.“

„Das neue regulatorische Umfeld stellt eine spannende Gelegenheit dar, weiterhin unsere erstklassigen Gaming-Inhalte anzubieten und gleichzeitig den Spielern ein sicheres und unterhaltsames Erlebnis zu garantieren.“

Ein Sprecher von bet365 fügte hinzu: „Wir freuen uns über die Partnerschaft mit Greentube und darüber, deren vielfältiges Spieleangebot auf unsere Plattform in Brasilien zu bringen.“

„Greentubes Ruf, Inhalte höchster Qualität zu liefern, passt perfekt zu unserem Engagement, unseren Kunden das beste Spielerlebnis zu bieten. Wir freuen uns auf eine erfolgreiche Partnerschaft, um unser Angebot in diesem spannenden neuen Markt zu erweitern.“

focusgn.com, 30.01.2025

Greentube strengthens presence in Brazil with bet365 partnership



David Bolas, commercial director at Greentube.

As part of the agreement, a selection of Greentube's most popular games are now live with bet365.

Press release.- **Greentube**, the NOVOMATIC Digital Gaming and Entertainment division, has expanded its global footprint by launching its acclaimed content portfolio with **bet365**, one of the world's leading online gaming companies, in the **newly regulated** Brazilian market.

As part of the agreement, a selection of **Greentube's most popular games**, including the recent hit titles from the Piggy Prizes franchise and the award-winning Diamond Link series, are now live with bet365.

Additionally, top-performing classic titles such as Sizzling Hot Deluxe, Lucky Spin Jackpots, and the Diamond Mystery series will be integrated due to their proven success in the region, ensuring Brazilian players enjoy a premium gaming experience.

Greentube's expansion into Brazil continues its strategy to increase its presence in regulated markets across the region, offering a wide range of games that cater to various player preferences.

See also: [Greentube renames Ineor subsidiary to Greentube SI](#)

The partnership marks a significant milestone for both companies, allowing Greentube to bring its high-quality content to a **[fresh audience in Brazil](#)** whilst continuing its mission to create standout and entertaining igaming content for operators worldwide.

David Bolas, commercial director at Greentube, said: "We are thrilled to launch with a key partner like bet365 on day one of this newly regulated market. This collaboration will allow us to expand our gaming footprint in Brazil further.

"The new regulatory environment represents an exciting opportunity to continue to offer our top-tier gaming content while guaranteeing a secure and enjoyable experience for players."

A **bet365 spokesperson** added: "We are delighted to partner with Greentube and bring their diverse range of games to our platform in Brazil.

"Greentube's reputation for delivering top-quality content aligns perfectly with our commitment to providing the best gaming experience for our customers. We look forward to a successful partnership to enhance our offering in this exciting new market."

gamesbras.com, 30.01.2025

Greentube strengthens presence in Brazil with bet365 partnership

Greentube, the NOVOMATIC Digital Gaming and Entertainment division, has expanded its global footprint by launching its acclaimed content portfolio with bet365, one of the world's leading online gaming companies, in the newly regulated Brazilian market. The partnership marks a significant milestone for both companies, allowing Greentube to bring its high-quality content to a fresh audience in the country.

T- T+ ✉ Enviar 🖨 Impressão

jueves, 30 de enero de 2025



As part of the agreement, a selection of Greentube's most popular games, including the recent hit titles from the Piggy Prizes™ franchise and the award-winning Diamond Link™ series, are now live with bet365.

Additionally, top-performing classic titles such as Sizzling Hot™ Deluxe, Lucky Spin Jackpots, and the Diamond Mystery™ series will be integrated due to their proven success in the region, ensuring Brazilian players enjoy a premium gaming experience.

Greentube's expansion into Brazil continues its strategy to increase its presence in regulated markets across the region, offering a wide range of games that cater to various player preferences.

The partnership marks a significant milestone for both companies, allowing Greentube to bring its high-quality content to a fresh audience in Brazil whilst continuing its mission to create standout and entertaining iGaming content for operators worldwide.

David Bolas, Commercial Director at Greentube, said: *"We are thrilled to launch with a key partner like bet365 on day one of this newly regulated market. This collaboration will allow us to expand our gaming footprint in Brazil further."*

"The new regulatory environment represents an exciting opportunity to continue to offer our top-tier gaming content while guaranteeing a secure and enjoyable experience for players."

A bet365 spokesperson, added: *"We are delighted to partner with Greentube and bring their diverse range of games to our platform in Brazil."*

"Greentube's reputation for delivering top-quality content aligns perfectly with our commitment to providing the best gaming experience for our customers. We look forward to a successful partnership to enhance our offering in this exciting new market."

As the NOVOMATIC Digital Gaming and Entertainment division, Greentube offers a diversified portfolio of Video Slots, Table Games, AWP Reloaded Slots, Server-Based Gaming, Social Casino Gaming, Video Bingo and more. Greentube's Omni-channel technology is at the forefront of gaming innovation and converges online, mobile and land-based gaming.

bet365 Casino is the home of gaming excitement, offering a wide range of slots to choose from, including multi-layered jackpots, classic-style fruit games, and the latest innovative titles.

The operator's global brand is powered by more than 9000 employees with offices in the UK, Brazil, USA, Gibraltar, Malta, Australia, Colombia and Bulgaria.

casino.org, 27.01.2025

Deutsche Unternehmen zufrieden mit Auftritt auf der Glücksspielmesse ICE 2025

Die in der vergangenen Woche in Barcelona durchgeführte [Glücksspielmesse ICE 2025](#) erfuhr von Besuchern einen großen Zuspruch. Zufrieden äußerten sich auch deutsche Unternehmen wie die Merkur Group und Löwen Entertainment, die auf der ICE 2025 als Aussteller präsent waren.



Aussteller Merkur wertet die ICE 2025 als vollen Erfolg (Bild: Merkur Group)

Die in Bingen am Rhein beheimatete Anbieter Löwen Entertainment unterstrich in einer Abschlussbilanz den Erfolg der Messe. Die vom 20. bis zum 22. Januar durchgeführte ICE habe eine ideale Plattform zur Präsentation von Produkten und Innovationen geboten, so Löwen Entertainment.

Das zum österreichischen Glücksspielkonzern Novomatic gehörende Unternehmen berichtete, auf der ICE eine ideale Plattform gefunden zu haben. Demnach seien die ausgestellten Highlights des aktuellen Portfolios auf ein breites Interesse der Besucher gestoßen.

Entsprechend zufrieden äußerte sich Löwen Entertainments Leiter Produktmanager, Arthur Stelter:

“ Die ICE bot uns die Möglichkeit, viele gute Gespräche zu führen. Besonders die Themen Cash Management und Darts fanden beim Fachpublikum großen Anklang. Wir sind begeistert von der Resonanz, die wir erfahren haben.

Den Erfolg unterstützt haben dürfte die Messepräsenz im Umfeld des Mutterkonzerns. So war Löwen Teil der von Novomatic angemieteten Messefläche. Dort präsentierte sich die Unternehmensgruppe mit einem neuen Standdesign, das nach eigenen Aussagen größer als jemals zuvor“ gewesen sei.

Auch Merkur Group zeigt sich sehr zufrieden

Ähnlich positiv wie bei Löwen Entertainment fällt das Fazit des deutschen Wettbewerbers Merkur Group aus. Der ehemals unter dem Namen [Gauselmann](#) firmierende Konzern berichtet, dass die hohen, an die ICE gestellten Erwartungen deutlich übertroffen worden seien.

Auch die Merkur Group war mit einem großen Stand auf insgesamt 2.500 Quadratmetern auf der Messe vertreten gewesen. Dieser war nötig, da Merkur mit elf Tochtergesellschaften angereist war.

Dominik Raasch, Mitglied der Geschäftsleitung Merkur Vertrieb, betonte den positiven Aspekt für die gesamte Glücksspielbranche:

“ Dieser Erfolg hat der gesamten Branche Mut und Optimismus für die kommenden Monate und Jahre gegeben. Die Entscheidung für den Standort Barcelona war für die internationale Glücksspielbranche zweifellos die richtige.

Das habe sich an dem großen Andrang auf dem Messestand gezeigt. Die positive Atmosphäre und das große Aussteller- sowie Besucherinteresse hätten dazu beigetragen, dass Merkur schon jetzt der ICE 2026 gespannt entgegenblicke.

gamesundbusiness.de, 27.01.2025



NOVOMATIC

Novomatic plant Übernahme der Vikings Casino Gruppe

Die Novomatic AG hat eine Vereinbarung zur Übernahme der französischen Casinogruppe Vikings Casinos SAS unterzeichnet, vorbehaltlich bestimmter Bedingungen wie behördlicher Genehmigungen, heißt es in einer Mitteilung. Mit dem geplanten Erwerb des Unternehmens setze Europas Marktführer seine internationale Wachstumsstrategie fort.

Wachstum und Weiterentwicklung

Mit diesem strategischen Schritt führe das österreichische Unternehmen seine internationale Wachstumsstrategie auf dem französischen Markt fort und erweitere das Portfolio in einer der größten Glücksspielregionen Europas. Die Vikings Casinos Gruppe, mit Sitz in Falaise, sei laut Pressemitteilung eine der führenden französischen Casino-Ketten. Dazu würden mehr als zehn Live-Game-Casinos in ganz Frankreich gehören, unter anderem an der Côte d'Azur.

„Mit dem Erwerb von Vikings Casinos setzen wir unsere internationale Wachstumsstrategie konsequent fort und stärken unsere führende Position am europäischen Gaming-Markt. Denn mit diesem Schritt haben wir erfolgreich den Grundstein für weiteres nachhaltiges Wachstum in Frankreich gelegt“, erklärt Stefan Krenn, Vorstand von Novomatic.

Die Übernahme durch Novomatic eröffnet für Vikings Casinos neue Möglichkeiten für Wachstum und Weiterentwicklung. „Wir sind zuversichtlich, dass die Integration in ein so erfahrenes und erfolgreiches Unternehmen wie Novomatic uns helfen wird, unsere Position auf dem französischen Markt weiter zu stärken. Diese Veränderung wird es uns ermöglichen, noch effizienter zu arbeiten und von den Ressourcen und der Expertise des neuen Eigentümers zu profitieren“, betont Luc Le Borgne, CEO von Vikings Casinos.

Bild: © Novomatic AG

@ G2E Las Vegas

Casino Slots **NOVOMATIC**

Novomatic was playing things 'Street Smart' at G2E Las Vegas, with a booth that was squarely focused on the US route market. Novomatic is doubling down on its No.1 position in the European market in street gaming, showcasing its expansion into the VGT market, while solidifying its position as a provider of casino and sports betting products.

NOVOMATIC has identified Illinois, Pennsylvania, Puerto Rico, West Virginia, and Georgia skills markets as key targets this year into next. NOVO LINE and Magic HD are destined for Puerto Rico, Magic HD for West Virginia and Pennsylvania, and Magic HD for Georgia skill. And for Illinois, both NOVO LINE Concurve and Magic HD are expected to redefine street gaming in those markets.

One of the biggest casino launches from NOVOMATIC at G2E was Piggy Prizes - Wand of Riches, a game that has its origins in online, starting out as a Greentube title from NOVOMATIC's online division. According to Patrick Hass, International Product Manager, Novomatic, we're going to see more game launches into land-based from the online sector as the speed of implementation is increasingly



exponentially. The game itself is an intriguing title that's turning heads with a 'thick' series of bonus features, with wins and surprises granting prizes with its Magic Rewind events and free games.

Xtension Link is the international sensation from NOVOMATIC, which is rebranded Globe Link for the US market. Globe Link 1 and 2 were shown at

G2E with two new games for the US and Latin American markets, including Globe Link Space Booster, and additional Thunder Cash Gold games, such as Charming Lady Explosion, Charming Lady's Boom Coins, Fiesta of the Dead, Butterfly Quest Coins, and the Red Amazon Explosion..

International visitors to G2E would have recognised the enormous 85ins. NOVOMATIC VIP cabinets and the luxurious Galaxy Chair. Xtension Link - Cash Flood is another new game, as too were Golden Link and Cash Connection, Gods and Legends. In total, the booth was ram-packed with more than 25 additional titles from last year's exhibit as NOVOMATIC doubles down on its US focus into 2024.

Speaking of focus, NOVOVISION was also key visitor attraction on the booth in Vegas as the company seeks to raise engagement with its casino management solution. The system elevates every facet of casino operations, offering a comprehensive suite of features beyond traditional accounting, jackpots, player tracking, Cashless and TITO functionalities. What sets NOVOVISION apart is its biometric technology, revolutionising the player journey through fast and secure player recognition and access management, as well as sophisticated loyalty features and a single wallet functionality that encompasses the whole venue.