

## Pressespiegel 2025

Berichterstattung  
NOVOMATIC

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## VARIOUS: NOVOMATIC GAMING UK

AS ACOS 2025 marks its 10th anniversary, Novomatic Gaming UK is preparing to showcase a line-up that it says combines cutting-edge technology with player-favourite entertainment, that reinforces its commitment to delivering products that drive both engagement and operational success.

Taking centre stage is the launch of the Novo Cash X10 cash management kiosk. Designed to streamline transactions and improve efficiency, the X10 offers secure, fast and user-friendly cash handling, helping operators maximise floor performance. NGUK said its reliability and advanced features make it an essential tool for modern gaming and leisure venues.

Visitors to the show will also get a preview of Bigger Bass Bonanza, set to launch in arcades and bingo halls across the UK from October 29. NGUK said

that the highly anticipated title builds on the success of the franchise with new features and exciting gameplay.

The company will also unveil the latest Magic Games Premium HD B3 game compendium. Featuring a strong mix of fresh content and proven classics, this new line-up is designed to deliver variety, fun features and strong performance for operators looking to refresh their offer.

NGUK added: "Alongside these highlights, our stand will also feature our state-of-the-art cabinets and dynamic signage solutions, showcasing the visual impact and premium build quality that have become synonymous with NGUK. Together, these innovations reflect our vision for the future of gaming, where great entertainment meets operational excellence."



# THE INSIDERS

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

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**MARKUS  
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# A 360-degree strategy

Markus Buechele, Novomatic Italia CEO, discusses Europe's most attractive-yet-demanding gaming market



**Novomatic, with its local subsidiary Novomatic Italia, has been in Italy since 2007. How have the tastes of players changed in that time?**

Certainly, in the last 18 years the Italian market, and therefore also the players, have changed significantly: Novomatic Italia has adapted to this transformation by continuously developing and refining its product portfolio. When Novomatic Italia entered the market, the only type of slot machines available were the AWP's, traditionally installed in bars or smaller arcades. But with introduction of new product category VLTs in 2009, the arcade segment could evolve as these machines were dedicated by regulation to the arcades – and players followed this evolution.

Today, Novomatic Italia goes far beyond gaming machines. We offer the full spectrum of regulated gaming products permitted under Italian law, holding licences that range from sports betting and online gaming to bingo and traditional lotteries. We also operate

Italy's largest chain of gaming arcades, with over 300 venues across the country.

Over time, we've expanded and completed our offering, increasingly aligning with player preferences and anticipating market trends. In the post-pandemic era, and with a new generation of customers emerging, the industry's challenges have clearly shifted toward the digital realm. That's why we've placed a strong focus on developing products and marketing strategies tailored to this segment. Not only to complement our strong land-based presence, where we maintain a leading market share in gaming machines, but also to promote our offerings across digital channels.

**How do you adapt your games to appeal to the Italian market?**

To best meet the preferences of Italian players, we established a dedicated game studio in Italy that works closely with our game studio at Novomatic headquarters in Austria. As a result, our game portfolio offers a powerful combination: internationally successful titles from Novomatic, alongside localised content developed under our Italian brand, NovoElsy.

NovoElsy focuses specifically on the Italian market, developing game content and mathematics, analysing player trends and anticipating market needs. This local expertise ensures we offer highly tailored entertainment experiences that resonate with Italian players.

I must say that this blend of global innovation and local insight has been very well received

by our customers. In the B2B segment, we've consistently earned the trust of operators thanks to the strong performance of our games. And in terms of player appeal, our portfolio successfully aligns with local preferences, delivering entertainment that remains relevant, engaging and highly competitive.

**Brightstar (formerly IGT), in a consortium that also included Allwyn, Arianna 2001 and Novomatic Italia, secured the bid for the Italian Lottery licence earlier this year. What does that mean for Novomatic?**

Our collaboration with the Lottoitalia consortium is a prime example of what I mentioned earlier. Since entering the Italian market, Novomatic Italia has consistently pursued a 360-degree strategy, aiming to establish a presence in every gaming vertical permitted by the regulator. Italy remains one of Europe's most attractive yet demanding gaming markets – and we are fully committed to it.

The new Lotto concession not only underscores our continued interest, but also highlights the depth of our commitment to operating in this important and competitive environment. Within Novomatic Italia, we hold concessions across a wide range of sectors, from the machine gaming network to bingo, land-based to online sports betting. This broad presence enables us to play a truly significant role in the Italian gaming landscape.

**"In the B2B segment, we've consistently earned the trust of operators thanks to the strong performance of our games"**

# WHAT'S NEW ON THE MARKET?

Need to know the latest products on the market in gaming?  
*Gambling Insider* has you covered

## **NOVOMATIC'S IMPERA PROLINK**

**Impera Prolink: Multi-feature innovation with maximum impact**

Impera Prolink is Novomatic's bold answer to the rising trend of Multi-Feature Games, blending captivating game design with dynamic progressive jackpot mechanics. This powerful link concept presents four distinctive titles – including the iconic Book of Ra Prolink – each offering a unique bonus experience driven by three engaging features: Mega Spins, Double Reels and Chain Reaction. These features can be triggered randomly in the base game via special feature symbols, which are collected in distinct feature pots.

Mega Spins begins with three initial spins and two Mega Spins frames, indicating the positions where up to six Mega Spins can be won if feature coins land. During the Mega Spins feature, all cash prizes are substituted with Mini, Minor or Maxi bonuses. Double Reels introduces a dual-reel setup, spinning both simultaneously for doubled opportunities. Chain Reaction delivers a visual thrill as a reaction pulse jumps from coin to coin, multiplying their respective prizes.

From ancient Egyptian adventures in Book of Ra Prolink to dragon-filled riches in Long Fu Gong, Irish folklore in Fairy's Cap and sparkling fruit-themed charm in Sparkling Fruits – each game offers a distinctive setting while sharing the same core feature mechanics and jackpot structure.

Impera Prolink combines engaging math, standout graphics and thrilling progressives in a proven formula that energizes gaming floors. Optimised for Novomatic's latest cabinet range – including the sophisticated Diamond X Quattro 1.55J – Impera Prolink delivers both visual excellence and technical performance to meet the demands of modern gaming environments. ↪





# European Casinos The Elite, Ausgabe 83-2025

FOTOS / PHOTOS: EUROPEAN CASINOS - THE ELITE

## NOVOMATIC ACQUIRES FRENCH CASINO GROUP

Following an in-depth review by all the relevant licensing and regulatory bodies, Novomatic has successfully completed its acquisition of the Vikings Casinos group in France. This acquisition will strengthen Novomatic's presence in one of Europe's most important gaming markets, underscoring the company's long-term focus on sustainable growth and international diversification. Vikings Casinos is one of France's leading Casino operators and employs over 300 people. It currently operates around 1,000 gaming terminals in over 10 live Casinos across the country, including prime locations along the Côte d'Azur. This acquisition will enable Novomatic to expand its portfolio of services substantially in one of Europe's largest gaming regions and advance its international growth strategy.



Casino de Fréjus



Stefan Krenn

## NOVOMATIC ANNOUNCES UNCONDITIONAL BOARD RECOMMENDED TAKEOVER OFFER FOR AINSWORTH

The Novomatic AG Group has announced a final cash takeover offer of A\$1.00 per share for all Ainsworth Game Technology Ltd. shares that it does not currently own. The takeover offer, which will run alongside NOVOMATIC's existing A\$1.00-per-share scheme of arrangement offer for Ainsworth, gives Ainsworth shareholders concerned about future liquidity and the performance of Ainsworth shares the choice and certainty they need.

Novomatic currently holds the largest stake in Ainsworth, with 52.9% of the company. Stefan Krenn, a member of the Executive Board of Novomatic AG Group, stated:

*"Novomatic's unconditional takeover offer provides all Ainsworth shareholders with instant liquidity and ensures that each shareholder can make their own decision regarding the offer, regardless of the outcome of the Scheme meeting. Given our significant stake in Ainsworth, Novomatic intends to adopt a more active approach to its investment, creating greater alignment between the decision-making process and the overall investment strategy. Acquiring Ainsworth is consistent with our international growth strategy and will expand our presence across the Asia-Pacific and US regions."*

## NOVOVISION™ IMPLEMENTED AT SOLVERDE GROUP'S CASINO CHAVES

The renowned Portuguese tourism and leisure group, Grupo Solverde, has chosen Novomatic's innovative Casino Management System (CMS) for its Hotel Casino Chaves. The extensive The NOVOVISION™ CMS has been successfully implemented on site. The NOVOVISION™ system rollout comprises various tool sets, including NV Core, Access, Pay, Promo, Smart, Tables, Wallet and BI, to maximise business efficiency and provide premium customer convenience across the entire gaming floor. Cash handling is based on TITO, while access, player tracking and loyalty are implemented via NFC cards and facial scan verification.



## Novomatic's Ainsworth acquisition 'on track' as Tipico acquires Admiral



**AINSWORTH Game Technology and Novomatic have agreed to terminate the latter's acquisition of Ainsworth through a scheme implementation deed – but Novomatic's off-market takeover of the Australian gaming company remains on track.**

Ainsworth said it is "unlikely" that the shareholder approval condition – a key part of the scheme implementation deed – will be met, with the company having looked into the proxy forms submitted to date.

As Ainsworth was required to determine whether a scheme meeting on the deed set for August 29 should go ahead, the company opted to waive the required consultation period and to terminate the scheme implementation deed.

The Ainsworth Independent Board Committee maintains its "unanimous recommendation" that

Ainsworth shareholders accept the off-market takeover bid, the company said.

Novomatic's off-market unconditional takeover bid is worth AU\$1 per share.

Meanwhile, Tipico completed its acquisition of Austrian gaming operator Admiral Group from Novomatic.

The deal, first announced in January, will see the both the Tipico and Admiral brands remain active in Austria with online offerings.

Austrian Federal Competition Authority rules mean that Tipico has had to sell a main portion of its Austrian retail outlets, which will now operate under the Admiral brand.

Tipico Group CEO Alex Hefer said Admiral has "clear potential for future growth."

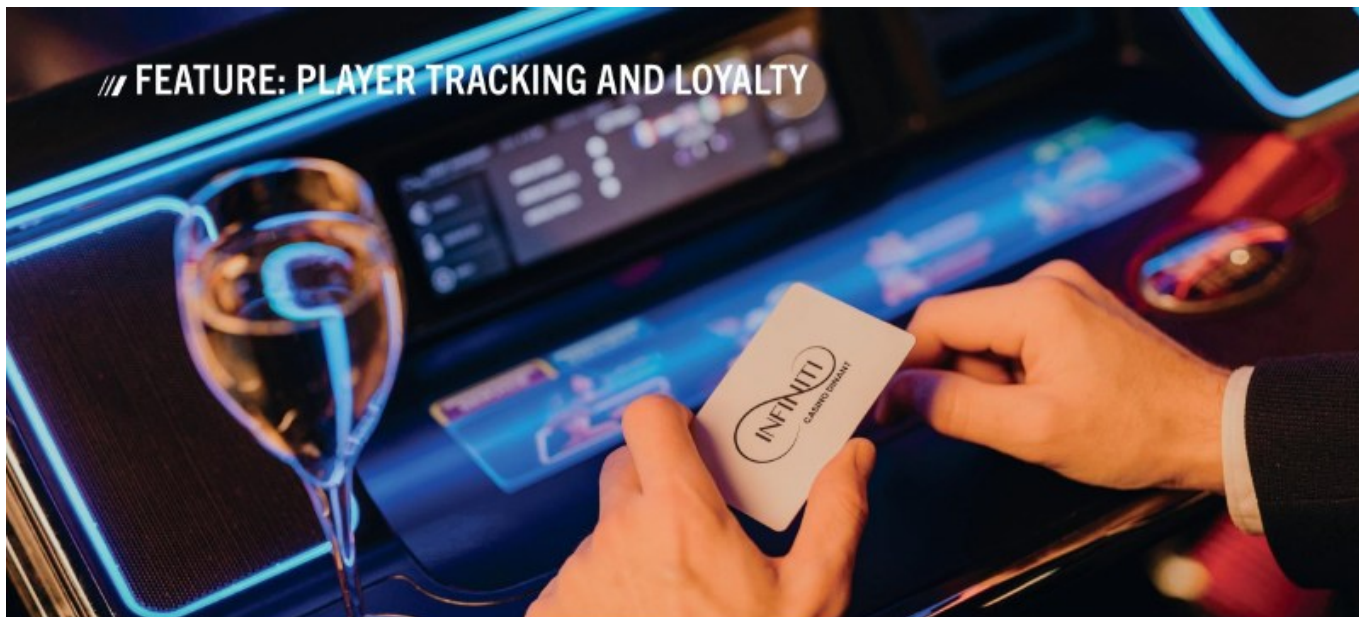
"Both companies are synonymous with state-of-the-art technology, innovative products and a high focus on player protection. Our future collaboration is very good news for our customers," he added.

Stefan Krenn, executive board member at Novomatic, said: "The completion of this transaction marks an important step in our global expansion strategy with a clear focus on international growth markets. Admiral has developed into an established market leader over the past decades, and we thank all Admiral employees for their great commitment.

"We are pleased to have found a strong and reliable technology partner in Tipico, who will successfully continue the company's operations in Austria."



## /// FEATURE: PLAYER TRACKING AND LOYALTY



# ON THE RIGHT TRACK

How can casino operators get the most out of their player tracking software?

**F**AR more than just slots, table games and entertainment options, it is data which underpins a successful casino floor. When it comes to knowing your venue's visitors, nothing gives you a better insight into their tastes, spending patterns and betting behaviour than a good player tracking system.

These have become among the most important and powerful tools available to operators today, allowing them to craft more effective promotions, personalised experiences and ultimately to drive greater profitability.

More specifically, the key data points that players leave in a player tracking system include their ID, the number, time and length of visits, sites visited, sessions played, bets both lost and won and related information such as player type, loyalty level and bonusing history.

"All data and information that is being tracked and collected is basically employed to serve and to protect the player, offering them the best possible customer journey in compliance with the operator's player protection responsibilities," said Jens Einhaus, head of sales and product marketing at Novomatic Biometric Systems (NBS).

"For the individual customer, the data informs the operator about personal preferences, specific game-type interests and playing patterns. With a more general approach, looking at the entire customer base, the data yields valuable information about overall trends and demographic tendencies, promotional effects on the various customer segments, general shifts in player preferences as well as any specific analyses an operator would query."

Having been developed and improved steadily over the last 30 years, player tracking systems are today able to break down and supply information in great detail.

"What's most exciting today is how granular these metrics have become," said Chad Hoehne, CEO and CTO at CasinoTrac. "Operators can

now see evolving patterns in game preference, especially within multi-game cabinets, while tracking how a player's behaviours shift over the course of a visit.

"This level of detail enables deeper segmentation, more personalised offers and smarter business decisions."

### TAILOR MADE SOLUTIONS

Effective player tracking allows for loyalty programmes that can lead to a truly bespoke experience for the player.

"A comprehensive system will be able to set many tracking points that will, when reached, trigger various benefits and rewards that only those players get," declared Dejan Tomić, owner of Future Gaming Europe.



"Those points could be various thresholds like bet intensity, time spent playing, a certain amount bet, or the number of bets, spins, wins or visits, etc., and they can all be arranged in campaigns that will create specific awards that are unique for the players."

A more bespoke experience is, of course, a more personal and engaging one for the customer, encouraging brand loyalty and elevating the customer experience.

"The key is flexibility through offering a wide array of promotional options, and having an automated framework that intelligently selects the most effective combination for each player," said Hoehne.

"The success of personalised engagement also depends on the amenities and experiences the property can offer. If gaming is the only available feature, then rewards will be limited to more gaming. When other amenities are in play, like dining, entertainment or hotel stays, a diversified offer strategy can greatly enhance the guest experience."

### MARKET FORCES

Player data is particularly valuable for making sure players receive marketing which suits their tastes. This, of course, boosts the effectiveness of the marketing itself.

"What makes a campaign effective is going to vary based on differing campaign goals," said Tom Soukup, senior vice president and chief systems product officer at Konami Gaming. "But that aside, data is required to complete a measurement, such as a measure of effectiveness of the campaign or player reinvestment marketing programme."

"A data-driven strategy is key to the analysis of campaigns to answer questions such as, 'Am I over-investing in my VIPs or mass players?' or 'What is my return on investment for XYZ campaign?'"

"One of the strengths of our Synkros



Even after 45 years, Novomatic continues to stand for innovation, responsibility and international gaming excellence – and its eyes remain firmly set on the future.

NOVOMATIC

# At the top of its game

How Novomatic forged a path to success that has seen the company shape the international gaming industry for 45 years



Professor Johan F. Graf (far left) in London in 1980

**I**n July 2020, The European Brand Institute (EBI) released its annual study of the top 10 most valuable brands in Austria and confirmed what many pundits had predicted – that Novomatic had moved up to second place, behind only Red Bull, a slot it has occupied ever since.

Currently sitting at a brand value of €3.86bn, Novomatic is indisputably one of the biggest names in gaming technology across the globe today and, according to the economic research institute Economica, has put €2.1bn into home country Austria's domestic economy between 2019 and 2022. This works out to mean that every 570th euro generated in Austria is directly or indirectly attributable to the company.

Of course, Novomatic has grown far beyond the borders of Austria to become a truly global business. With an export ratio of 99 per cent, it

is active in more than 130 countries across the globe, having locations in about 45 of them. Novomatic employs about 20,000 people across the world.

So, how did a small start-up go on to become a global operation with more than 1,400 gaming venues and more than 250 subsidiaries worldwide?

## Putting down roots

The Novomatic company was set up in 1980 by Professor Johann F. Graf. At the time, Graf founded his company with a modest sum of 50,000 Austrian schillings (approximately €3,600).

Operating out of a former wine shop in the town of Gumpoldskirchen, Lower Austria, Graf assembled an initial team of just 12 employees. However, his vision was just as clear back then as



it is today: innovation as the basis for market-leading products, the continuous improvement of business processes and internationalisation.

In its early days, Novomatic launched its own slot machines under the Admiral brand and also became the general agent for the gaming terminals of JPM, then the world's second-largest slot machine manufacturer. This move not only diversified its product offering but also opened the door for the company to move further into key European markets, including Germany, the Netherlands, France and Switzerland.

Graf's ambition was never confined to Austria alone. As he himself put it back then: "In truth, from the very outset, our home market was never Austria – it was the whole world." This international mindset would prove instrumental, especially after the fall of the Iron Curtain in 1989, when Novomatic decided to be one of the early Western businesses to expand into Eastern Europe.

Expansion as a whole characterised much of the 90s for the company. It grew rapidly by exporting complete gaming equipment packages to casinos worldwide and establishing itself firmly in many future EU member states. It also founded Admiral Sportwetten in 1991, which quickly rose to become Austria's leading sports betting provider.

Novomatic also showed it was not afraid to take bold steps forward, embracing new technology. While competitors were still relying on electromechanical systems, Novomatic made the shift to electronics, giving it a decisive edge. In 1997, the launch of the Coolfire gaming hardware platform lay the groundwork for scalable, high-performance gaming technology.

Around the same time, Novo TouchBet Live Roulette was also unveiled, combining traditional live gaming with modern technological capabilities. For the first time, up to 250 players could participate simultaneously in a live roulette game using individual terminals, an industry first and a sign of things to come.

## Entering the digital age

The early 2000s saw Novomatic extending its reach into digital gaming. In partnership with the University of Krakow, the company established Advanced Technology Systems Internationale (ATSI), a major milestone that bolstered its software development capabilities. These efforts paved the way for future developments for Novomatic as gaming began shifting online.

In 2003, the company solidified its position in Germany by acquiring NSM-Löwen Entertainment, then the country's second-largest gaming terminal manufacturer. This acquisition was a huge boon for Novomatic's standing throughout Germany, Europe's largest gaming market.



At home in Austria, the construction of the new headquarters in Gumpoldskirchen was completed in 2009. As the largest of 13 production sites globally, it features a vertical integration rate of over 90 per cent, allowing the company to respond quickly to changing market needs while maintaining stringent quality control.

In 2010, the acquisition of Greentube Internet Entertainment Solutions, based in Vienna, marked Novomatic's entry into online gaming.

Greentube became the company's digital gaming and entertainment division and has since expanded into 45 countries, making it a key pillar of the company's digital strategy.

## A global vision

Across the Pond, Novomatic officially made its debut in the US market in 2012. At the same time, it was also growing in the United Kingdom, making a series of strategic acquisitions in the middle of the decade and establishing itself as a leading arcade operator across the nation.

The company also made its mark as a global operator of high-end casinos. In Latin America, the Monticello Grand Casino & Entertainment World launched with high-profile performances from artists including Jennifer Lopez and Marc Anthony. In Europe, the company acquired a stake in Spielbank Berlin in 2011, launched Eastern Europe's largest casino in Prague and, in 2017, opened Europe's largest sports bar, Casino Admiral Prater in Vienna.



More recently, in 2023, the Spielbank Berlin casino reopened after a major modernisation project, featuring luxury interiors designed by the company's in-house design studio. Meanwhile, Novomatic has further strengthened its operational network across Europe with the development of several locations, including the opening of Casino Admiral Helmond in the Netherlands. Other key markets for the company include Spain and the UK, where the company has established itself and proven its credentials as a gaming entertainment operator.

## Innovation and responsibility

Novomatic identified its commitment to innovation as a hallmark of its identity. With 31 research and development centres across 18 countries, the company holds over 5,000 trademark rights and develops around 200 new game variants each year. In the last three years alone, more than €300m has been invested in research and development.

A particularly notable innovation is the NovoVision casino management system,





with which Novomatic became the first gaming provider worldwide to implement the requirements for a biometrically supported registration, access and payment system for gaming companies. The system is continually updated to stay on top of regulatory and technological trends.

Between 2014 and 2019, Novomatic's brand was represented by none other than Niki Lauda, Austria's iconic Formula 1 world champion. His partnership with the company emphasised their shared values of precision, passion and performance.

### Rising stronger

Like many global businesses, Novomatic faced unprecedented challenges during the Covid-19 pandemic which slowed the global economy to a crawl. However, it responded swiftly by setting up a crisis management team, ensuring job security and employee well-being.

Despite the disruptions, the company emerged stronger, adapting to new realities and expanding its workforce in the years that followed in the face of high inflation.

In 2020, the company secured a sports betting licence in Germany, strengthening its Admiral Sportwetten brand and reinforcing its commitment to regulated markets.

Novomatic has also always been a company that has put responsible gaming practices first. From its very inception Novomatic has operated exclusively in regulated markets with clear legal frameworks, stressing that "player and youth protection" has always been its "top priorities."

In recognition of this, the company and its leading subsidiaries have received the prestigious

G4 certification from the Global Gambling Guidance Group, a recognition that goes beyond legal obligations and demands continuous diligence and commitment since it involves regular re-evaluation.

### Recent milestones and a sustainable future

One of the largest transactions in the company's history came in 2022 when Novomatic acquired HBG Group in Italy, marking another major step in its international expansion.

In 2024, founder Graf was honoured with the Brand Life Award in recognition of decades of brand excellence. With his entrepreneurial vision, Graf, a pioneer of the entertainment industry, had created a leading international company that provides secure jobs for tens of thousands of employees and their families.

Alongside a strong spirit of innovation, sustainable practices and actions are deeply rooted in the corporate culture. These efforts include the launch of one of Lower Austria's largest rooftop photovoltaic systems, covering over 20,000sq.m on the roof of its headquarters. This ecological investment means that the company can provide a considerable portion of

the building's electricity needs from solar power and is a key part of its ambitious sustainability goals. Several subsidiaries in Germany, Spain, Italy and Australia have also transitioned to renewable energy sources using in-house solar PV systems.

### A future still being written

The company's 45th anniversary year began with a bang. At ICE 2025, the world's premier gaming trade fair held for the first time in Barcelona, Spain, Novomatic showcased its portfolio across a booth the size of a football field - the largest at the event.

In April, it became one of the first gaming companies worldwide to obtain a Gaming Related Vendor licence in the United Arab Emirates – a landmark achievement that paves the way for further expansion in the region.

In the summer, it completed the acquisition of Vikings Casinos SAS in France, marking another bold step in Novomatic's ongoing growth strategy.

From a small workshop in Austria to a multinational enterprise, Novomatic's rise has shown vision, resilience and a pursuit of excellence. The company continues to push boundaries, embrace change and set new standards in the gaming industry.



The executive board of Novomatic AG. Left to right, Stefan Krenn, Ryszard Presch and Johannes Gratzl





## VITAL STATISTICS – AS OF 2025



**Global casinos**  
1,400



**Brand value**  
€3.86bn



**Revenues**  
€3.5bn



**Global locations**  
45 countries  
(approx)



**Export rate**  
99%

## TEAM BUILDING – AS OF 2024



**Employees**  
20,000



**Proportion of women**  
52%



**Women in leadership positions**  
37%



**Turnover rate**  
18%



**Training and further education**  
14 hours per employee

## G4 CERTIFIED

NOVOMATIC HOLDS G4 CERTIFICATIONS IN SEVEN EUROPEAN COUNTRIES:



**Austria**



**Germany**



**Italy**



**Malta**



**The Netherlands**



**Spain**



**The UK**

# Celebrating 20 years of Book of Ra – A legendary journey through time

**T**HIS year marks a truly special milestone: 20 years of Book of Ra. Since its original release in 2005, this iconic title has captivated players around the globe – not only with its thrilling gameplay, but with its unmistakable sense of adventure.

Book of Ra was among the first games in the industry to bring cinematic storytelling to the reels. Set against the backdrop of Ancient Egypt, it immerses players in a world of hidden treasures, mystical symbols and secrets waiting to be uncovered. Its now-legendary trigger sequence – the ride through the temple – was a pioneering example of 3D-rendered graphics and immersive slot design.

What began as one game quickly became a game brand. Over the years, Book of Ra has taken players beyond the sands of Egypt – to the lost city of Atlantis, the golden temples of El Dorado and the ancient world of the Maya. Each chapter added new excitement



while staying true to the spirit of the original: a passion for discovery.

The red gem on the book cover symbolises the sun disk worn by the Egyptian sun god Ra – a detail that not only inspired the name, but also reflects the game's deeper connection to ancient mythology and timeless storytelling.

Even after two decades, Book of Ra continues to evolve. One of the latest additions, Book of Ra – Treasure Gods, brings this legendary saga into a new era of gaming. As part of Novomatic's cutting-edge multi-feature games, this release introduces thrilling new gameplay mechanics while staying true to the brand's roots. The three divine figures in the game grant Collect Symbols, Free Games and Xtra Spins – all enhanced by stunning visuals and the iconic Special Expanding Symbol.

With Book of Ra – Treasure Gods, Novomatic not only responds to one of the strongest



trends in the land-based market but also reinforces the enduring appeal of a true classic.

As Novomatic celebrates 20 years of Book of Ra, the company honours a true legend of gaming entertainment – a game that has not only stood the test of time but helped shape the way stories are told on the reels.

Here's to 20 years of Book of Ra, and to the next generation of timeless adventures.





# Winning responsibly

**T**HROUGHOUT its growth, Novomatic has taken social responsibility as its byword, building its corporate strategy with sustainability as its centre.

The company has taken Winning Responsibly as its motto, setting up commercial success through robust business practices to set new standards in responsible entertainment.

As the company's own group policy states: "compliance with regulations, as well as satisfied and healthy customers, are the basis of our success."

At the most fundamental level, this involves making sure that all staff are trained thoroughly and regularly, so that they are kept on top of the company's stringent compliance policies.

The company is adamant that legal requirements, local and international, are always met, if not exceeded. In cases where group policy principles are stricter than local legal requirements, the company declared it will hold itself to the higher group policy principles.

To ensure it keeps to its high standards, Novomatic works in conjunction with the responsible gaming certification body Global Gambling Guidance Group (G4). G4 certification is recognised as the most demanding standard for player protection. It comprises more than 100 criteria and those who hold it must seek recertification every three years.

"Novomatic, as a supplier to the industry, sets the bar for responsible gaming with cutting-edge biometric technology, robust player protection tools and a commitment to global standards – driving player safety and innovation across the gaming industry," said Ynze Remmers, G4 lead auditor when the company was last recertified in December 2024.



In addition, Novomatic is deeply committed to reducing its emissions and seeking out renewable energy as much as possible. The company publishes statistics on its energy consumption, CO2 emissions, water use and waste as part of its annual company report.

The company's headquarters in Gumpoldskirchen, Lower Austria took a milestone step forward with the installation of a rooftop photovoltaic (PV) system, comprising more than 4,600 solar panels.

The system was designed to produce around two million kilowatt-hours of electricity annually, covering a substantial amount of power used not only by the company's offices and production facilities, but by its fleet of electric vehicles too.

Beyond the environment, Novomatic is dedicated to investing in communities, and is always keen to make contributions to society through sponsorships, charitable donations and volunteering.

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PRODUCTION CENTRES

31

TECHNOLOGY CENTRES

45

COUNTRIES WITH PREMISES (APPROX)

130

COUNTRIES IT EXPORTS TO (APPROX)

## NOVOMATIC AG GROUP IN NUMBERS

5,000+

IP TRADEMARK RIGHTS

250+

INTERNATIONAL SUBSIDIARIES

20

GAME DESIGN STUDIOS

1,000

IN-HOUSE GAME DEVELOPERS (APPROX)

1,400+

CASINOS, ELECTRONIC CASINOS AND SPORTS BETTING LOCATIONS

11

SITES WITH PV SYSTEMS



# Novomatic prepares to wow in Las Vegas

**N**OVOMATIC has promised to “bring the energy” to the Global Gaming Expo (G2E) in Las Vegas in October, with a line-up of head-turning products on booth 1259.

The Diamond X 1.55J Quattro cabinet will be getting its US debut. Its sweeping 55-inch J-curved UHD display, paired with an immersive TouchDeck interface and integrated sound system, delivers a “cinematic experience.”

Alongside it, Novomatic will present the V.I.P. X cabinet series, a family of machines which includes the V.I.P. X Royal 1.85, V.I.P. X Dream 2.43/3.43 and the V.I.P. X Lounge 2.32, as well as the V.I.P. X Galaxy 2.65 which sports dual 65-inch displays, a swivelling TouchDeck and a fully integrated “Viper” lounge chair.

## Games built for performance

On the content front, Novomatic will be shining a light on Rising Treasures, a multiple feature suite on the Novo Line platform, which layers Free Games, Xtra Spins and Prize Upgrades into one package.

Also making its debut is Ultra Boost Link 3 Treasures, the latest extension of the popular franchise. Its three-pot bonus mechanic, paired with a dynamic reel-matrix feature, offers a blend of frequent wins and long-term jackpot anticipation.

Rounding out the line-up are fresh titles like Xtension Link Evolution and Piggy Prizes – Wish of Riches. Novomatic Americas has built notable success in Puerto Rico’s street market and continues to place a strategic emphasis on street market VGTs overall.

“Our focus is clear: deliver innovation that performs,” said Jakob Rothwangl, managing



Jakob Rothwangl

director, Novomatic Americas. “The cabinets we are launching, the content we are expanding and the systems we are advancing are all designed to give operators a tangible advantage on their floor.”

“At G2E, we’re not just showing products – we’re showing a strategy built for lasting operator profitability.”

Thomas Schmalzer, VP of global sales and product management at Novomatic, added: “At G2E 2025, we are showcasing the full breadth of Novomatic’s innovation power – from cabinets



Thomas Schmalzer



with iconic design to premium game content and future-ready systems.

“What makes our portfolio stand out is not only the visual and entertainment value, but the way it consistently translates into strong performance for our customers.”

## Beyond the reel

Novomatic’s G2E presence extends well past slot machines. Novo Unity Pro, the company’s flagship electronic table games platform, allows multiple live, automated and virtual games – from roulette and baccarat to poker and blackjack – to be played through a single terminal. For operators, it is a way to expand game variety without expanding footprint.

For the systems sector, Novomatic will present the NovoVision casino management system, offering biometrically supported cashless gaming and real-time analytics as well as sophisticated player tracking and loyalty dynamics.



## CLOVER LINK ELEMENTS

**APEX**

*Booth 1259*

**TAKING** to the show floor on Apex's stand is its latest platform, Clover Link Elements. Players can enjoy four different Clover games, each with its own style and special features, as well as the chance to win big with the jackpot feature in each game.

The first is Apex's scorching hot title Clover Inferno. This offers the Blaze feature, in which a clover grows with every spin, and the Bomb feature, which gives explosive clover payouts with multipliers up to 3x.

In Clover Twist, players can increase the value of clovers with the Boost feature, and can pay out all clovers instantly with the Collect feature.

In Clover Tomb, the Double feature doubles clover values at random, while the Raid feature instantly collects clovers for fast wins.

Finally, Clover Wave sports a Multiboot feature which boosts clovers under the waterline up by x3, and the Multicollect feature which instantly pays clovers below the waterline up to x3.



## SELF-REGISTRATION TERMINAL

### NOVOVISION

Booth 1259

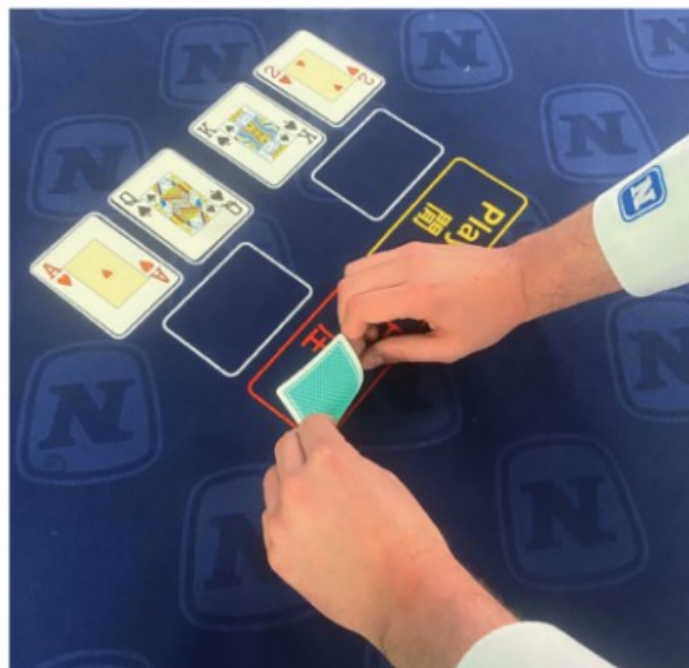
**PREMIERING** in the US at G2E Las Vegas will be NovoVision's new Self-Registration Terminal (SRT), the latest addition to the company's access portfolio.

This highly accessible terminal turns customer registration into an intuitive, fast and secure self-service. Its efficient footprint, especially in the triple set-up, helps operators maximise their use of space while optimising their fully compliant registration process, reducing staff costs and increasing guest privacy.

The vast majority of customer registrations will be fully automated via MRTD passports and ID documents, and if specific questions occur, casino staff will be on hand to help.

The NovoVision SRT can be equipped with a customised registration set-up according to individual operator preferences as well as prevailing regulatory requirements. It caters for both detailed player tracking and anonymous play environments, and can be configured with a variety of hardware components such as an OCR document scanner, an ID card reader, a camera, a QR code printer and more.

A 32ins full HD PCAP touchscreen serves as an intuitive customer interface with customised language selection, casino-specific design and a clear menu navigation that guides players step by step through the registration process.



## NOVOLIVE STUDIO

### NOVOMATIC GAMING UK

Booth 1259

**LAUNCHED** in late 2022, the NovoLive Studio has quickly become a leading force in the electronic table gaming industry, now powering almost 1,500 Novomatic terminals in over 50 casinos across the UK. This state-of-the-art platform leverages Novomatic's advanced wide-area-network infrastructure, anchored by the Novo Unity system, to deliver an unparalleled live gaming experience.

The NovoLive Studio utilises state-of-the-art gaming technology to provide 24/7 live gaming from single and double zero mini-wheels, as well as professionally managed baccarat and blackjack tables, all operated by a team of highly skilled and fully licensed dealers.

It is designed to complement Novomatic's electronic table gaming terminals and with game pace specifically tailored to ETG players. Offering a diverse range of games such as Going For Gold, Lucky Lady's Roulette, baccarat and blackjack, all with nationwide accessibility, the NovoLive Studio is "forging a path to unparalleled player satisfaction in UK casinos," said Novomatic Gaming UK.



## Gesund & fit mit NOVO-Day

*Mitarbeitergesundheit und Arbeitssicherheit stehen bei NOVOMATIC im Mittelpunkt*

Ganz im Zeichen der Gesundheit, Sicherheit und Umwelt stand der 6. NOVO-Company Day, der mit einem Mega-Programm für die rund 1.000 Mitarbeiterinnen und Mitarbeiter am Standort Gumpoldskirchen zusammenführt. Von der E-Bike-Teststation, Tischfußball und Basketball über Gesundheitsvorträge und einer Gesundheitsstraße wurden auch zahlreiche Angebote rund um die Sicherheit gelegt und natürlich gesundes Essen serviert und somit ein Company Day nach Maß und Gusto geschnürt. Einen spannenden Programmauf-takt bildete der persönliche Vortrag des Extremradsportlers Christoph Strasser. Mit beeindruckenden Einblicken in seine internationale Karriere thematisierte er die Qualifikationen Durchhaltevermögen, Motivation und Teamgeist.

„Die Gesundheit und das Wohlbefinden unserer Mitarbeiterinnen und Mitarbeiter sind uns ein wichtiges Anliegen – sie sind die Grundlage für ein starkes Miteinander, innovative Ideen und ein langfristiges sowie nachhaltiges Unternehmenswachstum. Mit dem NOVO-Company Day möchten wir ein sichtbares Zeichen der Wertschätzung setzen und gleichzeitig zeigen, wie wichtig uns ein motivierendes, gesundes Arbeitsumfeld ist“, betonte der Vorstand der NOVOMATIC anlässlich des 6. Company Days, zu dem auch Bürgermeisterin Dagmar Händler herzlich gratulierte. Die Ortschaften ließ keinen Zweifel daran, dass die NOVOMATIC als größter Arbeitgeber Gumpoldskirchens maßgeblich zur wirtschaftlichen Stärke der Gemeinde beiträgt. „Besonders beeindruckend finde ich, mit wie viel



*Bürgermeisterin Dagmar Händler und Christoph Strasser gratulierten zum Erfolg*

Verantwortung das Unternehmen für seine Belegschaft sorgt – von sicheren Arbeitsplätzen bis hin zu einem starken Fokus auf Gesundheit und Wohlbefinden“, so Händler. <<

intergameonline.com, 29.09.2025

## Celebrating 20 years of Book of Ra – A legendary journey through time

September 29,  
2025



Subscribe

Milestone year for Novomatic favourite.



This  
year

marks a truly special milestone: 20 years of Book of Ra. Since its original release in 2005, this iconic title has captivated players around the globe – not only with its thrilling gameplay, but with its unmistakable sense of adventure.

Book of Ra was among the first games in the industry to bring cinematic storytelling to the reels. Set against the backdrop of Ancient Egypt, it immerses players in a world of hidden treasures, mystical symbols and secrets waiting to be uncovered. Its now-legendary trigger sequence – the ride through the temple – was a pioneering example of 3D-rendered graphics and immersive slot design.



Kurier, 28.09.2025

# WERBE AMOR

KURIER

## 4. Vorauswahl 2025

### Ihre Chance: Wählen Sie Ihre Favoriten in Print, TV und Digital!

Liebe KURIER Leserinnen und Leser, am 24. September fand die vierte Vorauswahl zum KURIER Werbe-Amor 2025 statt. Heuer kommen – neben Print-Sujets – auch Digital- und TV-Sujets zur Abstimmung. Marketing-Fachleute aus unterschiedlichen Branchen entschieden sich für folgende fünf Sujets der drei Kategorien (alphabetisch gereiht):

#### Sujets Print

**A** Ja! Natürlich



**B** Mionetto Aperitivo



**C** NÖM



**D** Raurisertal



**E** WIFI



#### Sujets Digital

**A** Billa



**B** BIPA



**C** HOFER



**D** Lidl



**E** SPAR



#### Sujets TV

**A** Agrarmarkt Austria Marketing



**B** Johnson & Johnson Austria



**C** Lorenz Bahlsen Snack World



**D** Mister Spex



**E** Snocks



**1** Sabrina Fleig  
Ja! Natürlich  
**2** Bernhard Grafl  
tgm



**3** Andreas Hart  
NewMedX Medizinprodukte  
**4** Sophie Hartl  
GTA Touristik



**5** Karl-Georg Heinrich  
Heinrich DDr. Karl-Georg  
**6** Britta Kleinfurher  
WIFI Österreich



**7** Barbara Köcher-Schulz  
Kommunikationsexpertin  
**8** Elisabeth Limmert  
Lieblingsstücke



**9** Alexandra Lindlbauer  
Novomatic  
**10** Theresia Moser  
Tourismusverband Rauris



**11** Viktoria Radler  
Henkell Freixenet Austria  
**12** Brigitte Reinhart  
NORQAIN Eastern Europe



**13** Carina Resch  
Ja! Natürlich  
**14** Karin Riedl  
Schülke & Mayr



**15** Margreth Schicklgruber  
Freier Group Austria  
**16** Kathrin Schmitzhofer  
Bayer Austria



**17** Nina Serlath  
WIFI NO  
**18** Nicole Sumah  
Bellafiora Gartencenter



**19** Martina Vitek  
Samariterbund Österreich

Wählen Sie Ihre drei Liebessujets aus jeder der drei Kategorien aus der oben präsentierten Vorauswahl und gewinnen Sie eines von zehn exklusiven KURIER-Geschenkpaketen.

Teilnahmeschluss: Sonntag, 5. Oktober 2025

Online auf [kurieranzeigen.at/werbe-amor](http://kurieranzeigen.at/werbe-amor) oder per E-Mail an [werbeamor@kurieranzeigen.at](mailto:werbeamor@kurieranzeigen.at) [kurieranzeigen.at/werbe-amor](http://kurieranzeigen.at/werbe-amor)

Die Stimmabgabe kann nur bei vollständiger Angabe der Kontaktdaten und bei vollständiger Bewertung gezählt werden.

Mitwählen  
und gewinnen

intergameonline.com, 25.09.2025

## At the top of its game

September 25,  
2025



Subscribe

How Novomatic forged a path to success that has seen the company shape the international gaming industry for 45 years.



In July 2020, The European Brand Institute (EBI) released its annual study of the top 10 most valuable brands in Austria and confirmed what many pundits had predicted – that Novomatic had moved up to second place, behind only Red Bull, a slot it has occupied ever since.

Currently sitting at a brand value of €3.86bn, Novomatic is indisputably one of the biggest names in gaming technology across the globe today and, according to the economic research institute Economica, has put €2.1bn

into home country Austria's domestic economy between 2019 and 2022. This works out to mean that every 570th euro generated in Austria is directly or indirectly attributable to the company.



g3newswire.com, 23.09.2025

## Greentube unleashes the champions of the ring in Lucky Luchadoras

By Phil - 23 September 2025

Greentube, the NOVOMATIC Digital Gaming and Entertainment division, climbs through the ropes with its latest release, *Lucky Luchadoras*, a knockout pays anywhere slot that brings the thrill of lucha libre to the reels.

Set on a 6x5 grid, *Lucky Luchadoras* sees wins occur when eight or more matching symbols land anywhere on the grid. Colourful wrestler masks, belts and ringing bells adorn the reels while winning symbols disappear to make way for new ones in a fast-paced tumble sequence.

The game introduces fiery multiplier symbols, ranging from 2x up to 500x, which can appear randomly during both base play and the free games. At the end of each spin or tumble, the total of all multipliers on screen is applied to the win, ramping up the potential for prizes.

Landing four or more bell bonus symbols triggers 15 free games, where the action intensifies with a persistent multiplier meter.

Every multiplier symbol that lands during free games is added to the meter and carried forward, applying to subsequent wins. Free games can also be retriggered with five additional rounds when three or more bonus symbols appear during a single spin or tumble.

Players looking to boost their chances of triggering free games can activate the Ante Bet feature, which increases the stake to 125 per cent of its value and doubles the likelihood of entering the bonus for an additional cost.



igamingbusiness.com, 23.09.2025

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focusgn.com, 23.09.2025

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Lucky Luchadoras is a knockout pays anywhere slot that brings the thrill of lucha libre to the reels.

Press release.- **Greentube**, the NOVOMATIC Digital Gaming and Entertainment division, climbs through the ropes with its latest release, **Lucky Luchadoras**, a knockout pays anywhere slot that brings the thrill of lucha libre to the reels.

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**Greentube**'s latest release introduces **fiery multiplier symbols**, ranging **from 2x up to 500x**, which can appear randomly during both base play and the free games. At the end of each spin or tumble, the total of all multipliers on screen is applied to the win, ramping up the potential for prizes.



Landing **four or more bell bonus symbols** triggers 15 free games, where the action intensifies with a persistent multiplier meter.

Every **multiplier symbol** that lands during free games is added to the meter and carried forward, applying to subsequent wins. **Free games** can also be retriggered with five additional rounds when three or more bonus symbols appear during a single spin or tumble.

Players looking to boost their chances of triggering free games can activate the **Ante Bet feature**, which increases the stake to 125 per cent of its value and doubles the likelihood of entering the bonus for an additional cost.

igamingtoday.com, 23.09.2025

# Greentube launches Lucky Luchadoras with 500x multipliers on 6×5 grid



**23 September, 2025** – Greentube, the NOVOMATIC Digital Gaming and Entertainment division, has released **Lucky Luchadoras**, a pays-anywhere slot featuring lucha libre wrestling theme with multipliers up to **500x** on a **6×5** grid layout.

## Tumble mechanics drive fast-paced action

**Lucky Luchadoras** requires eight or more matching symbols landing anywhere on the grid to create wins.

The **slot** operates on a **pays-anywhere system** where wins occur when **8 or more** matching symbols appear in any position across the **6×5** grid. Winning symbols disappear through tumble sequences, allowing new symbols to fall into place for potential consecutive **wins**.

The **game** features **lucha libre-themed** symbols including **colourful wrestler masks**, **championship belts**, and **ringing bells** that create the **wrestling** arena atmosphere. The tumble mechanic maintains fast-paced gameplay by continuously providing new winning opportunities after each successful combination.



# Multiplier system enhances win potential

**Fiery multiplier symbols ranging from 2x to 500x can appear randomly during base play and free games.**

Multiplier symbols appear randomly throughout gameplay, offering values from **2x** up to **500x** that significantly boost win potential. At the end of each spin or tumble sequence, all multipliers visible on screen combine and apply to the total win amount.

This **multiplier system** operates in both **base game** and **bonus rounds**, providing consistent opportunities for enhanced **payouts** across all **gameplay** phases.

## Free games feature persistent multipliers

**Landing four or more bell bonus symbols triggers 15 free games with a persistent multiplier meter.**

The **free games** bonus activates when **4 or more** bell symbols land anywhere on the grid, awarding **15 free spins** with enhanced multiplier mechanics. During the bonus round, every multiplier symbol that appears gets added to a persistent meter that carries forward throughout the feature.

The **persistent multiplier** meter applies to all subsequent wins during **free games**, creating cumulative win potential as more multiplier symbols accumulate. **Players** can retrigger the bonus by landing **3 or more** bonus symbols during any single **spin** or tumble sequence, adding **5 additional free games**.

## Ante Bet doubles bonus chances

**The Ante Bet feature increases stake to 125% of base value while doubling free games trigger likelihood.**

**Lucky Luchadoras** includes an Ante Bet option that increases the base stake to **125%** of its original value in exchange for doubled chances of triggering the free games bonus. This feature appeals to players seeking more frequent bonus round access for additional cost.

The **Ante Bet** represents **Greentube's** approach to providing player choice in risk-reward balance, allowing operators to serve different player preferences within a single game title.

europeangaming.eu, 23.09.2025

## Golden Whale unveil exciting new partnership with StarGames.de

### NEW PARTNERSHIP!

**GOLDEN  
WHALE**  
PRODUCTIONS



**★ STARGAMES**

GOLDEN WHALE INTEGRATES WITH LICENSED GERMAN CASINO BRAND  
TO POWER UP ENGAGEMENT METHODS WITH ITS ADVANCED AI/ML SOLUTIONS

*Innovative data-driven service provider integrates with licensed German casino platform to power up engagement methods with its advanced AI/ML solutions*

Golden Whale, the market-leading provider of AI and ML-driven solutions for the iGaming industry, has announced it has formed a new strategic partnership with StarGames.de that will help the German online casino take journey optimization and player engagement to new heights.

StarGames.de – part of the Greentube Group – holds a German online gambling license and has built up a strong following with players in the country thanks to its huge portfolio of slot titles and exciting gamification features such as weekly slot race tournaments.



With Golden Whale's technology now successfully integrated into the platform's infrastructure, StarGames.de will be able to leverage the power of AI and ML to further optimise platform and engagement tools and draw on deep data-driven decision-making to provide an even more compelling user experience.

As such, the new partnership has the potential to cement StarGames.de as true innovator in the regulated German space while also providing Golden Whale with the ideal stage on which to showcase how its advanced solutions can enhance player loyalty and boost operators' margins even in tightly regulated environments.

**Eberhard Dürschmid, Chief Executive Officer at Golden Whale**, said: "We're delighted to have partnered with StarGames.de and can't wait to show how Golden Whale can take growth and player engagement to the next level. With our data-driven insights and AI-based automation, they'll have the tools they need to optimise their operations and provide a superior experience to customers."

**László Pados, Brand Manager Germany at Greentube**, said: "Leveraging the power of AI and machine learning in a very product-specific way has become an increasingly important part of optimising the iGaming user experience – and by integrating with Golden Whale, StarGames.de will now be able to draw on smart, data-focused decisions from one of the industry's top providers to further enhance our engagement methods."

## StarGames.de Partners with Golden Whale on AI solutions



StarGames.de, part of the Greentube Group and licensed to operate in Germany, has entered into a strategic partnership with Golden Whale, a provider of AI and machine learning-driven solutions for the igaming sector.

The collaboration will see Golden Whale's technology integrated into StarGames.de's infrastructure, enabling the operator to enhance platform optimisation, player engagement and data-driven decision-making.

StarGames.de has established a strong presence in the German market with a wide portfolio of slot titles and gamification features, including weekly slot race tournaments. The addition of Golden Whale's AI and ML tools is expected to support further development of user experiences and strengthen the operator's retention strategy.

For Golden Whale, the partnership provides an opportunity to demonstrate its solutions within a tightly regulated European igaming market, highlighting the role of advanced technology in driving both compliance and player loyalty.



Eberhard Dürschmid, Chief Executive Officer at Golden Whale, said: "We're delighted to have partnered with StarGames.de and can't wait to show how Golden Whale can take growth and player engagement to the next level. With our data-driven insights and AI-based automation, they'll have the tools they need to optimise their operations and provide a superior experience to customers."

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## Österreichs Novomatic: Die Karten in Europas Entertainment-Casino in der Hand

Novomatic, ein führendes Unternehmen in der Glücksspielbranche, prägt die europäische Casino-Landschaft maßgeblich. Mit innovativen Technologien und einem starken Fokus auf Sicherheit und Unterhaltung setzt es neue Maßstäbe. Erfahren Sie, wie Novomatic die Zukunft des Glücksspiels in Europa gestaltet und welche Rolle Österreich dabei spielt.



© bazoom/AI

Novomatic, mit Sitz in Österreich, hat sich als einer der größten Player in der europäischen Glücksspielindustrie etabliert. Das Unternehmen bietet eine breite Palette an Produkten und Dienstleistungen an, die von Spielautomaten über Casino-Management-Systeme bis hin zu Online-Gaming-Lösungen reichen. Ein besonderes Augenmerk liegt dabei auf der Entwicklung sicherer und unterhaltsamer Spielerlebnisse, die den Bedürfnissen der modernen Spielergemeinschaft entsprechen. **Casino Online**



## Innovationen und technologische Fortschritte

Novomatic investiert kontinuierlich in Forschung und Entwicklung, um an der Spitze der technologischen Innovationen zu bleiben. Die Einführung von Virtual Reality (VR) und Augmented Reality (AR) in ihre Spiele ist ein Beispiel für den technologischen Fortschritt, den das Unternehmen vorantreibt. Diese Technologien bieten Spielern immersive Erlebnisse, die weit über traditionelle Casinospiele hinausgehen.

Ein weiterer wichtiger Aspekt ist die Nutzung von Künstlicher Intelligenz (KI), um personalisierte Spielerfahrungen zu schaffen. Durch die Analyse von Spielverhalten und Vorlieben kann Novomatic maßgeschneiderte Inhalte anbieten, die das Engagement der Spieler erhöhen und gleichzeitig die Sicherheit gewährleisten.

Die Integration von Blockchain-Technologie stellt einen weiteren Meilenstein in Novomatics Innovationsstreben dar. Diese Technologie ermöglicht nicht nur transparente und nachvollziehbare Transaktionen, sondern eröffnet auch **neue Möglichkeiten** für Spielmechaniken und Belohnungssysteme. Die Implementierung von Smart Contracts gewährleistet dabei automatisierte und sichere Auszahlungen, während die dezentrale Natur der Blockchain zusätzliche Sicherheitsebenen schafft.

Die neueste Innovation von Novomatic ist die Entwicklung von Multi-Channel-Gaming-Plattformen, die es Spielern ermöglichen, nahtlos zwischen verschiedenen Geräten und Spielumgebungen zu wechseln. **Diese Technologie** synchronisiert Spielerfortschritte und Präferenzen über Desktop, Mobile und landbasierte Terminals hinweg, wodurch ein durchgängiges Spielerlebnis geschaffen wird. Die Integration von Cloud-Gaming-Technologien ermöglicht dabei schnellere Ladezeiten und verbesserte Grafikqualität, unabhängig vom verwendeten Endgerät.

Die jüngste Entwicklung im Bereich der Spielautomaten-Technologie ist die Einführung von haptischem Feedback und gestenbasierter Steuerung. Diese innovative Technologie ermöglicht es Spielern, durch Bewegungen und Gesten mit den Spielautomaten zu interagieren, während präzises haptisches Feedback ein noch immersiveres Spielerlebnis schafft. Die Kombination aus Bewegungserkennung und taktiler Rückmeldung eröffnet völlig neue Dimensionen der Spielinteraktion und setzt neue Standards in der Branche.

Ein weiterer Durchbruch ist die Entwicklung adaptiver Spielmechaniken, die sich in Echtzeit an das Spielverhalten anpassen. Diese dynamischen Systeme nutzen maschinelles Lernen, um Schwierigkeitsgrade, Bonusfeatures und Spieltempos automatisch zu optimieren. Dadurch wird jedem Spieler ein personalisiertes Erlebnis geboten, das sich kontinuierlich weiterentwickelt und die Spielerbindung erhöht, während gleichzeitig die Fairness und Transparenz gewährleistet bleiben.

## Marktführerschaft in Europa

Novomatic hat sich **als Marktführer** in Europa etabliert, indem es sich auf Qualität und Innovation konzentriert. Das Unternehmen betreibt zahlreiche Casinos und Spielhallen in verschiedenen Ländern und bietet seinen Kunden ein unvergleichliches Spielerlebnis. Die strategische Expansion in neue Märkte und die Anpassung an lokale Gegebenheiten haben dazu beigetragen, die Position von Novomatic als dominierender Akteur zu festigen.

Ein entscheidender Faktor für den Erfolg von Novomatic ist die Fähigkeit, sich an veränderte Marktbedingungen anzupassen. Dies zeigt sich in der kontinuierlichen Erweiterung des Produktportfolios und der Einführung neuer Spiele, die den aktuellen Trends und Vorlieben der Spieler entsprechen.

Die digitale Transformation hat dabei eine Schlüsselrolle gespielt, insbesondere durch die Entwicklung hybrider Gaming-Lösungen, die traditionelle Casino-Erlebnisse mit Online-Gaming verbinden. Diese Strategie hat sich besonders während globaler Krisen bewährt, als die Nachfrage nach digitalen Unterhaltungsangeboten stark anstieg. Durch die nahtlose Integration verschiedener Spielplattformen konnte Novomatic seine Marktposition weiter ausbauen und neue Zielgruppen erschließen.

Ein weiterer Schlüssel zum Erfolg liegt in der gezielten Übernahme und Integration strategisch wichtiger Technologieunternehmen. Durch diese **Akquisitionen** hat Novomatic sein technologisches Know-how kontinuierlich erweitert und kann schneller auf Marktveränderungen reagieren. Die Zusammenführung verschiedener Expertisen unter einem Dach ermöglicht es dem Unternehmen, innovative Lösungen schneller zu entwickeln und auf den Markt zu bringen, was die Wettbewerbsposition weiter stärkt.

Die internationale Expansion wird durch ein ausgeklügeltes Franchise-System unterstützt, das lokalen Partnern Zugang zu Novomatics bewährten Geschäftsmodellen und Technologien bietet. Dieses System ermöglicht eine schnelle Marktdurchdringung bei gleichzeitiger Wahrung hoher Qualitätsstandards. Partner profitieren von umfassenden Schulungsprogrammen, technischer Unterstützung und kontinuierlichen Updates, während Novomatic seine Marktpresenz kosteneffizient ausbauen kann.

Die jüngste Entwicklung in Novomatics Marktstrategien ist die Einführung eines innovativen Data-Driven Marketing Ansatzes. Durch die Analyse von Big Data und Kundenverhalten können Marketingkampagnen präzise auf spezifische Marktsegmente zugeschnitten werden. Diese datengesteuerte Herangehensweise ermöglicht es dem Unternehmen, Ressourcen effizienter einzusetzen und die Kundenakquise sowie -bindung zu optimieren, was zu einer weiteren Stärkung der Marktposition führt.



## **Sicheres und verantwortungsvolles Spielen**

Die Sicherheit der Spieler steht bei Novomatic an erster Stelle. Das Unternehmen setzt auf strenge Sicherheitsprotokolle und arbeitet eng mit Regulierungsbehörden zusammen, um ein sicheres Spielumfeld zu gewährleisten. Spieler können sich darauf verlassen, dass ihre Daten geschützt sind und die Spiele fair ablaufen.

Novomatic fördert auch verantwortungsvolles Spielen, indem es Tools und Ressourcen bereitstellt, die Spielern helfen, ihre Spielgewohnheiten zu kontrollieren. Diese Maßnahmen tragen dazu bei, problematisches Spielverhalten zu verhindern und ein positives Spielerlebnis zu fördern.

Zusammenfassend lässt sich sagen, dass Novomatic eine zentrale Rolle in der europäischen Glücksspielindustrie spielt. Durch den Fokus auf Innovation, Sicherheit und Verantwortung hat das Unternehmen die Karten in der Hand, um die Zukunft des Entertainments in Casinos nachhaltig zu gestalten.

Ein innovatives Feature ist das implementierte Frühwarnsystem, das auf maschinellem Lernen basiert und potenziell problematisches Spielverhalten frühzeitig erkennt. Das System analysiert Spielmuster und kann automatisch Interventionen einleiten, wie beispielsweise personalisierte Warnhinweise oder temporäre Spielpausen. Diese proaktive Herangehensweise an den Spielerschutz unterstreicht das Engagement des Unternehmens für eine nachhaltige Gaming-Industrie.

Das Unternehmen hat kürzlich ein fortschrittliches Biometrie-basiertes Zugangssystem eingeführt, das die Identitätsüberprüfung und Altersverifikation der Spieler optimiert. Diese Technologie verhindert nicht nur den unbefugten Zugang zu Spielbereichen, sondern ermöglicht auch eine präzisere Überwachung von Selbstsperrungen und anderen Schutzmaßnahmen. Die Integration von Gesichtserkennung und Fingerabdruckscans gewährleistet dabei höchste Sicherheitsstandards bei gleichzeitiger Wahrung der Privatsphäre der Spieler.

Ein weiterer Meilenstein im Bereich der Spielersicherheit ist die Einführung eines KI-gestützten Verhaltensanalysesystems, das in Echtzeit Anzeichen von Spielsucht erkennen kann. Das System überwacht verschiedene Parameter wie Spielfrequenz, Einsatzhöhen und Spielmuster, um gefährdete Spieler frühzeitig zu identifizieren. Bei auffälligen Verhaltensmustern werden automatisch präventive Maßnahmen eingeleitet, die von personalisierten Warnhinweisen bis hin zu temporären Spielunterbrechungen reichen können.