

Pressespiegel 2025

Berichterstattung
NOVOMATIC

Erstellt von **Group Marketing & Communications**

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NOVOMATIC EXPANDIERT

Nach umfassender Prüfung durch alle Aufsichtsbehörden hat NOVOMATIC die Übernahme der französischen Vikings Casinos-Gruppe erfolgreich abgeschlossen. Damit stärkt der Konzern seine Position in einem der wichtigsten Gaming-Märkte Europas und setzt seine Strategie für nachhaltiges, internationales Wachstum fort.

Die 1998 gegründete Vikings Casinos-Gruppe betreibt über 1.000 Terminals in mehr als zehn Casinos. Vorstand Stefan Krenn betont, Frankreich sei dynamisch und anspruchsvoll – diese Übernahme markiere einen wichtigen Meilenstein für NOVOMATICs globale Expansionsstrategie und eröffne neue Perspektiven für das französische Casinogeschäft.



Neues Glücksspielgesetz im Anrollen

Konzessionen. Finanzministerium arbeitet unter starkem Zeitdruck an Entwurf. Lizenzen könnten verlängert werden. Wie Casinos-Austria-Chef van Lambaart mit Drohungen lobbyierte. CAI wird heruntergefahren.



Andrea Hodoschek

Wirtschaft von innen

Jetzt aber wirklich. „Auf Hochdruck“ werde an der Novellierung des Glücksspielgesetzes gearbeitet, beteuert man im Büro von SPÖ-Finanzminister **Markus Marterbauer**. Bis zum Herbst soll der Entwurf vorliegen, „und die politische Diskussion beginnen“, sagt Marterbauer-Sprecherin **Sigrid Rosenberger**. Es gehe, wie im Regierungsprogramm vorgesehen, um die Neuvergabe der Konzessionen für Casinos, Lotto und Online-Gaming, andererseits auch um besseren Spielerschutz. Wie IP- und Payment-Blocking, was schon Ex-Minister **Gernot Blümel** wollte.

2026 soll dann ausgeschrieben werden. Mit der plangemäßen Vergabe sowie der längst überfälligen Gründung einer unabhängigen Behörde wird es sich trotzdem nicht ausgehen. Das Finanzministerium hat die Aufsicht, vergibt die Konzessionen und der Bund ist Drittel-Eigentümer des Monopolisten Casinos Austria (Casag) samt der Tochter Lotterien. Eine heikle Konstellation.

Marterbauer-Vorgänger **Magnus Brunner** (ÖVP) brachte auch in Sachen Glücksspiel nichts auf Schiene, angeblich scheiterte es an den Grünen. Dass die Beamten längst fertige Entwürfe im Lad'l haben, wird im Ministerbüro dementiert.

Die Lottolizenz samt der einzigen Online-Genehmigung läuft 2027 aus, auch die Konzessionen für sechs der zwölf Casinos. Doch alle Experten rechnen damit, dass die Verfahren bis zu vier Jahre dauern können. Es dürften sich so viele Interessenten bewerben wie noch nie, die Verlierer werden jede Entscheidung beeinträchtigen.

Jackpot für Lotterien

Stark anzunehmen, dass daher die Gültigkeitsfrist der Lizenzen verlängert wird. Gesetzlich ist derzeit nur ein Jahr möglich, darüber hinaus müsste das Gesetz geändert werden. Möglicherweise auf drei Jahre, was ein Jackpot für die teilstaatliche Casag wäre. Dies wird dort freilich in Abrede gestellt: man sei daran interessiert, „dass alles planmäßig abläuft, sonst könnten wir keine Projekte und Investitionen planen“, meint Sprecher **Patrick Minar**.



Finanzminister Marterbauer hat Versäumnisse geerbt.

Spannend wird, ob wieder nur eine Online-Lizenz vergeben wird, oder, wie in etlichen EU-Ländern, mehrere Konzessionen unter strengen Auflagen. Seit Jahren spielen viele Anbieter mit Genehmigung in Malta nach Österreich herein. Irgendwie absurd – nicht erlaubt, aber einige dieser Unternehmen zahlen hierzulande Steuern.

Eines davon ist Lottoland, Anbieter von Wetten auf ausländische Lotterien und Online-Casino-Gaming. „Wir sind mit der aktuellen Situation nicht zufrieden und sehr

daran interessiert, uns um eine Konzession zu bewerben“, sagt ein Sprecher. Man gehöre mit mehr als 400 Mitarbeitern und international 20 Millionen Kunden zu den größeren Anbietern von Online-Lotterien.

Im Casino-Business will auch die von ehemaligen Casag-Mitarbeitern gegründete Alea Trust mitmischen. Partner **Marcel Fabian**, Sohn des Interwetten-Chefs, kam abhanden, er wollte nicht solange zuwarten. „Wir sind selbstverständlich weiterhin am terrestrischen Casino-Geschäft interessiert und führen Gespräche mit mehreren Playern“, sagt Geschäftsführer **Niklas Sattler**.

In der Branche wird über Bewerbungen von Tipico (übernahm Admiral von Novomatic) spekuliert, über Merkur (vorher Gauselmann), Swiss Casinos, den US-Riesen IGT sowie die Franzosen Barriere und Partouche. Der heimische Novomatic-Konzern dagegen hat klar abgewunken.



CASINOS AUSTRIA/ACHIM BIEHNIK

Casag-Chef van Lambaart: Drohszenarien aufgebaut.

Glück im Unglück hat Casinos-Chef **Erwin van Lambaart**. Ursprünglich hatte die Regierung Steuererhöhungen im Glücksspielbereich von rund 100 Millionen Euro für das desaströse Budget geplant, jetzt wird's nur die Hälfte. Lambaart hatte auf Teufel komm raus lobbyiert und ständig Drohszenarien aufgebaut. Fünf Casinos müssten zusperrten, das Sponsoring werde stark gekürzt, 45 Mitarbeiter demonstrativ zur Kündigung angemeldet.

Bei der Regierung hatte er damit Erfolg. Zwar wurde die

Gebühr auf Sportwetten verdoppelt, aber das Wettgeschäft ist bei der Casag nebensächlich. Seit 1. Juli wird Lotto mit 19 statt bisher 16 Prozent besteuert. Geplant waren zehn Prozent mehr. Die Inlandscasinos, von denen nur Wien und Bregenz Gewinne einspielen, bleiben verschont. Die Spielbanken-Abgabe, vor Jahren gesenkt, wird nicht erhöht und es werden weniger Mitarbeiter abgebaut.

Die tschechischen Mehrheitseigentümer sind, wie man hört, trotzdem höchst unzufrieden. Die Allwyn-Gruppe des Milliardärs **Karel Komarek** ist stark dividendengetrieben. Sinken die Erträge wegen Steuererhöhungen langfristig, wird auch die Beteiligung an der Casag-Gruppe weniger wert.

Das internationale Geschäft der Casag, gebündelt in der CAI, schrumpft indes weiter. In Niedersachsen verlor die CAI 2023 die Verlängerung der Lizenzen, die zehn Spielbanken wurden heuer an den deutschen Mitbewerber Merkur verkauft. Damit bricht schon einmal die Hälfte des CAI-Umsatzes weg.

Kürzlich wurde auch die Beteiligung am Reef Casino Trust im australischen Cairns verkauft. An die Casinos- und Hotelgruppe Iris Capital, vorbehaltlich der behördlichen Genehmigung. Die CAI hielt gemeinsam mit der französischen Accor-Gruppe über 70 Prozent, der Kaufpreis beträgt rund 116 Mio. US-Dollar. Die CAI betreibt somit nur noch zwölf kleine Standorte. An einen Verkauf, wie bereits einmal von den Tschechen beabsichtigt, sei aber nicht gedacht. Derzeit jedenfalls.

andrea.hodoschek@kurier.at

„Spielsucht führt nicht automatisch zur Geschäftsunfähigkeit“

Höchstgericht. Kläger hätte freien Willen bilden können und konnte Sucht kaschieren.

40.000 bis 60.000 Menschen in Österreich leiden an Spielsucht, schätzt das Anton-Proksch-Institut. Der Oberste Gerichtshof fällt vor Kurzem kurzem eine bemerkenswerte Entscheidung. Die Diagnose von Spielsucht führe „nicht schon automatisch zur Geschäftsunfähigkeit“, meinten die

Höchststrichter in einer außerordentlichen Revision (OGH8Ob41/25z).

Partielle Geschäftsunfähigkeit liege vor, wenn der Betroffene unfähig sei, die Tragweite eines bestimmten konkreten Geschäfts abzuschätzen und entsprechend zu disponieren. Beim Kläger habe zwar aus psychiatri-

scher Sicht die Diagnose des „pathologischen Spielens“ (Spielsucht) im Sinne einer Störung der Impulskontrolle vorgelegen, jedoch ohne neurologische Störungen oder Erkrankungen. Trotz einer „relevanten“ Herabminderung seiner Steuerungsfähigkeit sei er sich der Dimension seines krank-

haften Verhaltens sowie der finanziellen und sozialen Konsequenzen durchaus bewusst. Er konnte seine Spielsucht kaschieren und hätte sich auch gegen das Wetten entscheiden können. Er verfüge über alle Fähigkeiten, die es brauche, „um einen freien Willen zu bilden“.

HO



Greentube launches popular slot titles with bet365 Slots in Germany

Greentube expands in Germany with the launch of its slot portfolio on bet365 Slots, featuring Book of Ra™, Diamond Link™, and more

VIENNA – Greentube, the NOVOMATIC Digital Gaming and Entertainment division, has gone live with its slot content on bet365 Slots in Germany, reinforcing its commitment to one of Europe's most important regulated iGaming markets.

The new integration brings Greentube's acclaimed portfolio of slot titles to a wide audience of German players via bet365 Slots, a trusted global operator with a growing presence in the market. The rollout includes a mix of classic fan favourites and innovative new releases.

Among the games now available are:

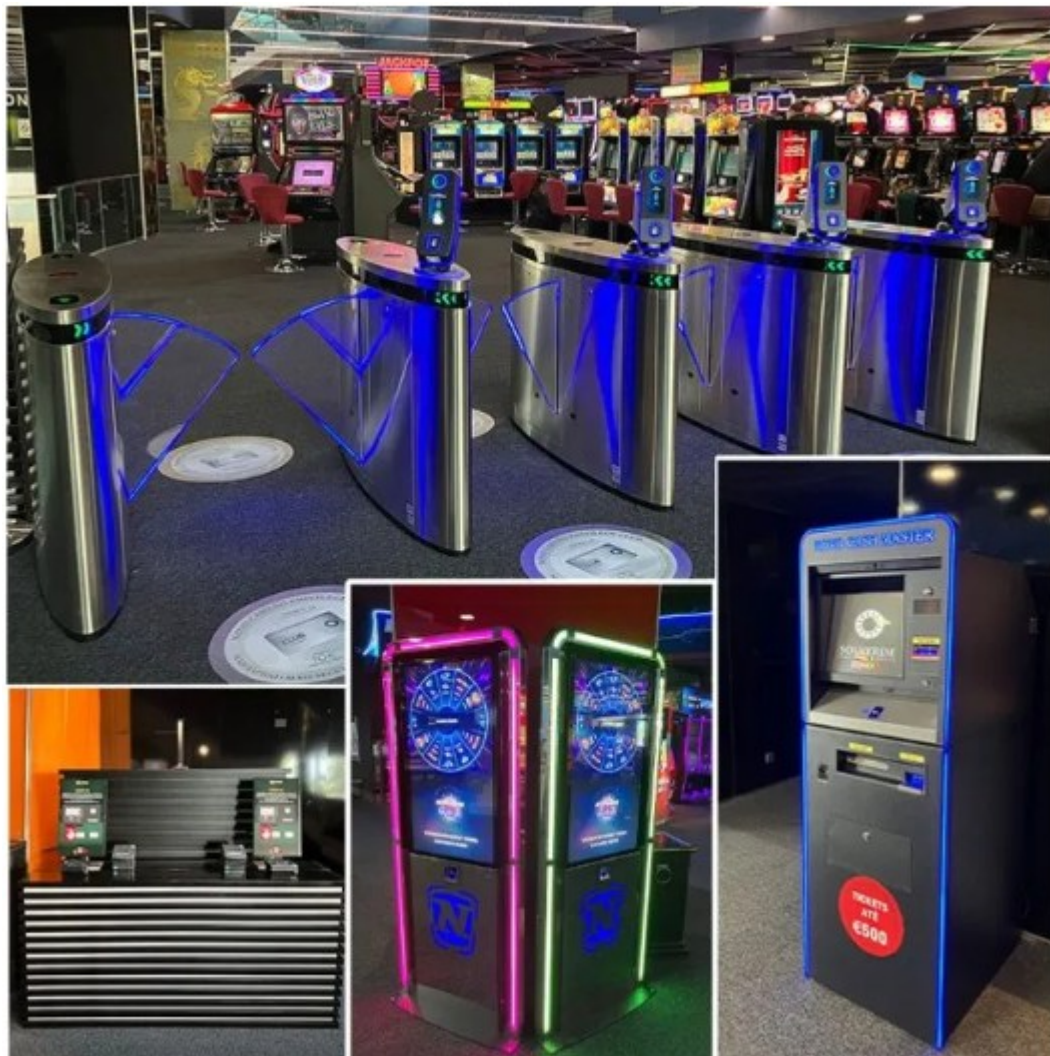
- The *Cash Connection™* and *Diamond Link™* series – known for engaging features and jackpot mechanics
- Legendary NOVOMATIC classics including *Book of Ra™ deluxe*, *Lucky Lady's Charm™ deluxe*, and *Lord of the Ocean™*

These titles have already demonstrated strong performance and popularity with German audiences, and their availability on bet365 Slots is expected to drive further growth and engagement for both parties.

“Launching with such a prominent operator as bet365 Slots in Germany is significant, and we’re proud to provide our market-leading content to their player base,” said **David Bolas**, Commercial Director at Greentube. “Germany is a key market for Greentube, and this collaboration not only strengthens our relationship with bet365 but also further cements our position as one of the market’s premium content providers.”

A **bet365 Slots spokesperson** commented: “We are delighted to partner with Greentube to bring its exceptional portfolio of games to our players in Germany. Greentube’s content, particularly its renowned classics and exciting new titles, has a proven track record of success, and we are confident that our German customers will thoroughly enjoy the high-quality entertainment they provide.”

This launch further expands Greentube’s regulated footprint and continues its strategy of partnering with tier-one operators across core European markets.



NOVOVISION™ implemented at Solverde Group's Casino Chaves

The renowned Portuguese tourism and leisure group Grupo Solverde has opted for NOVOMATIC's visionary casino management system for its Hotel Casino Chaves: The NOVOVISION™ CMS was rolled out on site with an extensive set of functionalities and successfully went live on June 26.

Cumpoldskirchen/Chaves – In the top North of Portugal, just eight kilometres from the Spanish border lies Solverde's Hotel Casino Chaves, overlooking the nearby city and surrounding hills. The four-star resort welcomes guests with premium accommodation in 78 rooms and suites, a Spa & Wellness Center with indoor and outdoor pools, event and conference infrastructure as well as two restaurants, no less than six bars – and a modern casino.

The Casino Chaves complements the comprehensive leisure offer with premium gaming entertainment across two floors. Ten live tables for American Roulette, Black Jack, Baccarat, Texas Hold'em Poker and the Portuguese Dice Game Banca Francesa as well as 260 EGMs of renowned international brands make the guests' hearts beat faster.



This is where the latest NOVOVISION™ installation introduced its encompassing system functionalities for a modern casino management and administration as well as engaging loyalty dynamics. The NOVOVISION™ system roll-out comprises the varied tool sets of NV core, access, pay, promo, smart, tables, wallet and BI to facilitate maximum business efficiency and premium customer convenience across the entire gaming floor. The cash handling is based on TITO and access, player tracking and loyalty implemented via NFC card and facial scan verification. Casino guests can register either at the registration desk or on the new NOVOVISION™ SRTs (self registration terminals) before they pass the NV access gates via card identification and facial recognition. All 260 EGMs were retrofitted with player tracking modules in order to map the customer journey in the individual customer profile, and for guests who have concluded their play, the NOVOVISION™ NCM 90 cash terminal serves as a high-capacity cash redemption power station.

In the background, the NOVOVISION™ CMS now runs the entire floor with a powerful tool set for inventory and floor control, accounting and reporting as well as business intelligence and a variety of NV smart STAFF applications to notify and inform staff about all kinds of floor events that deserve or require attention. Implementation and go-live took place in the last weeks of June, with detailed training and accompanying technical support during the launch.

José Manuel Xambre, Gaming Director Casino Chaves, says: "For Casino Chaves, NOVOVISION is far more than a new piece of software – it is the operational backbone that elevates every aspect of our business. By unifying 260 EGMs, live tables and all services under one real-time platform, the system gives management an unprecedented 360-degree view of the floor. NOVOVISION delivers the efficiency, transparency and agility required to compete in today's data-driven gaming landscape, positioning Casino Chaves, and the wider Solverde Group, at the forefront of Portuguese hospitality and entertainment industry. The implementation of this project, which is crucial for Casino Chaves and also for the Solverde Group, was an enriching challenge for our casino operations team, always supported by the fantastic availability and professionalism of the Diverstock and NOVOMATIC teams, tireless in pursuing the objective of implementing the system in a non-disruptive way in daily operations. For that I have to say a huge thank you!"

George Paterakis, Project Manager NBS, says: "This roll-out project at the Casino Chaves was characterized by a meticulous planning policy from start to end which made it very easy for us to rule out any unknown variables and surprises. It was a great pleasure working with the professional teams at Solverde and Diverstock, and to implement a solution that introduces a paradigm shift in terms of operational efficiency and customer service for the casino and its guests."

Marcos Pinto, Managing Director Diverstock, adds: "It's very gratifying to witness the success of NOVOVISION's expansion strategy in Portugal: Four NOVOVISION rollouts with major operators in seven months, in total over 1,500 EGMs and 70 tables, each casino installed in less than a week and with zero seconds of downtime. This was only possible with the extraordinary efforts and engagement of all parties involved. On behalf of the Diverstock team, I would like to thank all involved for the excellent work and support along the entire process. Special thanks to Manuel Silva Carvalho, CEO of Solverde Group, for giving us the opportunity to be part of an ambitious but necessary process of modernising Solverde operations and to José Xambre, Gaming Director at Casino Chaves, for the extraordinary planning and support throughout this installation."

yogonet.com, 18.07.2025

NEUES SYSTEM RATIONALISIERT DAS CASINO-MANAGEMENT

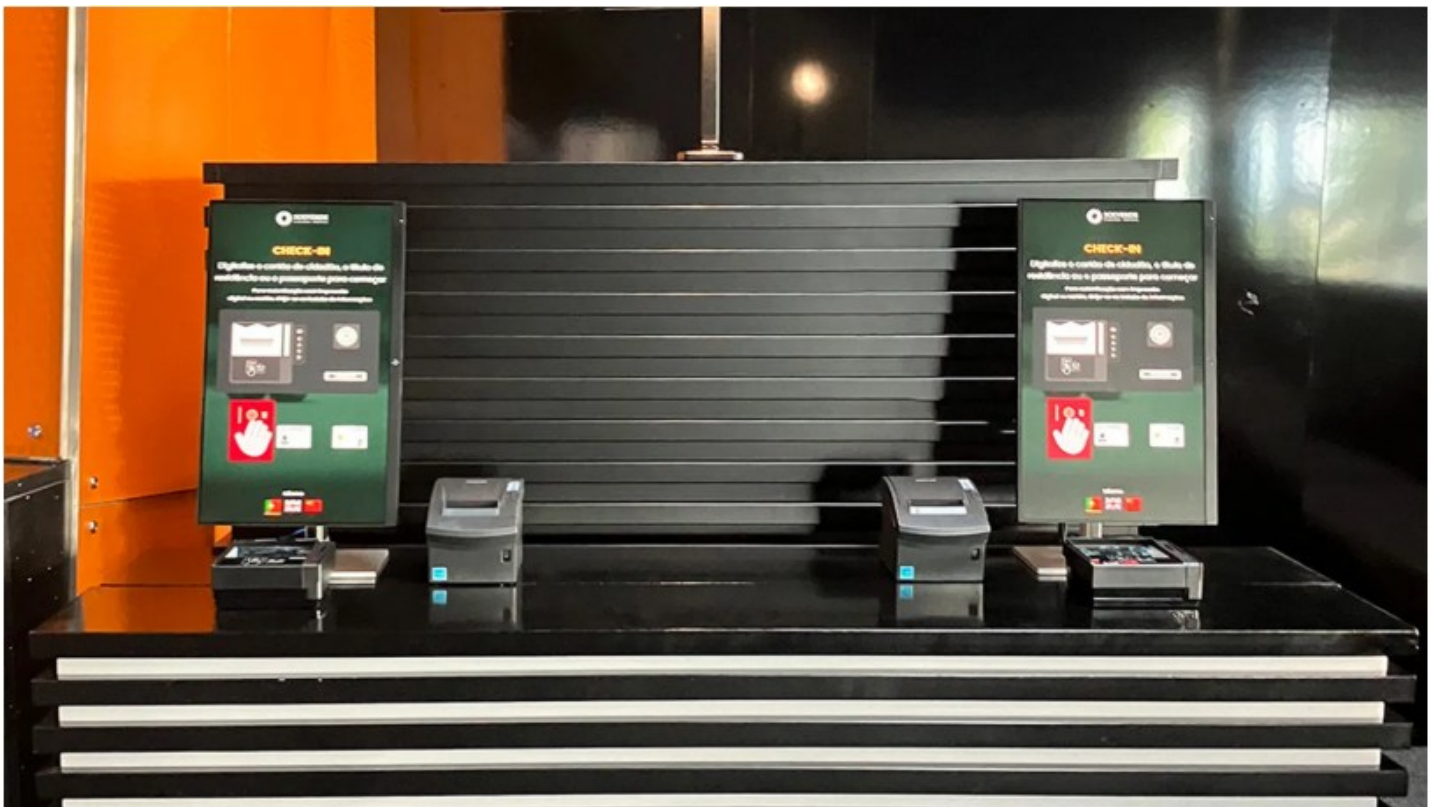
Solverde installiert das Novovision-System von Novomatic im portugiesischen Casino Chaves



Solverde-Gruppe hat die Installation von **NOVOMATIC** Das NOVOVISION Casino Management System (CMS) bei **Casino Chaves** im Norden Portugals, die Einführung wird am 26. Juni abgeschlossen.

Die NOVOVISION CMS-Installation im Casino Chaves bietet eine Reihe von Funktionen zur Verwaltung des gesamten Spielbereichs und der Kundenbindung. Das System integriert NV-Kernmodule, darunter Zugriffs-, Zahlungs-, Promo-, Smart-, Tabellen-, Wallet- und Business-Intelligence-Anwendungen, um die Betriebsüberwachung und den Kundenkomfort zu unterstützen.

Casinogäste können sich an besetzten Schaltern oder an NOVOVISION-Selbstregistrierungsterminals (SRTs) registrieren und erhalten per NFC-Karte oder Gesichtserkennung Zugang zum Casino. Alle 260 elektronischen Spielautomaten (EGMs) wurden mit Spieler-Tracking-Modulen nachgerüstet, die eine individuelle Zuordnung der Kundenprofile ermöglichen. Die Bargeldabwicklung erfolgt über Ticket-In-Ticket-Out-Mechanismen (TITO) und das NOVOVISION NCM 90-Kassenterminal für die Einlösung von Gewinnen.



Neben dem Spielbetrieb **Das System bietet Tools für die Bestands- und Etagenkontrolle, Buchhaltung, Berichterstattung und Mitarbeiterbenachrichtigungen für Echtzeit-Etagenereignisse.** NOVOMATIC stellte während des gesamten Implementierungsprozesses Schulungen und technischen Support bereit.

„Für Casino Chaves ist NOVOVISION weit mehr als nur eine neue Software – es ist das operative Rückgrat, das jeden Aspekt unseres Geschäfts auf ein neues Niveau hebt“, sagte José Manuel Xambre., Gaming Director im Casino Chaves. „Durch die Zusammenführung von 260 EGMs, Live-Tischen und allen Diensten auf einer Echtzeitplattform bietet das System dem Management eine beispiellose 360-Grad-Sicht auf den Spielbereich.“



Xambre dankte außerdem den Supportteams für die reibungslose Bereitstellung. „Die Umsetzung dieses für Casino Chaves und auch für die Solverde-Gruppe so wichtigen Projekts war eine bereichernde Herausforderung für unser Casino-Betriebsteam, das stets durch die fantastische Verfügbarkeit und Professionalität der Teams von Diverstock und NOVOMATIC unterstützt wurde, die unermüdlich das Ziel verfolgten, das System ohne Unterbrechungen im täglichen Betrieb zu implementieren“, erklärte er.

Georg Paterakis, Projektmanager bei NOVOMATIC Biometric Systems (NBS), lobte den strukturierten Ansatz bei der Einführung: „Dieses Roll-out-Projekt im Casino Chaves zeichnete sich durch eine sorgfältige Planungspolitik von Anfang bis Ende aus, Dadurch konnten wir alle unbekannten Variablen und Überraschungen ganz einfach ausschließen.“

Unterdessen **Marco Pinto**, Geschäftsführer von Diverstock, stellte fest, dass Die Installation im Casino Chaves ist Teil der Expansion von NOVOVISION in Portugal, „Es ist sehr erfreulich, den Erfolg der Expansionsstrategie von NOVOVISION in Portugal mitzuerleben: Vier NOVOVISION-Rollouts bei großen Betreibern in sieben Monaten, insgesamt über 1,500 EGMs und 70 Tische, jedes Casino in weniger als einer Woche und mit null Sekunden Ausfallzeit installiert.“



Pinto würdigte auch die Zusammenarbeit mit der Führung der Solverde Group. „Ein besonderer Dank geht an Manuel Silva Carvalho, CEO der Solverde Group, der uns die Möglichkeit gegeben hat, Teil eines ehrgeizigen, aber notwendigen Prozesses zur Modernisierung des Solverde-Betriebs zu sein, und an José Xambre, Gaming Director bei Casino Chaves, für die außergewöhnliche Planung und Unterstützung während dieser Installation“, erklärte er.

NOVOMATIC AG-Gruppe, gegründet 1980, ist ein globales Gaming-Technologieunternehmen, das Spielgeräte, Systemlösungen und Lotteriedienste in rund 130 Länder exportiert.

Betrieb von über 1,600 elektronischen und regulären Casinos sowie Video-Lotterie-Terminals (VLTs), **NOVOMATIC bietet ein umfassendes Gaming-Portfolio auf terrestrischen, Online-, Mobil- und sozialen Plattformen, darunter auch Lotterie- und Sportwettenlösungen..**

Hotel Casino Chaves installs NovoVision

July 18, 2025

by Richard Hollis



Subscribe

North Portugal's four-star Hotel Casino Chaves, located in Solverde, has installed the NovoVision system to boost its efficiency on the gaming floor.



The NovoVision system roll-out comprises the varied tool sets of NV core, access, pay, promo, smart, tables, wallet and BI to facilitate maximum business efficiency and premium customer convenience.

The cash handling is based on TITO and access, player tracking and loyalty implemented via NFC card and facial scan verification. Casino guests can register either at the registration desk or on the new NovoVision SRTs (self-registration terminals) before they pass

the NV access gates via card identification and facial recognition.

All 260 electronic gaming machines (EMGs) have been retrofitted with player tracking modules in order to map the customer journey in the individual customer profile, and for guests who have concluded their play, the NovoVision NCM 90 cash terminal serves as a high-capacity cash redemption power station.

In the background, the NovoVision CMS now runs the entire floor with a powerful tool set for inventory and floor control, accounting and reporting as well as business intelligence and a variety of NV smart Staff applications to notify and inform staff about all kinds of floor events that deserve or require attention. Implementation and go-live took place in the last weeks of June, with detailed training and accompanying technical support during the launch.

"For Casino Chaves, NovoVision is far more than a new piece of software – it is the operational backbone that elevates every aspect of our business," said José Manuel Xambre, gaming director at Casino Chaves.

"By unifying 260 EGMs, live tables and all services under one real-time platform, the system gives management an unprecedented 360-degree view of the floor."

igamingtoday.com, 18.07.2025

Greentube Boosts Presence in Germany with bet365 Slots Partnership



In what has already been an amazing year for Greentube, the company continues to strengthen its foothold and today announced a new partnership with bet365 that would expand its presence in the German online casino market.

This week, Greentube launched a selection of its popular slot titles through the operator, marking a significant milestone in its expansion efforts. This integration features a wide variety of games, including classic favorites like Book of Ra Deluxe and Lucky Lady's Charm Deluxe, alongside newer titles from the Cash Connection and Diamond Link series.

This latest move follows successful content rollouts **with bet365 in Ontario** and previous collaborations in the UK and North America, showcasing Greentube's commitment to expanding its presence across regulated European markets.

David Bolas, Commercial Director at Greentube, said:

“LAUNCHING WITH SUCH A PROMINENT OPERATOR AS BET365 SLOTS IN GERMANY IS SIGNIFICANT, AND WE'RE PROUD TO PROVIDE OUR MARKET-LEADING CONTENT TO THEIR PLAYER BASE. GERMANY IS A KEY MARKET FOR GREENTUBE, AND THIS COLLABORATION NOT ONLY STRENGTHENS OUR RELATIONSHIP WITH BET365 BUT ALSO FURTHER CEMENTS OUR POSITION AS ONE OF THE MARKET'S PREMIUM CONTENT PROVIDERS.”

A representative from bet365 Slots, added:

“WE ARE DELIGHTED TO PARTNER WITH GREENTUBE TO BRING ITS EXCEPTIONAL PORTFOLIO OF GAMES TO OUR PLAYERS IN GERMANY. GREENTUBE’S CONTENT, PARTICULARLY ITS RENOWNED CLASSICS AND EXCITING NEW TITLES, HAS A PROVEN TRACK RECORD OF SUCCESS, AND WE ARE CONFIDENT THAT OUR GERMAN CUSTOMERS WILL THOROUGHLY ENJOY THE HIGH-QUALITY ENTERTAINMENT THEY PROVIDE. THIS COLLABORATION FURTHER ENHANCES OUR OFFERING OF A DIVERSE AND PREMIUM SLOTS EXPERIENCE.”

This year, Greentube has pushed to explore regulated markets outside Europe. In April, it announced partnerships with [Supabets](#) and [Goldrush Online](#) to boost its South African presence. The company also extended its [partnership with Rush Street Interactive](#), confirming its entry into Pennsylvania.

focusgn.com, 18.07.2025

Greentube launches content with bet365 Slots in Germany



David Bolas, Commercial Director at Greentube.

The strategic collaboration with a major global brand reinforces Greentube's commitment to the German market.

Press release.- **Greentube**, the NOVOMATIC Digital Gaming and Entertainment division, has successfully launched its extensive portfolio of slots with leading operator **bet365 Slots** in Germany.

The partnership significantly expands Greentube's reach within the established market, bringing a wealth of popular titles to bet365 Slots' growing player base.

The integration sees a diverse range of Greentube's acclaimed games now live on bet365 Slots. New and exciting additions include the popular Cash Connection series and the highly engaging Diamond Link range of titles.

These are complemented by a strong selection of **classic fan favourites** such as Book of Ra deluxe, Lucky Lady's Charm deluxe, and Lord of the Ocean, all of which have demonstrated exceptional performance among German players.

The **strategic collaboration** with a major global brand reinforces Greentube's commitment to the German market, which remains a key focus in the company's growth strategy.

The launch marks another significant development for Greentube as it continues to **expand its footprint** in regulated markets worldwide, delivering high-quality, engaging content to a global audience.

David Bolas, commercial director at Greentube, said: "Launching with such a prominent operator as bet365 Slots in Germany is significant, and we're proud to provide our market-leading content to their player base. Germany is a key market for Greentube, and this collaboration not only strengthens our relationship with bet365 but also further cements our position as one of the market's premium content providers."

A **spokesperson from bet365 Slots**, added: "We are delighted to partner with Greentube to bring its exceptional portfolio of games to our players in Germany. Greentube's content, particularly its renowned classics and exciting new titles, has a proven track record of success, and we are confident that our German customers will thoroughly enjoy the high-quality entertainment they provide. This collaboration further enhances our offering of a diverse and premium slots experience."

gamblinginsider.com, 18.07.2025

ONLINE CASINO PARTNERSHIPS

Greentube extends German market reach through bet365 Slots integration

Novomatic's digital arm rolls out key titles, including Book of Ra and Diamond Link series in continued expansion strategy.



Key points:

- Greentube content now live with bet365 Slots in Germany, including Cash Connection and Diamond Link
- Launch strengthens Greentube's position in one of Europe's most established regulated markets
- Follows recent content rollouts with bet365 in Ontario and previous collaborations in the UK and North America

Greentube has expanded its presence in the German online casino market through a new content partnership with bet365 Slots, launching its portfolio of slot titles with the operator this week.

The integration includes a range of Greentube content, from titles such as Book of Ra deluxe, Lucky Lady's Charm deluxe and Lord of the Ocean, to newer releases in the Cash Connection and Diamond Link series.

The move forms part of Greentube's wider strategy to expand its reach in regulated European markets, reinforcing a commercial relationship with bet365 that has already seen launches in other key jurisdictions.

Good to know: Greentube and bet365 previously partnered to roll out content in Ontario in July 2025 and the UK prior to that

David Bolas, Commercial Director at Greentube, said: "Launching with such a prominent operator as bet365 Slots in Germany is significant. Germany is a key market for Greentube and this collaboration further cements our position as one of the market's premium content providers."

A bet365 Slots spokesperson added: "Greentube's content, particularly its renowned classics and exciting new titles, has a proven track record of success and we are confident that our German customers will thoroughly enjoy the high-quality entertainment they provide."

This latest partnership comes as Greentube continues to expand globally. In North America, it recently launched in Ontario, Pennsylvania and Delaware and extended operations to South Africa through Supabets earlier this year.

bet365 Slots führt Greentube-Inhalte in Deutschland ein



Greentube, die Digital Gaming and Entertainment-Abteilung von NOVOMATIC, hat eine Auswahl seiner Slot-Titel mit bet365 Slots in Deutschland eingeführt und erweitert damit seine Präsenz auf dem regulierten iGaming-Markt des Landes.

Die Partnerschaft bringt eine Vielzahl von Greentube-Inhalten auf die bet365 Slots-Plattform, darunter die Serien Cash Connection™ und Diamond Link™ sowie etablierte Spiele wie Book of Ra™ deluxe, Lucky Lady's Charm™ deluxe und Lord of the Ocean™. Diese Titel sind bei Spielern in der Region bereits für ihre Leistung und Bekanntheit bekannt.

Deutschland bleibt weiterhin ein Kernmarkt in der Expansionsstrategie von Greentube. Die Transaktion stellt einen weiteren Schritt im Rahmen der Expansion in regulierten europäischen Ländern dar. Für bet365 Slots erweitert die Integration das iGaming-Portfolio und stärkt das Content-Angebot für Spieler in Deutschland.

Diese Markteinführung folgt auf eine Reihe regionaler Vereinbarungen von Greentube, da der Anbieter seinen Schwerpunkt weiterhin auf lokales Wachstum und die globale Verbreitung von Inhalten im gesamten iGaming-Sektor legt.

David Bolas, Commercial Director bei Greentube, sagte: „Der Start mit einem so bekannten Betreiber wie bet365 Slots in Deutschland ist bedeutsam und wir sind stolz, ihrer Spielerbasis unsere marktführenden Inhalte anbieten zu können.

„Deutschland ist ein Schlüsselmarkt für Greentube und diese Zusammenarbeit stärkt nicht nur unsere Beziehung zu bet365, sondern festigt auch unsere Position als einer der Premium-Content-Anbieter auf dem Markt.“

Ein Sprecher von bet365 Slots fügte hinzu: „Wir freuen uns über die Partnerschaft mit Greentube, um unseren Spielern in Deutschland sein außergewöhnliches Spieleportfolio anbieten zu können.

Die Inhalte von Greentube, insbesondere die bekannten Klassiker und spannenden neuen Titel, haben sich bewährt, und wir sind überzeugt, dass unsere deutschen Kunden die hochwertige Unterhaltung, die sie bieten, in vollen Zügen genießen werden. Diese Zusammenarbeit erweitert unser Angebot an abwechslungsreichen und erstklassigen Slots-Erlebnissen weiter.“

Glücksspiel: Das Rennen um die Lizenzen

Die Bewilligungen bis 2035 müssen vom Land Kärnten bis zum Herbst vergeben werden. Welche „Glücksritter“ zum Zug kommen, ermittelt derzeit die Behörde mit einer Bewertungskommission.

Von Uwe Sommersguter

Ein Glücksspielautomat pro 1200 Einwohner: Diese Höchstgrenze gibt das Land im Kärntner Spiel- und Glücksspielautomatengesetz vor. Macht rund 475 Glücksspielautomaten – abhängig von der Bevölkerungszahl –, die kärntenweit um das Geld der Spieler rittern. 2015 erhielten in Kärnten die Admiral Casinos & Entertainment AG, die Amatic Entertainment AG und die Fair Games GmbH die begehrten Bewilligungen zum Aufstellen und zum Betrieb von damals 463 Glücksspielautomaten an 26 Standorten.

Wessen Automaten in den kommenden zehn Jahren Kasse machen dürfen, ist offen. Bis 28. April lief die öffentliche Interessentensuche. Im Herbst muss feststehen, welche maximal drei Bewerber zum Zug kommen. Wie viele „Glücksritter“ sich überhaupt beworben haben, verrät Adrian Plessin, designierter Leiter der Abteilung Wirtschaft, Mobilität und Tou-

rismus, nicht. Nur so viel: „Es gibt mehrere Interessenten um die Ausspielbewilligungen.“

Derzeit prüfe die Behörde die Einreichunterlagen mit einer externen und unabhängigen Bewertungskommission. „Das ist eine Mammutaufgabe“, erklärt Plessin, denn die Unterlagen umfassen aufgrund der gesetzlichen Auflagen „zigtausende“ Seiten und Anlagen. Abgeschlossen werde das Verfahren im Herbst, so Plessin. Höchste Zeit, möchte man meinen, schließlich laufen die Lizenzen am 30. Oktober 2025 aus. Einsprüche gegen den Entscheid sind bei einem so lukrativen Ge-



schäft nicht auszuschließen. Maximal ein Jahr dürfte dann der aktuelle Bewilligungsinhaber weiter seine Glücksspielautomaten betreiben, sagt das Gesetz.

Der Gesetzgeber regelt auch die Vorgaben für die Erteilung einer „Ausspielbewilligung“ genau, die Ausschreibung selbst wurde

von einer Rechtsanwaltskanzlei aufbereitet. Plessin spricht von einem transparenten Verfahren, die Kommission bewerte anhand eines Punktesystems.

Hauptkriterium sei der Spielerschutz und die Spielsuchtvorbeugung mit 55 Prozent, die Infrastruktur mit 20 Prozent, die Qualitätssicherung mit 15 Prozent und die Erfahrung schlage

Gesetz wurde verschärft

Das Kärntner Spiel- und Glücksspielautomatengesetz wurde 2024 vor der Neuvergabe der Lizenzen verschärft, der Spielerschutz ausgeweitet. Schon bisher mussten die Lizenzinhaber sicherstellen, dass Glücksspielautomaten

nur von Personen ab 18 im Besitz einer gültigen Spielerkarte benutzt werden dürfen. Die Benutzung einer fremden Spielerkarte wurde nun unter Strafe gestellt, alle Glücksspielautomaten müssen an das Bundesrechenzentrum an-

gebunden sein. Der Spielerschutz wurde als Kriterium für die Interessentensuche als wichtigstes Merkmal aufgewertet. Pro Spiel dürfen in Kärnten maximal 10 Euro gesetzt werden, der Gewinn darf 10.000 Euro nicht übersteigen.



Bei der Interessentensuche geht es um 475 Glücksspielautomaten in ganz Kärnten

APA
HELGE BAUER

sich mit zehn Prozent zu Buche.

Ob Admiral, das die Mehrzahl der Standorte betreibt, wieder zum Zug kommt, wird mit Spannung erwartet. Anders als 2015 hat Admiral keine österreichischen Eigentümer mehr, die auf Malta gegründete Tipico will Admiral von der österreichischen Novomatic übernehmen. Für die Kärntner Glücksspiellizenz zählt der Sitz in einem Mitgliedsstaat der Europäischen Union, auch Eigentümer- und Konzernstruktur fließen in die Bewertung ein: „Die Kapitalgesellschaft darf über keine Gesellschaft mit beherrschendem Einfluss verfügen, über deren Einfluss eine Zuverlässigkeit in ordnungspolitischer Hinsicht nicht gewährleistet ist“, sagt Plessin.



„Es gibt mehrere Interessenten um die Ausspielbewilligungen.“

Adrian Plessin
designierter
Abteilungschef

“

gamblinginsider.com, 17.07.2025

LAND-BASED MARKETING PARTNERSHIPS

NOVOVISION implemented at Solverde Group's Casino Chaves

The renowned Portuguese tourism and leisure group Grupo Solverde has opted for NOVOMATIC's visionary casino management system for its Hotel Casino Chaves



The NOVOVISION CMS was rolled out on site with an extensive set of functionalities and successfully went live on June 26.

In the top North of Portugal, just eight kilometres from the Spanish border lies Solverde's Hotel Casino Chaves, overlooking the nearby city and surrounding hills. The four-star resort welcomes guests with premium accommodation in 78 rooms and suites, a Spa & Wellness Center with indoor and outdoor pools, event and conference infrastructure as well as two restaurants, no less than six bars – and a modern casino.

The Casino Chaves complements the comprehensive leisure offer with premium gaming entertainment across two floors. Ten live tables for American Roulette, Blackack, Baccarat, Texas Hold'em Poker and the Portuguese Dice Game Banca Francesa as well as 260 EGMs of renowned international brands make the guests' hearts beat faster.

This is where the latest NOVOVISION™ installation introduced its encompassing system functionalities for a modern casino management and administration as well as engaging loyalty dynamics. The NOVOVISION™ system roll-out comprises the varied tool sets of NV core, access, pay, promo, smart, tables, wallet and BI to facilitate maximum business efficiency and premium customer convenience across the entire gaming floor. The cash handling is based on TITO and access, player tracking and loyalty implemented via NFC card and facial scan verification. Casino guests can register either at the registration desk or on the new NOVOVISION™ SRTs (self registration terminals) before they pass the NV access gates via card identification and facial recognition. All 260 EGMs were retrofitted with player tracking modules in order to map the customer journey in the individual customer profile, and for guests who have concluded their play, the NOVOVISION™ NCM 90 cash terminal serves as a high-capacity cash redemption power station.

In the background, the NOVOVISION™ CMS now runs the entire floor with a powerful tool set for inventory and floor control, accounting and reporting as well as business intelligence and a variety of NV smart STAFF applications to notify and inform staff about all kinds of floor events that deserve or require attention. Implementation and go-live took place in the last weeks of June, with detailed training and accompanying technical support during the launch.

José Manuel Xambre, Gaming Director Casino Chaves, says: "For Casino Chaves, NOVOVISION is far more than a new piece of software – it is the operational backbone that elevates every aspect of our business. By unifying 260 EGMs, live tables and all services under one real-time platform, the system gives management an unprecedented 360-degree view of the floor. NOVOVISION delivers the efficiency, transparency and agility required to compete in today's data-driven gaming landscape, positioning Casino Chaves, and the wider Solverde Group, at the forefront of Portuguese hospitality and entertainment industry. The implementation of this project, which is crucial for Casino Chaves and also for the Solverde Group, was an enriching challenge for our casino operations team, always supported by the fantastic availability and professionalism of the Diverstock and NOVOMATIC teams, tireless in pursuing the objective of implementing the system in a non-disruptive way in daily operations. For that I have to say a huge thank you!"

George Paterakis, Project Manager NBS, says: "This roll-out project at the Casino Chaves was characterised by a meticulous planning policy from start to end which made it very easy for us to rule out any unknown variables and surprises. It was a great pleasure working with the professional teams at Solverde and Diverstock, and to implement a solution that introduces a paradigm shift in terms of operational efficiency and customer service for the casino and its guests."

Marcos Pinto, Managing Director Diverstock, adds: "It's very gratifying to witness the success of NOVOVISION's expansion strategy in Portugal: Four NOVOVISION rollouts with major operators in seven months, in total over 1,500 EGMs and 70 tables, each casino installed in less than a week and with zero seconds of downtime. This was only possible with the extraordinary efforts and engagement of all parties involved. On behalf of the Diverstock team, I would like to thank all involved for the excellent work and support along the entire process. Special thanks to Manuel Silva Carvalho, CEO of Solverde Group, for giving us the opportunity to be part of an ambitious but necessary process of modernising Solverde operations and to José Xambre, Gaming Director at Casino Chaves, for the extraordinary planning and support throughout this installation."

isa-guide.de, 17.07.2025

NOVOVISION™ im Casino Chaves der Solverde-Gruppe ausgerollt

Der renommierte portugiesische Tourismus- und Freizeitkonzern Grupo Solverde hat sich für sein Hotel Casino Chaves für das visionäre Casino Management-System von NOVOMATIC entschieden: Das NOVOVISION™ CMS wurde bei laufendem Spielbetrieb mit umfangreichen Funktionalitäten ausgerollt und am 26. Juni erfolgreich in Betrieb genommen.

Gumpoldskirchen/Chaves, 17. Juli 2025 – Im äußersten Norden Portugals, nur acht Kilometer von der spanischen Grenze entfernt, liegt das Hotel Casino Chaves der

Solverde-Gruppe mit Blick auf die nahegelegene Stadt und die umliegenden Hügel. Das Vier-Sterne-Resort empfängt seine Gäste mit Premium-Unterkunft in 78 Zimmern und Suiten, einem Spa & Wellness Center mit Innen- und Außenpools, Veranstaltungs- und Konferenzinfrastruktur sowie zwei Restaurants, nicht weniger als sechs Bars – und einem modernen Casino.



NOVOVISION™ access-Schleusen (Foto: NOVOMATIC AG)

NOVOVISION™
The visionary solution

Das Casino Chaves ergänzt das umfangreiche Freizeitangebot mit erstklassiger Spielunterhaltung auf zwei Etagen. Zehn Live-Tische für American Roulette, Black Jack, Baccarat, Texas Hold'em Poker und das portugiesische Würfelspiel Banca Francesa sowie 260 EGMs namhafter internationaler Marken lassen die Herzen der Gäste höherschlagen.

Hier führte die jüngste NOVOVISION™-Installation die umfassenden Systemfunktionalitäten für modernes Casinomanagement und Prozessverwaltung

sowie dynamische Kundenbindung ein. Die Implementierung umfasst die umfangreichen Funktionalitäten von NV core, access, pay, promo, smart, tables, wallet und BI, um maximale Betriebseffizienz und erstklassigen Kundenservice für den gesamten Gaming Floor zu ermöglichen. Das Cash Management im Casino Chaves läuft über TITO, während die sichere Zutrittskontrolle, Player Tracking und Loyalty-Programme über NFC-Karte und Verifizierung durch Gesichtserkennung eingerichtet wurden. Spielgäste können sich entweder am Registrierungsschalter oder an den neuen NOVOVISION™ SRTs (Selbstregistrierungsterminals) anmelden, bevor sie die NV access-Schleusen mittels Kartenidentifikation und Gesichtserkennung passieren. Alle 260 EGMs wurden mit Player Tracking-Modulen nachgerüstet, um den Customer Journey im individuellen Kundenprofil vollständig abzubilden. Für Gäste, die ihr Spiel beendet haben, dient das NOVOVISION™ NCM 90 Cash Terminal als leistungsstarke Auszahlungsstation.

Im Hintergrund steuert das NOVOVISION™ CMS den gesamten Gaming Floor mit einem leistungsstarken Instrumentarium für Maschinenpark und Floor Management, Buchhaltung, Reporting und Business Intelligence sowie mit den Anwendungen von NV smart STAFF, die das Personal über diverse Ereignisse informieren, die im Spielbetrieb ihre Aufmerksamkeit erfordern. Die Implementierung und Inbetriebnahme fand in den letzten Juniwochen statt, inklusive ausführlicher Benutzerschulung vor Ort sowie begleitendem technischen Support während der Einführungsphase.

José Manuel Xambre, Gaming Director Casino Chaves, erklärt: „NOVOVISION ist für das Casino Chaves weit mehr als eine neue Software – es ist das operative Rückgrat, das jeden Aspekt unseres Geschäfts aufwertet. Durch die Integration der 260 EGMs, der Live-Tische und diverser Services auf einer Echtzeit-Plattform bietet das System dem Management einen beispiellosen 360°-Überblick. NOVOVISION bietet die erforderliche Effizienz, Transparenz und Flexibilität, um in der heutigen datengesteuerten Glücksspiellandschaft wettbewerbsfähig zu sein und positioniert das Casino Chaves und Solverde im Spitzenfeld der portugiesischen Freizeit- und Unterhaltungsbranche. Die Umsetzung dieses für das Casino Chaves und auch für die Solverde-Gruppe bedeutenden Projekts, war eine bereichernde Herausforderung für unser Team, das sich stets auf die großartige Verfügbarkeit und Professionalität der Teams von Diverstock und NOVOMATIC stützen konnte, die unermüdlich das Ziel verfolgten, die Implementierung ohne Beeinträchtigung des laufenden Betriebs zu realisieren. Dafür muss ich ein großes Dankeschön aussprechen!“



NOVOVISION™ Selbstregistrierungsterminals (Foto: NOVOMATIC AG)



NOVOVISION™ NCM 90 Cash Terminal (Foto: NOVOMATIC AG)

George Paterakis, Projektmanager bei NBS, sagt: „Die Installation im Casino Chaves zeichnete sich vom Beginn bis zum Abschluss durch sorgfältigste Planung aus, die es uns sehr leicht gemacht hat, alle unbekannten Variablen und Überraschungen auszuschließen. Es war ein großes Vergnügen, mit den professionellen Teams von Solverde und Diverstock zusammenzuarbeiten und eine Lösung zu implementieren, die einen Paradigmenwechsel für die betriebliche Effizienz und den Kundenservice für das Casino und seine Gäste einleitet.“

Marcos Pinto, Geschäftsführer von Diverstock, fügt hinzu: „Es ist überaus erfreulich, die erfolgreiche Expansionsstrategie von NOVOVISION in Portugal zu verfolgen: Vier Ausrollungen mit großen Betreibern in sieben Monaten, insgesamt über 1.500 EGMs und 70 Tische, jedes Casino installiert in weniger als einer Woche und mit null Sekunden Ausfallzeit. Dies war nur durch die außerordentlichen Anstrengungen und das Engagement aller Beteiligten möglich. Im Namen des

Diverstock-Teams möchte ich mich bei Allen für die hervorragende Arbeit und Unterstützung während des gesamten Prozesses bedanken. Mein besonderer Dank gilt Manuel Silva Carvalho, CEO der Solverde-Gruppe, der uns die Möglichkeit gab, Teil eines ehrgeizigen, aber notwendigen Modernisierungsprozesses für Solverde zu sein, und José Xambre, Gaming Director im Casino Chaves, für die außergewöhnliche Planung und Unterstützung während der Installation.“

Solverde Group's Casino Chaves installs NOVOVISION

The renowned Portuguese tourism and leisure group Grupo Solverde has opted for NOVOMATIC's visionary casino management system for its Hotel Casino Chaves with NOVOVISION CMS rolled out on site with an extensive set of functionalities and successfully went live on June 26.

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AINSWORTH successfully launches RAPTOR cabinets with the SAN FA game family at Casino Bingo Oasis Pilar

Ainsworth reaffirms its commitment to delivering innovative gaming solutions tailored to the Argentine market with cutting-edge technology

Buenos Aires, July 2025, Ainsworth continues to strengthen its presence in the Argentine market with the successful launch of its A-STAR RAPTOR cabinets, featuring the popular SAN FA game family, at Casino Bingo Oasis Pilar. This installation represents a major step forward in the evolution of the casino floor, bringing cutting-edge technology and high-performing content designed to enhance the player experience.

The SAN FA titles Pandas, Rabbits, Tigers, and Dragons—stand out with their vibrant, Asian-inspired visuals, premium graphics, and strong mathematical models that have captivated players and operators alike. The series includes dynamic features such as the POTS Bonus, offering exciting in-game events and multiple opportunities to win, along with progressive jackpots that drive player retention and extended play.

Configured with a starting GRAND jackpot of ARS 10,000,000 (approx. USD 10,000), SAN FA made an immediate impact on the casino floor, further cementing its status as one of Ainsworth's top-performing game families across Latin America and Europe.

The A-STAR RAPTOR cabinet represents Ainsworth's latest innovation in gaming hardware. Featuring a 43" curved Ultra HD screen, immersive LED lighting, and a sleek, ergonomic design, RAPTOR is engineered to support high-impact game content while standing out visually on the gaming floor. Its bold presence and premium feel make it a must-have for operators seeking to modernize their venues with state-of-the-art equipment.

To support the launch, Casino Bingo Oasis Pilar hosted a special in-room celebration from June 26 to 28, creating a festive atmosphere that drew players to the new machines and amplified the visibility of the SAN FA series and RAPTOR cabinet.

gamingintelligence.com, 17.07.2025

Greentube expands in Pennsylvania with Rush Street Interactive



Novomatic's iGaming subsidiary, Greentube, has expanded its presence in Pennsylvania through a rollout with Rush Street Interactive's BetRivers brand.

A selection of Greentube titles, including Diamond Cash Mighty Sevens, Thunder Cash Voodoo Magic and A Fistful of Wilds, are now available to players in Pennsylvania via Rush Street Interactive's BetRivers platform.

As part of this initial rollout, Diamond Cash Mighty Elephant will be introduced exclusively on BetRivers a week after launch.

Greentube's Charming Lady's Boom title will also exclusively launch on BetRivers in Pennsylvania once certification has been completed.

This is an expansion of the existing collaboration between Greentube and Rush Street Interactive, with the supplier's content already live with RSI in Michigan, New Jersey, Ontario, and, most recently, Delaware.

"Expanding our successful collaboration with Rush Street Interactive into Pennsylvania is an exciting development for both companies," said Greentube sales and key account manager Patryk Igras.

"Rush Street Interactive has been a fantastic partner for us in Michigan, New Jersey, Ontario and Delaware, and we're delighted to now bring our proven content to even more players through BetRivers.

"The exclusive launch of Diamond Cash Mighty Elephant and the upcoming Charming Lady's Boom rollout are just the beginning of what we have planned for this market."

Richard Schwartz, CEO at Rush Street Interactive, added: "We're thrilled to deepen our relationship with Greentube as we expand our offering in Pennsylvania. Their games consistently perform well with our players in other markets, and we're confident Pennsylvania will be no different.

"Providing exclusive access to highly anticipated titles like Diamond Cash Mighty Elephant is just one of the ways we continue to differentiate the BetRivers experience."

This is the second agreement that Greentube has secured in Pennsylvania following its [deal with Caesars](#) last month.

Shares in **Rush Street Interactive (NYSE:RSI)** closed 0.54 per cent lower at \$14.66 per share in New York Wednesday.

igamingbusiness.com, 15.07.2025



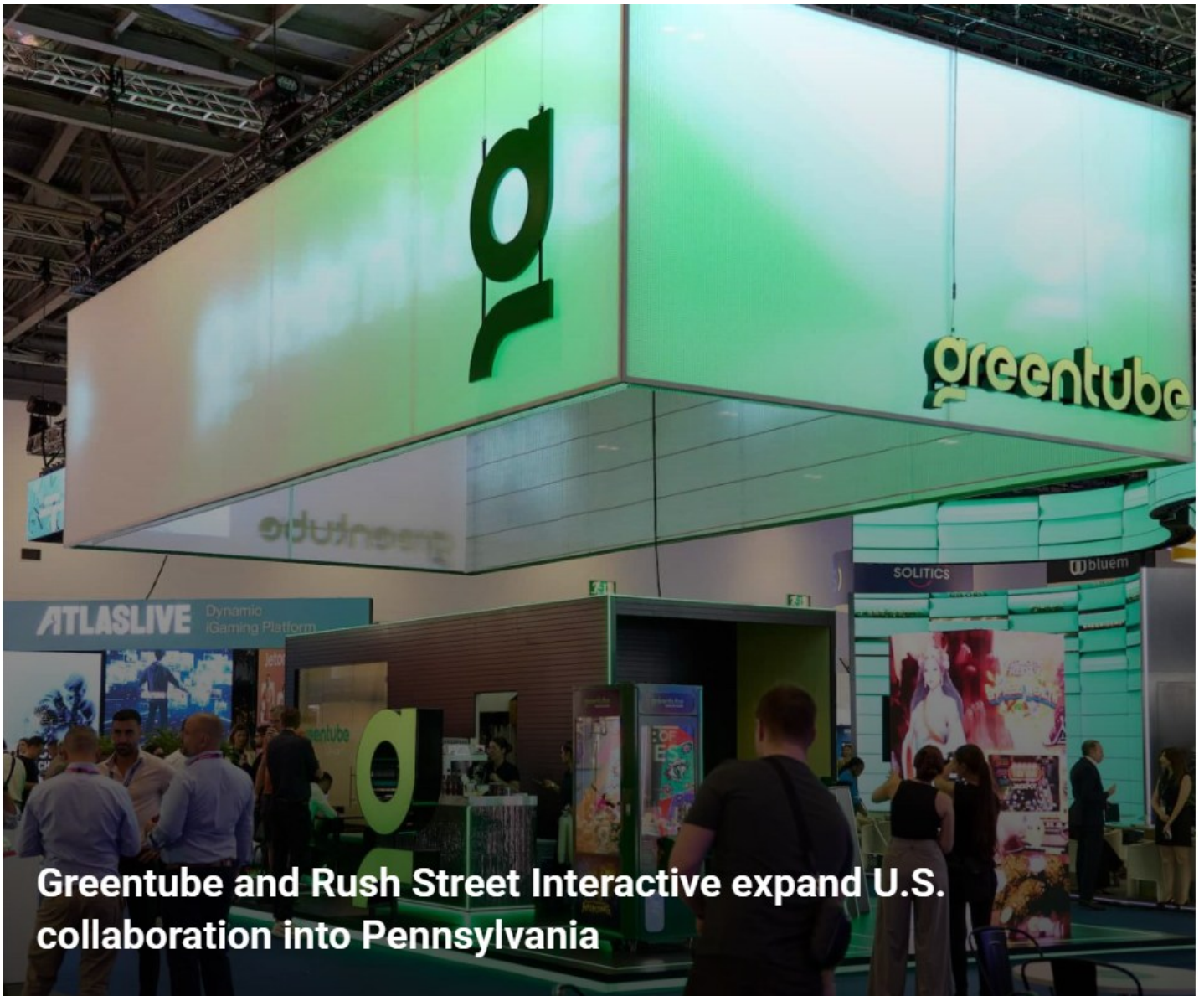
iGB @ iGB L!VE: Michael Bauer talks UK market growth, Piggy Prizes success and recent US launches

Greentube have been present in the UK market for a long time, with Sky Bet a long-standing customer; but Paddy Power and Betfair have now partnered with them too.

In conversation with Ella Williamson at iGB L!VE in London, [Greentube](#)'s CPO and CRO Michael Bauer opens up on these milestone partnerships and further plans to expand in the UK.

Bauer also discusses the popular land-based arcade game Piggy Prizes, why Italy is Greentube's number one market and their recent launches in US states Delaware and Pennsylvania.

Watch the video above to see the interview.



Greentube and Rush Street Interactive expand U.S. collaboration into Pennsylvania

Greentube, the NOVOMATIC Digital Gaming and Entertainment arm, has taken another big step in its North American expansion by going live in Pennsylvania with Rush Street Interactive (RSI), a leading online casino and sports betting company in the United States and the rest of the Americas, via its BetRivers platform.

The launch marks an extension of the strong, multi-state partnership between the two companies, building on their existing collaboration in Michigan, New Jersey, Ontario, and, more recently, Delaware.

A wide range of Greentube's fan favourite titles are now available to BetRivers players in Pennsylvania, including *Diamond Cash™ Mighty Sevens*, *Thunder Cash™ Voodoo Magic* and *A Fistful of Wilds*.

As part of the initial rollout, *Diamond Cash™ Mighty Elephant* will be introduced exclusively on BetRivers a week after launch, giving players a sneak peek at the popular slot before it becomes available more widely across the region.

Players can also expect *Charming Lady's Boom*, Greentube's number one performing title in the US market, to launch exclusively on BetRivers in Pennsylvania once certification is complete, further enriching the operator's unique content offering.

Patryk Igras, Sales & Key Account Manager at Greentube,

said: "Expanding our successful collaboration with Rush Street Interactive into Pennsylvania is an exciting development for both companies. RSI has been a fantastic partner for us in Michigan, New Jersey, Ontario and Delaware, and we're delighted to now bring our proven content to even more players through BetRivers. The exclusive launch of *Diamond Cash™ Mighty Elephant* and the upcoming *Charming Lady's Boom* rollout are just the beginning of what we have planned for this market."



Patryk Igras, Sales & Key Account Manager at Greentube

Richard Schwartz, CEO at Rush Street Interactive, added: "We're thrilled to deepen our relationship with Greentube as we expand our offering in Pennsylvania. Their games consistently perform well with our players in other markets, and we're confident Pennsylvania will be no different. Providing exclusive access to highly anticipated titles like *Diamond Cash™ Mighty Elephant* is just one of the ways we continue to differentiate the BetRivers experience."

BetRivers erweitert iGaming-Bibliothek mit Greentube in Pennsylvania



Greentube, die Digital Gaming and Entertainment-Abteilung von NOVOMATIC, hat ihre Präsenz in Nordamerika durch den Start in Pennsylvania im Rahmen einer Partnerschaft mit Rush Street Interactive, Inc. (NYSE: RSI), dem Betreiber der iGaming- und Sportwettenplattform BetRivers, erweitert.

Diese neueste Entwicklung erweitert die Zusammenarbeit zwischen Greentube und Rush Street Interactive, die bereits Niederlassungen in Michigan, New Jersey, Ontario und seit neuestem auch in Delaware umfasst. Der Start in Pennsylvania bietet BetRivers-Spielern Zugriff auf eine Vielzahl etablierter Greentube-Slot-Titel wie Diamond Cash™ Mighty Sevens, Thunder Cash™ Voodoo Magic und A Fistful of Wilds.

In der ersten Phase der Einführung wird Greentubes Diamond Cash™ Mighty Elephant exklusiv auf BetRivers debütieren und Spielern aus Pennsylvania einen frühen Zugang vor der breiteren Markteinführung bieten. Darüber hinaus wird BetRivers Charming Lady's Boom, Greentubes erfolgreichstes Spiel auf dem US-Markt, exklusiv vorstellen, sobald die Zertifizierungsverfahren abgeschlossen sind.

Die Partnerschaft stärkt die Strategien beider Unternehmen, ihre Reichweite in den regulierten US-amerikanischen iGaming-Märkten zu vergrößern, indem sie das Portfolio von Greentube nutzt, um das Inhaltsangebot von BetRivers und die Spielerbindung im Wettbewerbsumfeld Pennsylvanias zu stärken.

Patryk Igras, Sales & Key Account Manager bei Greentube, sagte: „Die Ausweitung unserer erfolgreichen Zusammenarbeit mit Rush Street Interactive auf Pennsylvania ist für beide Unternehmen eine spannende Entwicklung. RSI war für uns ein fantastischer Partner in Michigan, New Jersey, Ontario und Delaware, und wir freuen uns, unsere bewährten Inhalte nun über BetRivers noch mehr Spielern zugänglich zu machen.“

„Die exklusive Einführung von Diamond Cash™ Mighty Elephant und die bevorstehende Markteinführung von Charming Lady's Boom sind nur der Anfang dessen, was wir für diesen Markt geplant haben.“

Richard Schwartz, CEO von Rush Street Interactive, sagte: „Wir freuen uns sehr, unsere Beziehung zu Greentube zu vertiefen und gleichzeitig unser Angebot in Pennsylvania zu erweitern. Ihre Spiele kommen bei unseren Spielern in anderen Märkten durchweg gut an, und wir sind zuversichtlich, dass es in Pennsylvania nicht anders sein wird.“

„Die Bereitstellung eines exklusiven Zugangs zu mit Spannung erwarteten Titeln wie Diamond Cash™ Mighty Elephant ist nur eine der Möglichkeiten, mit denen wir das BetRivers-Erlebnis weiterhin differenzieren.“

igamingtoday.com, 15.07.2025

Greentube extends partnership with Rush Street Interactive into Pennsylvania via BetRivers Platform



VIENNA, 15th July 2025 – Greentube, the NOVOMATIC Digital Gaming and Entertainment division, has announced its latest move in North America, launching its portfolio of popular games in Pennsylvania through a partnership with Rush Street Interactive, Inc. (NYSE: RSI) ("RSI"), the company behind the BetRivers platform.

This milestone marks a continuation of Greentube's multi-state expansion with RSI, building upon existing partnerships in Michigan, New Jersey, Ontario, and more recently, Delaware.

Players in Pennsylvania can now enjoy a variety of Greentube's fan-favourite titles on BetRivers, including *Diamond Cash™*, *Mighty Sevens*, *Thunder Cash™*, *Voodoo Magic*, and *A Fistful of Wilds*.

In a strategic move, *Diamond Cash™* *Mighty Elephant* will debut exclusively on BetRivers one week after launch, offering players in Pennsylvania early access to the sought-after slot title. In addition, once certification is finalized, the market will also welcome *Charming Lady's Boom*, Greentube's top-performing title in the US, also exclusively via BetRivers.

Patryk Igras, Sales & Key Account Manager at Greentube, said:

“EXPANDING OUR SUCCESSFUL COLLABORATION WITH RUSH STREET INTERACTIVE INTO PENNSYLVANIA IS AN EXCITING DEVELOPMENT FOR BOTH COMPANIES. RSI HAS BEEN A FANTASTIC PARTNER FOR US IN MICHIGAN, NEW JERSEY, ONTARIO AND DELAWARE, AND WE’RE DELIGHTED TO NOW BRING OUR PROVEN CONTENT TO EVEN MORE PLAYERS THROUGH BETRIVERS.

THE EXCLUSIVE LAUNCH OF DIAMOND CASH™ MIGHTY ELEPHANT AND THE UPCOMING CHARMING LADY’S BOOM ROLLOUT ARE JUST THE BEGINNING OF WHAT WE HAVE PLANNED FOR THIS MARKET.”

Richard Schwartz, CEO at Rush Street Interactive, said:

“WE’RE THRILLED TO DEEPEN OUR RELATIONSHIP WITH GREENTUBE AS WE EXPAND OUR OFFERING IN PENNSYLVANIA. THEIR GAMES CONSISTENTLY PERFORM WELL WITH OUR PLAYERS IN OTHER MARKETS, AND WE’RE CONFIDENT PENNSYLVANIA WILL BE NO DIFFERENT.

PROVIDING EXCLUSIVE ACCESS TO HIGHLY ANTICIPATED TITLES LIKE DIAMOND CASH™ MIGHTY ELEPHANT IS JUST ONE OF THE WAYS WE CONTINUE TO DIFFERENTIATE THE BETRIVERS EXPERIENCE.”

sbcamericas.com, 15.07.2025

Greentube solidifies footprint in Pennsylvania behind RSI deal



Image: Shutterstock

Greentube is expanding its reach in **Pennsylvania** through its existing partnership with **Rush Street Interactive (RSI)**.

The **NOVOMATIC Digital Gaming and Entertainment** division **launched** online casino content in the Keystone State with RSI bringing new gaming experiences to **BetRivers**.

Greentube is celebrating its rollout on BetRivers with the exclusive introduction of **Diamond Cash™ Mighty Elephant**, which will be available on BetRivers next week.

Greentube is also hosting an exclusive launch in Pennsylvania of **Charming Lady's Boom**, the content supplier's No. 1 performing title across its licensed markets in the U.S.

Caesars taps Greentube for content in Pennsylvania

BetRivers is **delivering** new gaming content after **Caesars Entertainment** recently diversified its casino offerings through Greentube. Last month, Caesars debuted online casino content from Greentube in Pennsylvania marking Greentube's first foray in the state.

"The Pennsylvania launch marks a significant milestone in our U.S. market strategy," Greentube CPO/CRO **Michael Bauer** **told** *SBC Americas* earlier this month. "It completes our presence across all the major regulated iGaming jurisdictions in the country—with the exception of West Virginia, which remains a relatively small market and one we are still evaluating strategically."

Greentube launched new and old titles in Pennsylvania on the **Caesars Palace Online Casino**, **Horseshoe Online Casino** and **Caesars Sportsbook & Casino** platforms.

Greentube is utilizing **Light & Wonder's** aggregation platform to distribute content in Pennsylvania. The supplier projects its presence in Pennsylvania to help it secure a 5% market share in the U.S.—a mid-term objective for the European content supplier.

Greentube and RSI bring new content to Delaware

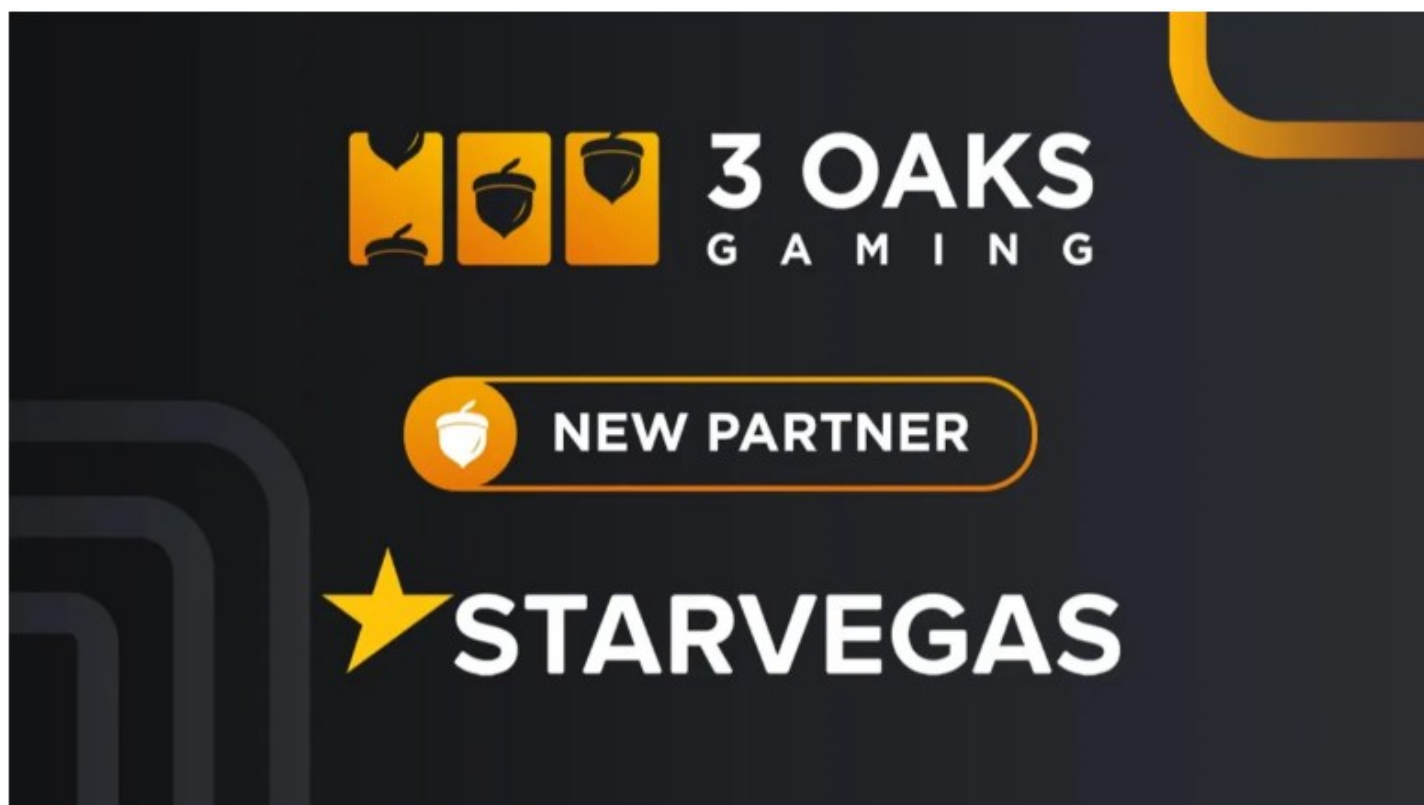
The two entities bolstered their partnership in June with the **launch** of online casino titles from Greentube in **Delaware**. Greentube is delivering fresh iGaming content in Delaware through BetRivers building on collaborations in **Michigan**, **New Jersey** and **Ontario—Canada's** most populous province. In addition to BetRivers, Greentube **supplies** content to **FanDuel** and **DraftKings** in **Connecticut**. The gaming content supplier also delivers its portfolio of online casino content to **Fanatics** players in New Jersey and Michigan.

Greentube also has partnerships with **BetMGM** and **Hard Rock Digital**.

yogonet.com, 14.07.2025

DEAL ADDS HOLD AND WIN SLOTS

3 Oaks Gaming partners with StarVegas to expand in Italian market



3 Oaks Gaming has entered into a partnership with **StarVegas** to distribute its iGaming content in Italy, expanding its reach in the country's regulated online gambling sector.

StarVegas, operated by **Greentube** — the digital gaming and entertainment division of **NOVOMATIC** — runs an online casino platform that serves the Italian market. Through this collaboration, 3 Oaks Gaming's slot titles are now integrated into the brand's offerings.

The games added include Hold and Win titles such as Scarab Boost, Queen of the Sun, and Lord Fortune 2. The Hold and Win mechanic has gained traction in Italy and across Europe, and is a central feature in many of 3 Oaks Gaming's releases.

3 Oaks Gaming expands in Italy

Italy remains a key part of 3 Oaks Gaming's efforts to grow its presence in regulated markets. **The company's portfolio is designed to appeal to local preferences, particularly through the evolving Hold and Win format.**

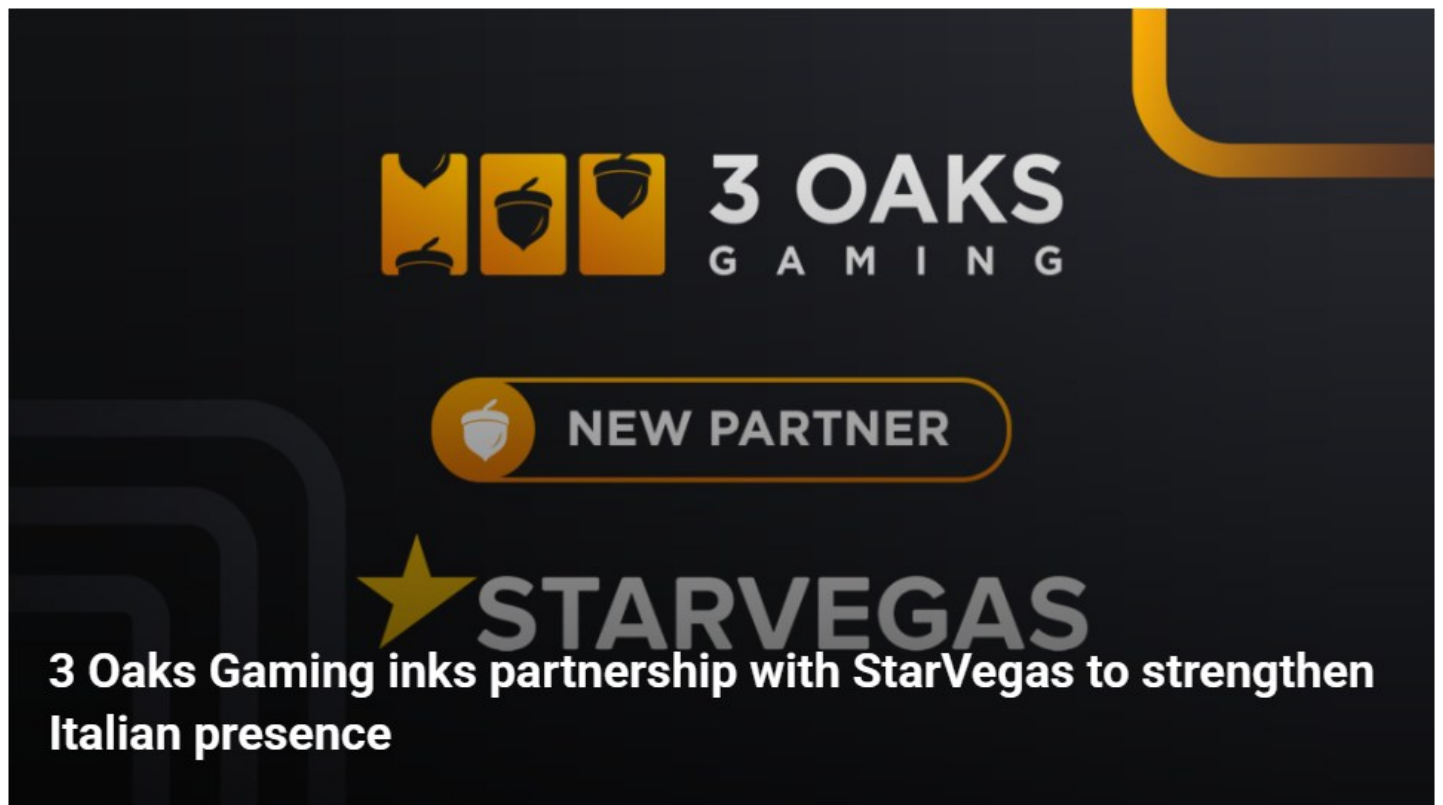
"The StarVegas brand is instantly recognisable in Italy and we're excited to see our content go live within its online casino lobby," said Yuriy Muratov, Chief Commercial Officer at 3 Oaks Gaming. "Hold and Win titles continue to grow in popularity across Italy and the wider European region, and 3 Oaks Gaming is well-positioned to supply operators with premium content inspired by the in-demand mechanic."

StarVegas to diversify player experience

Paolo Marchi, Brand Manager at StarVegas.it, said the collaboration aligns with the company's strategy to diversify its gaming content. "We're pleased to start this new collaboration with 3 Oaks Gaming and StarVegas.it to integrate their successful portfolio into our online casino," Marchi said.

"Their fresh approach to classic formats, including the Hold and Win mechanic, **adds strong value to our offer and helps us deliver a richer and more dynamic experience** to our players," he added.

3 Oaks Gaming is a distributor of slot games tailored for regulated markets worldwide. **The company focuses on creating games that incorporate innovative mechanics and distinct graphical elements.**



3 Oaks Gaming, an established distributor of iGaming content, has reinforced its position within the **regulated Italian market** after striking a partnership with **StarVegas**, a renowned casino operator within the region.

Powered by **Greentube**, the NOVOMATIC Digital Gaming and Entertainment division, StarVegas has established itself as an acclaimed name within a competitive Italian market.

As part of the agreement, 3 Oaks Gaming's wide-range of premier slots are now available to the operator's fast-growing customer base, including popular Hold and Win titles *Scarab Boost*, *Queen of the Sun* and *Lord Fortune 2*.

Italy has long remained an essential market for 3 Oaks Gaming's expansion into regulated markets, with this latest partnership another strong statement of its ambition to resonate with a wide audience of online players in the country.

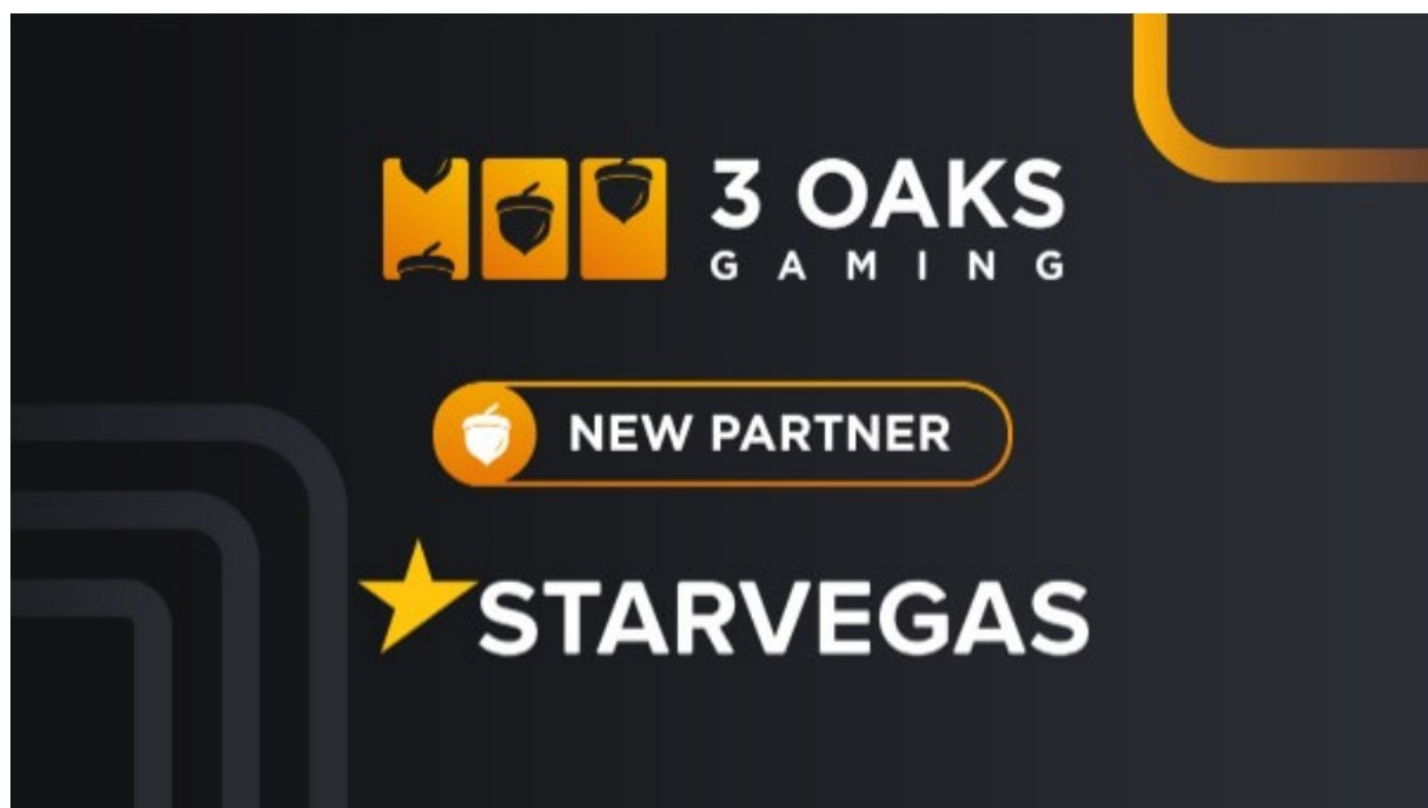
3 Oaks Gaming's diverse portfolio enjoys a strong track record with local players in the region, thanks to the continued **evolution of the Hold and Win mechanic** that brings a fresh experience with each new release.

Yuriy Muratov, Chief Commercial Officer at 3 Oaks Gaming, said: "The StarVegas brand is instantly recognisable in Italy and we're excited to see our content go live within its online casino lobby. Hold and Win titles continue to grow in popularity across Italy and the wider European region, and 3 Oaks Gaming is well-positioned to supply operators with premium content inspired by the in-demand mechanic."

Paolo Marchi, Brand Manager, at StarVegas.it, added: "We're pleased to start this new collaboration with 3 Oaks Gaming and StarVegas.it to integrate their successful portfolio into our online casino. Their fresh approach to classic formats, including the Hold and Win mechanic, adds strong value to our offer and helps us deliver a richer and more dynamic experience to our players."

igamingtoday.com, 14.07.2025

3 Oaks Gaming partners with StarVegas to expand in Italian market



14 July 2025 – 3 Oaks Gaming, a leading distributor of iGaming content, has expanded its presence in Italy through a new partnership with **StarVegas**, a well-established online casino brand powered by **Greentube**, the NOVOMATIC Digital Gaming and Entertainment division.

The agreement sees **3 Oaks Gaming's portfolio of premium slots** integrated into the StarVegas platform. This includes a variety of popular **Hold and Win titles**, such as *Scarab Boost*, *Queen of the Sun*, and *Lord Fortune 2*, all of which have demonstrated strong performance in European markets.

Italy remains a **strategic market** for 3 Oaks Gaming, and this collaboration reflects the distributor's continued commitment to regulated expansion. The company's **Hold and Win mechanic** has become a standout feature, consistently adapted across new releases to offer a dynamic and evolving gameplay experience.

Yuriy Muratov, Chief Commercial Officer at 3 Oaks Gaming, said:

“THE STARVEGAS BRAND IS INSTANTLY RECOGNISABLE IN ITALY AND WE’RE EXCITED TO SEE OUR CONTENT GO LIVE WITHIN ITS ONLINE CASINO LOBBY. HOLD AND WIN TITLES CONTINUE TO GROW IN POPULARITY ACROSS ITALY AND THE WIDER EUROPEAN REGION, AND 3 OAKS GAMING IS WELL-POSITIONED TO SUPPLY OPERATORS WITH PREMIUM CONTENT INSPIRED BY THE IN-DEMAND MECHANIC.”

Paolo Marchi, Brand Manager at StarVegas.it, added:

“WE’RE PLEASED TO START THIS NEW COLLABORATION WITH 3 OAKS GAMING AND STARVEGAS.IT TO INTEGRATE THEIR SUCCESSFUL PORTFOLIO INTO OUR ONLINE CASINO. THEIR FRESH APPROACH TO CLASSIC FORMATS, INCLUDING THE HOLD AND WIN MECHANIC, ADDS STRONG VALUE TO OUR OFFER AND HELPS US DELIVER A RICHER AND MORE DYNAMIC EXPERIENCE TO OUR PLAYERS.”

The integration is now live across StarVegas.it.

BAkademie: „Betriebsprüfung. – Sind Sie vorbereitet?“

Der Bundesverband Automatenunternehmen (BA) informiert über den nächsten Termin seiner Reihe BAKademie. Thema ist „Betriebsprüfung. - Sind Sie vorbereitet?“ am Donnerstag, 24. Juli 2025, von 11 Uhr bis 14 Uhr.

Risiken minimieren und souverän auftreten

Der BA schreibt dazu: „Eine Betriebsprüfung kann für jedes Unternehmen herausfordernd sein. Da ist jeder gut beraten, der sich schon im Vorfeld informiert hat. Mit der richtigen Vorbereitung können Sie Risiken minimieren und souverän auftreten. Deshalb laden wir Sie herzlich zu unserem exklusiven und für Mitglieder der BA-Landes- und Fachverbände kostenlosen BAKademie Onlineseminar ‚Betriebsprüfung. – Sind sie vorbereitet?‘ ein.“



Mit der richtigen Vorbereitung
bei einer Betriebsprüfung
Risiken minimieren und
souverän auftreten.

Wichtige Dokumentations- und Nachweispflichten

Die Themen sind unter anderem:

- Einblick in typische Prüfungsabläufe und Fragestellungen
- Wichtige Dokumentations- und Nachweispflichten
- Steuerliche Besonderheiten im gewerblichen Geldspiel
- Praktische Strategien zur optimalen Vorbereitung

Als Experten stehen bereit: Dipl.-Kfm. Horst Hartmann, Steuerberater und Ehrenvorstandsmitglied des Deutschen Automaten-Verband (DAV), Marco Schepers, Unternehmensbeauftragter Gerätesicherheit der Merkur Service GmbH sowie Sven Unger, Abteilung Technischer 2nd-Level & Trainings von Löwen Entertainment.

igamingexpress.com, 14.07.2025

Greentube Brings Established Slots to Ontario via Bet365

Greentube has entered the Ontario iGaming market with a selection of its most recognized slot titles. The launch, facilitated through a direct integration with Bet365, aims to strengthen the company's presence in North America and offer local players access to established content.



Expansion into Canadian market

Ontario players now have access to a selection of Greentube's proven titles through Bet365's platform. The rollout follows the company's earlier entries into U.S. states and continues its strategy of expanding in regulated North American markets. Direct integration allows for efficient game delivery while meeting compliance requirements.

The games chosen for this launch are part of Greentube's established portfolio and were selected based on global performance data. Ontario's regulated framework continues to attract international providers looking to scale quickly. Greentube sees this market as a gateway for broader Canadian expansion.

Strengthening partnerships and content offering

Greentube has identified Canada as one of its top growth markets. The Ontario launch builds on the company's existing relationship with Bet365 and reflects its focus on licensed market growth. Bet365 highlighted the addition of high-quality, proven slot content to its offering in the province, noting the expected appeal to Ontario-based players.

Both companies see this as a step toward reinforcing their positions in regulated iGaming environments. This collaboration also demonstrates the value of long-term supplier-operator relationships. Future releases are expected to follow, broadening the available game library.

g2newswire.com, 11.07.2025

Greentube live in Ontario with bet365

Greentube, the Novomatic Digital Gaming and Entertainment division, has launched its diverse portfolio of slots in Ontario through a new partnership with leading operator bet365.

Players in Ontario can now enjoy a selection of Greentube's most popular and proven titles, including the highly acclaimed *Piggy Prizes*, *Thunder Cash*, and *Diamond Cash* series, all accessible through a direct integration.

This collaboration marks further expansion of Greentube's strategic presence in North America and follows recent market entries into Delaware and Pennsylvania in the US.

It also marks a further strengthening of the provider's ties with bet365, with Ontario becoming the latest market in which Greentube is providing its diverse slot experiences to the operator's players.

David Bolas, Commercial Director at Greentube, said: "We are excited to announce further expansion in Ontario, an important market for Greentube, through our strategic partnership with bet365.

"Canada has consistently ranked among our top three growth markets over the past two years, and this collaboration marks a significant milestone in strengthening our presence in the region. We look forward to deepening our relationship with bet365 as we continue to grow together."

A spokesperson from bet365, added: "Welcoming Greentube's impressive collection of games to our online casino in Ontario is an incredibly positive development for us.

"Its commitment to developing high-quality, engaging content aligns perfectly with our dedication to providing our players with the best possible gaming experience. The popular games now available will resonate strongly with our Ontario players and take our casino offering forwards."





GAMING AMERICA | COVER FEATURE

Ainsworth Game Technology (AGT), founded by industry pioneer Leonard "Len" Ainsworth and celebrating its 30-year anniversary in 2025, has risen from a modest enterprise into a leading supplier of gaming solutions, currently operating in over 50 countries across Australia, North America, LatAm, Europe and Asia.

To understand the origin of AGT, one must first examine the career of its Founder, a towering figure in gaming and often credited with revolutionizing slot machine manufacturing in Australia. Before founding AGT, Ainsworth established Aristocrat Leisure in 1953, a company that would go on to become one of the world's largest manufacturers of slot machines and online gaming entertainment.

Aristocrat began as a side venture to supplement Ainsworth's dental supplies and equipment business, a line of work inherited from his father, until the introduction of poker machines proved highly lucrative for the company and helped transform Aristocrat into the global leader it stands as today.

COMPETITIVE NATURE

In 1984, following a prostate cancer diagnosis, Ainsworth chose to sell his majority stake in Aristocrat, redirecting

significant funds to his family and philanthropy. After thankfully recovering from the diagnosis and maintaining his desire for gaming innovation, Ainsworth re-entered the gaming industry by starting AGT in 1995 at the age of 71. The move underscored his ambition to create a new legacy distinct from Aristocrat, despite his experience with the company playing an unmistakable role in AGT's early strategies, particularly its focus on gaming machines tailored to land-based casinos.

"In a nutshell, Mr. Ainsworth got bored when he retired and sold out of Aristocrat and decided at the ripe old age of 71 he was going to start another gaming company. From those humble beginnings back in 1995, the original focus was always to emulate and double up what he had achieved previously at Aristocrat," Ainsworth VP of Product Strategy, Marketing and Sales Sean Evans exclusively told *Gaming America*. "Mr. Ainsworth is a very, very competitive individual. There were reasons as to why he stepped out of Aristocrat but eventually he said to himself, 'I can do that again.'"

Unlike Aristocrat, which had grown into a corporate goliath, AGT was established as a more agile enterprise, emphasizing innovation and responsiveness to market

demands. The supplier's initial focus was to create gaming machines with advanced electronics, evident in the development of Ambassador, AGT's first flagship gaming cabinet – launched in 2001.

The Ambassador marked a significant milestone for AGT, as the gaming machine set itself apart from competitors by offering a visually immersive player experience. The game's technology and processor supported complex game designs, providing a point of differentiation in the competitive land-based casino market. The Ambassador's success established AGT as a serious contender, particularly in Australia, where it quickly gained traction among casino operators.

"It was very Australian-centric through those first five years. After that, the next move was this office we're in (in Florida) for LatAm before the next step in evolution was of course entering North America," Evans described. "I would say we kicked off in the North American marketplace around 2003, about eight years after the original foundation. Pretty much with any global company and/or gaming company, you invest the money in the product, both the hardware and the software, and if you can spread that across many different regions, it makes sense to expand. ►

The Ainsworth office in Las Vegas



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And we're seeing this evolution come quicker in North America."

Following the success of Ambassador, AGT pursued an aggressive product development strategy, introducing new gaming cabinets

and game titles specifically tailored to diverse markets. In 2007, the company launched the Ambassador SL, an enhanced version of its original cabinet that helped to solidify the company's reputation for delivering

high-performing, innovative machines. The Ambassador SL supported a variety of games, including standalone progressives and linked jackpots, representing an immensely popular offering throughout the 2000s for casino players.

AGT's product portfolio also expanded to include branded products such as the Players Paradise linked jackpot, Quadshot game range and the A560 Wide Boy Reels of Wheels cabinet. These innovations helped AGT continue to build market share in Australia and laid the foundation for international expansion. The A560SL, introduced in 2013, became a standout performer across North America, with popular titles like Rumble Rumble driving previously unforeseen demand.

"My first exposure to an Ainsworth game was Quadshot. That was the first one I was sent to review, give my thoughts on and see if I could be inspired to do something similar. It was a great game, very Australian style, unique and they obviously knew what they were doing from where I was standing," Ainsworth VP of Studios – North America Keith Kruczynski said.

"Throughout my whole career, Ainsworth was always one of the booths I had to stop by and see what cool new stuff they had. Back in 2022, I was given the opportunity to come on board here and it's nice to see the company still has that trust, belief and desire to become one of the best, if not the best, gaming manufacturers in the world."

One of AGT's early strengths was its expertise in high-denomination, or high-denom, video slots, which typically perform above the house average in terms of revenue generated. High-denom games, often played at \$1, \$2 or \$5 denominations, appealed to a specific segment of casino patrons willing to wager higher amounts for potentially larger payouts. Looking ahead to 2016 when AGT would debut its US office, these high-denom offerings began to generate traction for the supplier in North America.

Despite its early successes, though, AGT found itself challenged by a wide range of competition, offering enhanced technology, graphics and sophistication

"MR. AINSWORTH IS A VERY, VERY COMPETITIVE INDIVIDUAL. THERE WERE REASONS AS TO WHY HE STEPPED OUT OF ARISTOCRAT BUT EVENTUALLY HE SAID TO HIMSELF, 'I CAN DO THAT AGAIN.'" – SEAN EVANS



Sean Evans, VP of Product Strategy, Marketing and Sales

among large portfolios. AGT's focus on solid, straightforward slot machines, which appealed to traditional players, also limited its ability to compete in emerging segments like low-denomination, high-volatility games. This gap in innovation prompted AGT to rethink its research and development (R&D) strategy in the years that followed, as the supplier would start to bridge a gap to the online scene.

MARKING TERRITORY

In 2013, AGT made a strategic pivot by entering the online gaming market, a move driven by the growing popularity of iGaming and the need to diversify its revenue streams. Unlike its land-based portfolio, which focused exclusively on slots, AGT's online offerings were developed in HTML5 format, ensuring compatibility across desktop and mobile devices, including iPhones, iPads, Android smartphones and tablets. Partnerships with major gaming platforms such as Microgaming, Playtech and iSoftBet facilitated the distribution of AGT's online slots, enabling the company to reach a broader audience.

"I was asked to come on probably in early 2012 because they were looking at how to approach the online business. And our whole focus was, 'we have to do this in the right way. We want to approach it in a fully compliant manner and make sure we comply with all the regulations,'" Ainsworth Chief Digital Officer Jason Lim said.

"At that time in 2012, the highest form of online regulation was in Europe. So we got licensing and started on the European side, mainly because regulation wasn't set up for online gambling in the US yet. We approached the established European market and that was really the starting point of how we entered the online segment; the technology has evolved ever since."

However, AGT's online game portfolio remained relatively small compared to industry leaders, with just over 100

titles released by the mid-2010s. The company capitalized on its existing land-based games, such as Rumble Rumble, The Enforcer and Eagle Bucks, but adapted each for online platforms. While these games retained the "land-based feel" with simpler graphics and mechanics, the catalog also managed to appeal to players seeking a nostalgic casino experience.

"Even Len himself had a lot of concerns. Initially it was, 'look, we're a land-based manufacturer, so if you do this online I can't sell as many boxes.' It was a big education process, but one of the biggest things was when the light bulb flipped: we could sell boxes while

marketing our brand and broadcasting our content into a new segment of players – who will potentially come back into a land-based casino and look for our boxes," Lim explained. "And that education process – not only with Len because as soon as he understood it he was the biggest supporter of how we go forward with the digital side of things – but likewise with our land-based business, it was just sitting down with them and educating."

AGT's global expansion accelerated during this period, with the company establishing offices and distribution networks across North America, LatAm, Europe, Asia and New Zealand. By 2016, ▶



Keith Kruczynski, VP of Studios – North America

AGT operated in approximately 50 countries, with a strong focus on the US and Asian markets.

The opening of its 291,000 sq ft North American headquarters in Las Vegas during 2016 was a pivotal moment, signaling AGT's commitment to forming an established presence in the US market. The facility, designed by KGA Architecture, included manufacturing space and a modern office environment to foster collaboration among its 230 employees, including programmers, engineers and graphic artists.

A strategic milestone occurred during 2016 when Austrian gaming company Novomatic AG acquired a majority stake in AGT for approximately \$307.3m, providing AGT with financial backing and access to Novomatic's extensive distribution network in Europe. AGT maintained operational independence, however, allowing it to continue developing its unique brand identity. Novomatic CEO Harald Neumann would eventually be named CEO of AGT during 2021, following a five-year tenure under the same title with Novomatic.

In 2015, AGT launched the A600 cabinet, a technologically advanced platform designed to support an extensive game library and enhance player engagement. Described by Len Ainsworth as a continuation of the company's outlook for innovation, the A600 featured a classic design with superior game promotion qualities. The A600's release coincided with AGT's motto, "experience counts," reflecting its commitment to leveraging the supplier's decades of industry expertise.

In 2017, AGT signed a cross-licensing agreement with International Game Technology (IGT), one of the largest slot producers throughout North America. This partnership allowed AGT to integrate cutting-edge technologies and game mechanics, helping to ensure it remained competitive in the rapidly evolving iGaming industry, as well as the facilitation of new cabinet lines. The supplier would also eventually reach agreements with

"OTHER COMPANIES I KNOW THERE'S A LOT OF COMPETITION BETWEEN THE STUDIOS AND, IN A PREVIOUS LIFE, ONE OF THE TERMS THAT WAS COINED WAS COMPETITIVE COOPERATION. WE'RE COOPERATING BUT WE'RE ALSO COMPETING AND I DIDN'T LIKE THAT EITHER BECAUSE I THOUGHT IT HAD TO BE ONE OR THE OTHER. HERE, IT'S JUST COOPERATION." – KIETH KRUCZYNSKI

industry heavyweights such as Light & Wonder and Aristocrat, exemplifying the difference in collaborative motivation between land-based and online gaming.

"Online is very different from land-based, which is extremely competitive. From a land-based supplier's point of view, they don't partner with each other. You don't see IGT partnering with Aristocrat or Light & Wonder, of course," Lim said. "However, in the online space, one of our biggest partners is Light & Wonder, which we've had a relationship with now for over 10 years. Our second-largest partner through acquisition is Aristocrat, so that's an unusual combination but in an online space it works."

A HUMBLE APPROACH

By the late 2010s, AGT recognized the need to modernize its game development processes to remain competitive, understanding its place in the industry as the very best of second-tier suppliers. This hasn't stopped Evans from setting personal goals, though, as he believes Ainsworth could still be challenging the largest suppliers for years to come.

"We're not looking at your IGTs, Aristocrats and Light & Wonders yet, but we do want to become the best of the mid-tier. We've set ourselves some lofty

five-year goals; we have already been able to achieve some, but making the next step – and the next step and the next step – is always the hardest part," Evans said.

"We want to become the best of the non-top three, and then we'll think about taking on those companies. Especially in the gaming space, there can be people who aspire too much. Everyone should have goals, but it can be pretty destabilising to the company if you try to push for that too quickly, or you don't realize the space you're in."

Kruczynski, whose experience leading up to joining AGT included stops with Bally Technologies, Gaming Arts and IGT, shared a similar sentiment, telling *Gaming America*, "I don't think we're trying to be anybody else, especially given the history of Ainsworth. "There's a ton of internal brands we haven't even tapped into yet. I mentioned Quadshot, but there's also Quickspin, Mustang, which is one we're certainly looking at right now, Thundercash, a lot of those great older titles that are just begging to have new life breathed into them. And those weren't from anybody else, those were done by our predecessors in Australia, so I do believe we have our own identity."

Kruczynski continued: "One of the ►

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more rewarding moments for me was at G2E two years ago when some of my colleagues from other companies came into the Ainsworth booth and said

'wow, this is pretty cool' because, when the competition starts seeing you and asking questions, you know you're onto something."

"ONLINE IS VERY DIFFERENT FROM LAND-BASED, WHICH IS EXTREMELY COMPETITIVE. FROM A LAND-BASED SUPPLIER'S POINT OF VIEW, THEY DON'T PARTNER WITH EACH OTHER. YOU DON'T SEE IGT PARTNERING WITH ARISTOCRAT OR LIGHT & WONDER, OF COURSE." – JASON LIM



Jason Lim, Chief Digital Officer

Each of AGT's newly established studios were tasked with developing games tailored to specific markets, especially titles that resonated with local player preferences. For example, the Australian studios focused on games for the domestic market, while the North American studios targeted US and Canadian-based casinos. This localized approach improved game performance and allowed AGT to experiment with new mechanics, such as pot-style games, which became highly popular among targeted demographics.

"One of the biggest decisions, and frankly I was a little bit worried about it at first, was when Harald decided we were not going to do global development from the studio standpoint," Kruczynski said. "Studios in North America would only be making games for North America, Australia would only be making games for Australia and so forth with Mexico, Europe and Asia. I think that's something that really differentiates us and allows us to cater more to the area that we're in. I'm not aware of any other company that's doing that currently."

RIDING TOWARDS EXPANSION

AGT's high-denom games continued to excel, with titles like Grand Legacy on the A-Star Slant cabinet and games on the A-Star Dual cabinet achieving top performance metrics in North America. The QuickSpin series, launched in 2017, quickly became one of AGT's most successful game groups, consistently ranking among the top-earning slots in industry surveys with games such as Super Hot 7s and Super Charged 7s.

Having appealed to both low-denomination and high-denom players, the series' success would prompt entry expansion, including a MultiPlay version allowing players to spin up to four reel sets simultaneously. The growth would also see AGT forge new paths, as the supplier would make its first move into the historical horse racing (HHR) market.

AGT pioneered the HHR genre by partnering with Churchill Downs Inc. (CDI) in 2020 to develop a platform that

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translated historical horse race data into slot results. By 2021, AGT had deployed over 2,000 HHR machines with 3,500 games, establishing itself as a leader in this emerging market. HHR games, which combine traditional slot features with race-based outcomes, appealed to jurisdictions where traditional slots were restricted, such as Kentucky and Virginia.

In addition, AGT expanded its presence in Class II gaming, which operates under Tribal gaming regulations throughout the US. The 2018 debut of the A640 cabinet's Class II version, featuring titles like Pac-Man Wild Edition, marked a significant milestone for AGT. The A640's 40-inch LCD touchscreen and dynamic game content captured players' attention, while the AnyBet progressive link enabled life-changing jackpots at various bet levels.

"The Rumble Rumble range is what I'll call the breakthrough in the early-to-mid-teens, which became diversified to fit not just low-denomination players but also high-denom consumers. For us, that was probably the catalyst for North American growth," Evans said. "And through

acquisitions, we were able to get into the Class II space and parlay that technology into development with Churchill Downs for an HHR system. We were one of the leaders in the HHR space and found that covering multiple verticals was a real key for success."

COLLABORATIVE APPROACH

In 2023, AGT introduced the A-Star Raptor cabinet, which quickly became a success in US casinos through featuring a sleek design, curved monitor, dynamic LED lighting and a state-of-the-art LCD touchscreen button deck. The Raptor cabinet represented a leap forward in AGT's hardware innovation and at the 2024 Global Gaming Expo (G2E), AGT showcased this progress with new titles like Rocket Link Freedom and Rocket Link Liberty. The games were designed specifically for Class II and HHR markets, with additional plans to expand to Class III markets also expected.

The Raptor cabinet's success was complemented by AGT's growing portfolio of titles, which included classics such as

San Bao Pandas and Dragons and new games like Neon's Bonus Blast. The company's focus on data-driven, player-focused development, led by Kruczynski, guaranteed that new games aligned with market trends and player preferences. While many suppliers within gaming create a sense of internal competition to build success, Kruczynski notes how Alinsworth has managed to grow with a more cooperative mindset.

"At other companies I know, there's a lot of competition between the studios and, in a previous life, one of the terms that was coined was competitive cooperation. We're cooperating but we're also competing: I didn't like that either because I thought it had to be one or the other. Here, it's just cooperation. We all want to see each other succeed and anytime the Australia studio puts out a great game, the Austin studio is not going to be jealous. They're going to say, 'damn, nice job, now I'm going to go see if I can level up,'" Kruczynski said.

"That's the way it should be. I'm not



a huge fan of competing studios. Even looking at competitors, I want to win. I'm a very competitive person. But I also appreciate the work that they're doing and I can say 'hey, this is a great job, you should be really proud of this' — without wanting to see them fail."

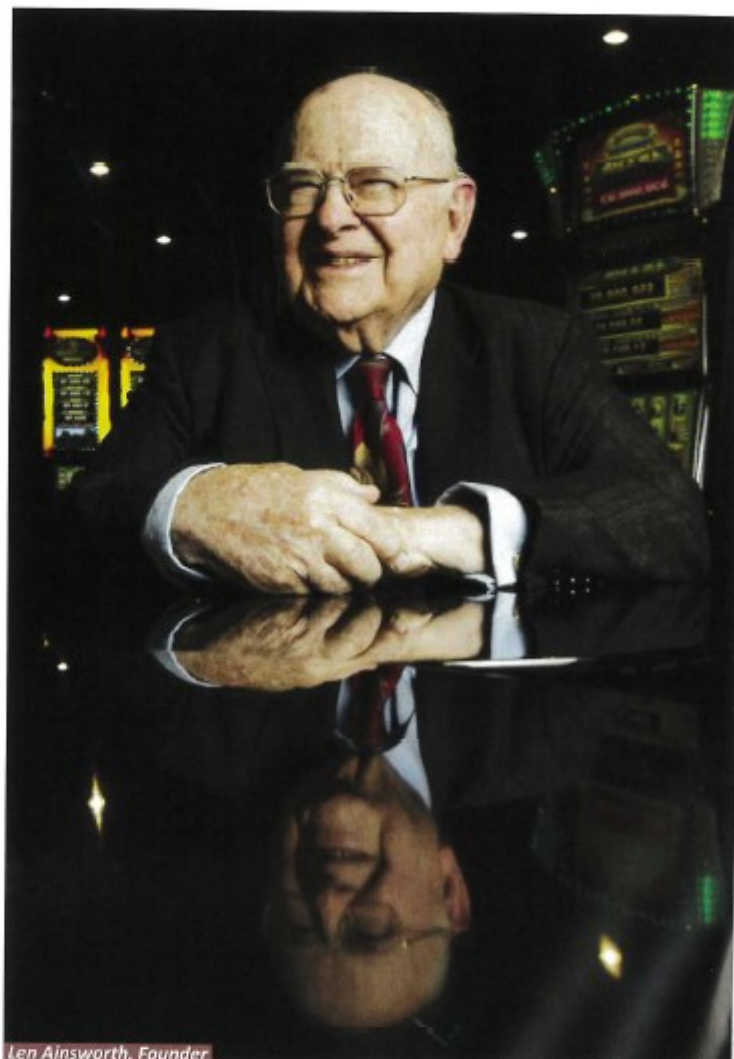
THE PATH FORWARD

Despite its successes, AGT still faces ongoing challenges in a highly competitive industry, dominated by giants like IGT, Aristocrat and Light & Wonder, which consistently force Ainsworth to find new opportunities for expansion whether through land-based or online. To create more financial stability and explore new growth ventures, AGT's Independent Board Committee recommended authorization for Novomatic to purchase its remaining outstanding shares for an approximate value of \$220m in April 2025.

"The acquisition of Ainsworth is consistent with our international growth strategy and the expansion of our presence across the Asia-Pacific and the US region. As a long-term shareholder we are familiar with the business and believe that integrating Ainsworth into our operations is in the best interest of this strategy. We look forward to welcoming the highly qualified and experienced Ainsworth employees into the Novomatic family to become part of our international growth and success." Novomatic Executive Board Member Stefan Krenn said during the announcement.

AGT's established research and development operations, particularly in next-generation cabinets and server-based technologies, are now backed by Novomatic's financial positioning, with an accelerated rollout of new hardware and digital solutions expected once integration is complete.

AGT's history is a testament to the vision and resilience of its Founder, Len, whose legacy now spans over seven decades. From its debut in 1995 to its current status as a global supplier of gaming solutions, AGT has navigated challenges and capitalized on opportunities to establish a strong presence in the land-based and online



Len Ainsworth, Founder

gaming markets. Key innovations like the Ambassador, A-Star Raptor and QuickSpin series have driven performance, while strategic partnerships with Novomatic and IGT enhanced its competitive edge among the supplier industry.

"I think Mr. Ainsworth can be pretty proud of what the company's achieved and where it's gone. There have been some hard times of course, we've fluctuated anywhere between 1% chip share all the way up to 5-6%, but we're going to keep providing. We'll keep trying to produce the highest-quality gaming content possible for the best outcome for

our players, shareholders and customers," Evans concluded.

In a rapidly evolving industry, AGT's commitment to quality, innovation and player-focused development positions it for continued growth throughout 2025 and beyond. As the company expands its studio network and embraces new technologies, it remains a significant player in the global gaming landscape, carrying forward the legacy of its Founder while forging a path toward an increasingly dynamic future. Indeed, 30 years later, Ainsworth's burning desire for innovation and unrelenting passion for gaming, lives on. ◀