

novomatic®

the world of gaming



january 2011
issue 24
issn 1993-4289
www.novomatic.com
magazine@novomatic.com

iVIZION™ IS HERE!

BETTER. SMARTER. FASTER.



OS TECHNOLOGY



OPTICAL NOTE
ALIGNMENT



FULL IMAGE
CAPTURE



ANTI-STRINGING



FASTEST NOTE
STACKING



99%+
ACCEPTANCE



85 MM WIDE
SEALED BILL PATH



DUST/LIQUID
RESISTANT



DUAL
PROCESSORS



SENTRY 2.0 BEZEL



SELF-CALIBRATING



ICB 2.0 WITH RFID

 **JCM**
GLOBAL
JCMGLOBAL.COM



event

ice 2011__anticipating 'best ice ever'	6
ice 2011__novomatic bereitet ‚beste ice aller zeiten‘ vor	10
löwen__successful inauguration	27
löwen__erfolgreicher auftakt	28
european gaming law summit__novomatic acts as main sponsor	31
european gaming law summit__novomatic als hauptsponsor	32
crown__royal admiral crown slant makes a regal debut	34
crown__der könig lud und alle kamen	39
g2e__novomatic wins big in las vegas	46
g2e__novomatic wins big in las vegas	49



company

greentube__ski-challenge 11 now online	16
greentube__ski-challenge 11 nun online	17
astra__two shows, one city	18
astra__eine stadt, zwei messen	19
romania__new headquarters	22
rumänien__neues headquarter eröffnet	24



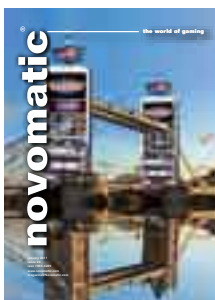
market

novomatic__leading position in italian vlt sector	41
novomatic__spitzenplatz bei videolotterien	44
admiral__austria's number 1 for sportsbetting	58
admiral__österreichs nummer 1 im sportwettengeschäft	60



feature

futurelogic__speed, ticket capacity & processing capability	52
futurelogic__geschwindigkeit, ticketkapazität & leistung	53
reel games__real success at g2e	55
reel games__reel games, inc. auf g2e	56



imprint

for enquiries, comments and advertising possibilities
please contact us at magazine@novomatic.com

published by: austrian gaming industries gmbh
wiener strasse 158, 2352 gumpoldskirchen, austria
fn:109445z, landesgericht wiener neustadt

editorial team: david orrick, max lindenbergh mba+e, andrea lehner, dr. hannes reichmann

art and layout: christina eberan

printed by: grasl druck und neue medien, 2540 bad voeslau, austria

Novomatic partners' advertising index

JCM Global	www.jcmglobal.com	IFC
MEI	www.meigroup.com	23
TCS	www.tcsjohnhuxley.com	25
Patir	www.patir.de	33
3M	www.3m.com	43
FutureLogic	www.futurelogicinc.com	51
CashCode	www.cashcode.com	57
GLI	www.gaminglabs.at	BC

Join the Stars of the Show

at ICE 2011



... and real server-based gaming.



Novomatic leads, others follow.

International Sales:

Jens Halle, Phone: +43 2252 606 234, E-mail: sales@novomatic.com, www.austrian-gaming.com



Dear Customers and Business Partners,

Drawing on the words of Henry Ford: *"Coming together is a beginning, keeping together is progress, working together is success"*, Novomatic's founder and President, Johann F. Graf, noted in his year's end message to all our 16,000 workers around the world, a commentary on the recent challenging economic downturn and the real prospects of a revival in 2011:

"At times like these, the security of jobs continues to be more important to me than maximising profits. State-of-the-art work stations for our research and development teams as well as manufacturing and administration departments, like those created at our Gumpoldskirchen headquarters, further enhance our technological edge; which eventually guarantees the satisfaction of our customers and guests".

Our President's words concerning Novomatic's 'technological edge' have never been more appropriate than now, as our research and development management and staff have created some major technology advantages that we are ready and eager to present.

Bearing in mind those new developments, we now look forward with great anticipation to what is our biggest trade exhibition of the year, ICE in London. We believe that ICE in January is the key-stone event that will establish the business climate for the whole of 2011 and I would like to invite all our customers, business partners and guests to join us on booth 3035 at Earls Court in order to see and try out the array of new products and technical innovations that we will present.

*Jens Halle,
Managing Director AGI*

Sehr geehrte Kunden und Geschäftsfreunde,

Die Grußbotschaft des Unternehmensgründers Präsident Johann F. Graf zum Jahreswechsel an unsere inzwischen weltweit 16.000 Mitarbeiterinnen und Mitarbeiter leitet mit Henry Fords berühmtem Zitat ein: *„Zusammenkommen ist ein Beginn, Zusammenbleiben ist ein Fortschritt, Zusammenarbeiten ist ein Erfolg“*. Der Gründer von Novomatic nahm darin Bezug auf die wirtschaftlichen Herausforderungen der vergangenen Jahre und auf den bereits greifbaren Aufschwung für das Jahr 2011:

„In Zeiten wie diesen ist mir die Sicherheit der Arbeitsplätze weiterhin wichtiger als die Gewinnmaximierung. Modernste Arbeitsplätze in Forschung & Entwicklung, Produktion und Verwaltung, wie wir sie etwa am Standort unseres Headquarters in Gumpoldskirchen geschaffen haben, dienen der Weiterentwicklung jenes technologischen Fortschritts, der letztendlich für zufriedene Kunden und Gäste sorgt.“

Das Vertrauen unseres Präsidenten in die Technologieführerschaft von Novomatic ist berechtigt. Denn unsere Forschungs- & Entwicklungsabteilungen haben erneut einen innovativen Vorsprung erarbeitet, der auf der wichtigsten Glücksspielmesse des Jahres, der ICE in London, präsentiert wird.

Wir sind überzeugt, dass die ICE 2011 von 25. bis 27. Januar einen Meilenstein bilden wird, der für die gesamte Gaming Industrie im neuen Jahr richtungsweisend sein wird. Ich lade daher alle unsere Kunden, Geschäftspartner und Gäste sehr herzlich dazu ein, uns auf Stand Nummer 3035 im Earls Court Exhibition Center zu besuchen: Machen Sie sich von unseren neuen Novomatic-Produkten und technologischen Innovationen, die wir dort live präsentieren, selbst ein Bild.

*Jens Halle,
Geschäftsführer AGI*



Once ICE opens its doors this booth will be packed with the latest gaming innovations and many hundreds of guests and visitors. A draft for the new Novomatic booth 2011.

Novomatic anticipating ‘best ICE ever’

With the recent uncertainty over the future date and venue of Europe’s premier gaming exhibition now removed Novomatic is set to celebrate the group’s presence at Earls Court, London, in January 2011 and 2012 by unveiling a breathtaking and futuristic ‘new look’ that is entirely in keeping with the renewed climate of optimism for the entire international gaming industry.

ICE in London is Novomatic’s key gaming industry exhibition of each year and the recent period of uncertainty over the show’s future has been something of a distraction from the effort and planning required to make this, once again, the Austrian gaming giant’s ‘greatest show on earth’. Thankfully, the key figures from throughout the entire international industry came together during the recent G2E show in Las Vegas and agreed a way forward



that was acceptable to them all. With that matter now decided (and an informal discussion framework in place for the future) attention is now firmly directed towards making this what everyone hopes will be and what the industry both deserves and needs; the best ICE ever.

Novomatic are following this theme by giving their own show presence an exciting makeover. While the Novomatic booth



Novomatic's Unique Combination



Novo Unity™ II relaunched as part of the wider NOVO LINE™ system offers all aspects of modern server-based casino gaming in unison.

Novomatic leads, others follow.

International Sales:
Jens Halle, Phone: +43 2252 606 234, E-mail: sales@novomatic.com, www.austrian-gaming.com

will retain its traditional place in the Earls Court II hall at booth number 3035 (and will once again be the show's largest exhibitor) its look has been totally upgraded. Visitors will be welcomed in a dynamic atmosphere that will ideally set off the multitude of product innovations that will be displayed.

Those product innovations are certain to be the 'stars of the show' at ICE. With an amazing range of new international games, the latest cabinet innovations and solutions all on display. Apart from the renowned high quality slots and multiplayer product range Novomatic will also present sophisticated Octavian jackpots and systems. One focus of the Novomatic product display will certainly be server based gaming with Video Lottery Technology, downloadable games and amazing new thrills for the popular Novomatic electronic live games.

Coolfire™ II gaming stars

On the Novomatic booth visitors will find top star cabinets such as the NOVOSTAR® SL2 and the Super-V+ Gaminator® with the latest Coolfire™ II multi-game mixes. With up to 27 games per multi-game mix, up to seven player-selectable denominations, multi-language options as well as a great choice of high/low line-games (5 to 40 lines selectable) these multi-game mixes offer maximum flexibility for the operator and guests alike. The, all new, top game releases to be shown at ICE feature many that are sure to become iconic products and firm favourites with international casino guests.



Novomatic cabinet stars.

Among the leading Coolfire™ II releases to be shown at ICE are: Reel Riders™, which takes guests biking to the Roadhouse on Route 77 and is a game on 5 reels but with no lines, thanks to the Novomatic ALLPAY® system. With stunning graphics and great sound, this game is a sure to be a favourite with all bikers, everywhere.

Also based on the innovative ALLPAY® system is Era of Dragons™; a game of myth, mystery and adventure that features free games a plenty and firebreathing dragon action.

Time Travel™ is a 20-line, 5-reel adventure through history and is set to be a comic classic. From the Stone Age to near history, Time Travel™ is a game that expands horizons and opens many exciting new possibilities for the casino guest.

Along with other exciting Coolfire™ II releases, such as Just Fruits™, Golden Prophecies™, the sailing-themed Winner's Cup™, Magic Joker™, Fairy Queen™ and the pirate adventure-based Cape Gold™ comes the superhero adventure, The Reel Novoman™ featuring Novoman, Villain and the beautiful Respin-Girl: an adventure not to be missed.

Server based gaming by NOVO LINE™

During ICE 2011 the world's leading producer of electronic multi-player equipment will present a new basis for both electronic live-gaming and slot gaming: all in one system. The server based NOVO LINE™ system opens a new era of total flexibility for operators and provides them with an unique tool to create a special entertainment world for the distinctive requirements of their casino: choosing the best from server based slot gaming solutions and electronic live games.

With numerous new functionalities and multi-game capabilities now added, Novomatic's server based Novo Unity™ II multiplayer platform will be proudly re-launched in January as part of the wider NOVO LINE™ system. This new and innovative NOVO LINE™ system comprises all aspects of modern server based casino gaming in unison: NOVO LINE™ VLT (Video Lottery Terminals), NOVO LINE™ GDS (Games Download System) and NOVO LINE™ Novo Unity™ II (electronic live games & slots).

For operators of Novomatic electronic live game equipment this innovative new system adds new dimensions of functionality, flexibility and future-proofing. In addition to the well-known benefits of Novomatic's electronic live games, such as high usability, low maintenance, increased game frequency, variable stakes without additional operating costs as well as a dramatic reduction in operating errors and player disputes; this platform also offers numerous additional advantages through its innovative server architecture and the integration into the comprehensive NOVO LINE™ system:

- to individually select the type of games and tables available
- available in one system!
- to individually select the type of games and tables available
- available in one system!
- to individually select the type of games and tables available
- available in one system!
- to individually select the type of games and tables available
- available in one system!
- to individually select the type of games and tables available
- available in one system!

One unique new feature of the NOVO LINE™ Novo Unity™ II system is the flexible interconnection of a great variety of electronic live games and slot games on a virtually unlimited number of individual player stations. This multi-game functionality allows the operator to link any chosen number of terminals to different games such as Roulette, Baccarat, Poker, Black Jack, Sic Bo and Bingo as well as a great slot games offering within one installation.

This exciting range of electronic live games comprises: the fully automated game versions (such as the Novo Multi-Roulette™), the semi-automated, dealer-operated versions (such as the Novo TouchBet® Live-Roulette) as well as the virtual game versions (such as the Novo Flying Roulette™). Thus the guest can flexibly switch from one game to another via fingertip touch, without having to leave his favourite seat.

Two further components of the inspiring server based NOVO LINE™ system are NOVO LINE™ GDS and NOVO LINE™ VLT. At ICE 2010 they will be presented with an exciting range of 14 new and thrilling 5-50 lines games, offering right from the start a great choice for operators in the international markets. In order to guarantee a flexible choice of products for their server based gaming floors, AGI will quickly extend this initial games offering with more thrilling releases.



New jackpot thrills

AGI will also, during ICE, release three brand new Jackpot themes. Bank Blaster™ invites guests to 'Team Up and Win' in this safe-cracking community jackpot. In addition AGI will also display the exciting mystery progressive jackpot theme THUNDERGOD™; the Nordic God bringing a sense of drama and mythology to exciting game play. This jackpot perfectly complements the new and elaborately designed game Thor™. The third jackpot innovation, another mystery progressive, is the Wild Nights™ jackpot theme; an inspiring party tour through Europe's most romantic cities based on the new game Wild Nights™.

Coolfire™ I+ - The Winner+

A further attraction in London will be the Ultimate™ 10 multi-game mixes. This growing range of multi-game mixes is based on the new Coolfire™ I+ gaming platform and is available in the popular Gaminator® cabinet. The Coolfire™ I+ platform combines the benefits of Coolfire™ II technology with the cost effective price structure of the former Coolfire™ I platform; thus offering tremendous benefits for the more cost-conscious customer segment.

Octavian Games and Systems

The product presentation will be complemented by a selection of Octavian equipment that represents part of the assets that Novomatic acquired from the international gaming supplier during 2010: products such as Casino Management Systems that will be exhibited in a comprehensive show installation connecting the machines on display. Also cash handling systems

will be demonstrated at the Novomatic booth; applications such as cashless and TITO.

Jens Halle, Managing Director AGI set the tone for the upcoming ICE-Totally Gaming event by stating: "The recent weather in Europe may have been extremely cold but the climate of anticipation for ICE is already red hot! Recent events have demonstrated that the industry can put aside inter-company issues and come together to act in the wider interests of global gaming. We at AGI are at 'full speed ahead' to ensure that our customers and business partners will experience the best ever ICE and so act together and assist the business climate to help grow the signs of economic recovery that we have already recognised. Novomatic will be playing a significant part in this process. Our new booth will be a spectacular attraction in its own right. But more important will be the stunning range of new products that we will present in London. Once again, on behalf of the whole Novomatic team, I look forward to welcoming customers, business partners and guests to ICE and invite them all to booth number 3035 in order to experience the legendary Novomatic hospitality and see for themselves the products that we absolutely believe will help the international gaming industry move forward."

Novomatic will be playing a significant part in this process. Our new booth will be a spectacular attraction in its own right. But more important will be the stunning range of new products that we will present in London. Once again, on behalf of the whole

Novomatic team, I look forward to welcoming customers, business partners and guests to ICE and invite them all to booth number 3035 in order to experience the legendary Novomatic hospitality and see for themselves the products that we absolutely believe will help the international gaming industry move forward."

b





Novomatic bereitet die ‚beste ICE aller Zeiten‘ vor

Nun, da die zuletzt aufkeimenden Unsicherheiten bezüglich Veranstaltungsort und Zeitpunkt der größten europäischen Glücksspielmesse ICE geklärt sind, bereitet sich Novomatic mit einem neuen, atemberaubenden Look auf die Messeteilnahmen im Londoner Earls Court im Januar 2011 und 2012 vor. Das neue Standdesign bildet den idealen Rahmen für die Präsentation der Produktinnovationen und versinnbildlicht gleichzeitig den Optimismus der internationalen Glücksspielindustrie.

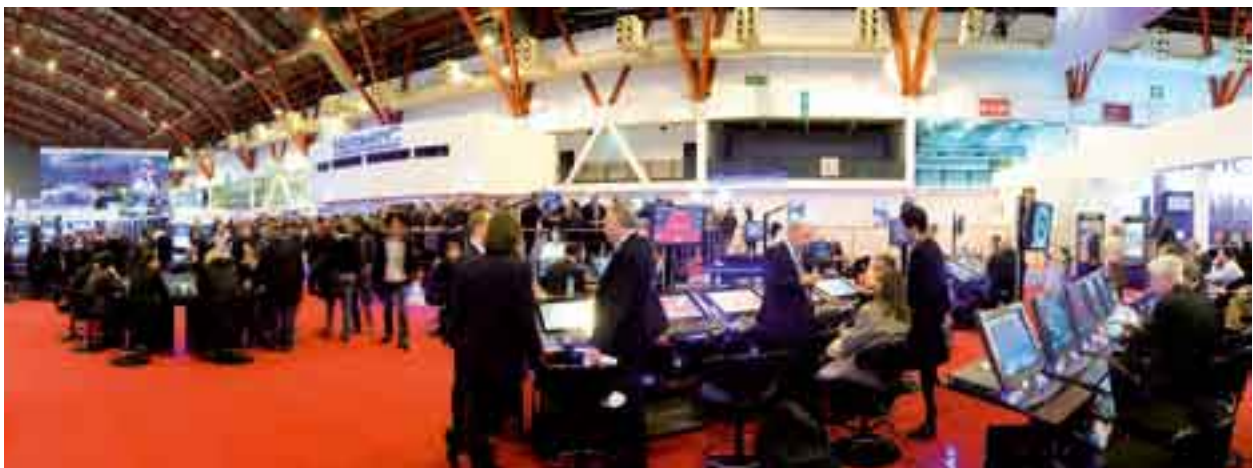
Die Glücksspielmesse ICE in London ist der wichtigste Event des Jahres für die Novomatic Group of Companies. Dementsprechend lagen die Diskussionen der vergangenen Monate über die Zukunft dieser Messe nicht im Interesse des österreichischen Glücksspielgiganten. Inzwischen konnten die Wogen wieder geglättet werden und Novomatic bereitet sich erneut auf einen fulminanten Messeauftritt im altbekannten Earls Court vor. Wesentlich dazu beigetragen hat ein Treffen der Entscheidungsträger der internationalen Glücksspielindustrie anlässlich der G2E in Las Vegas, bei dem man sich auf ein weiteres Vorgehen einigen konnte, das für alle Seiten zufriedenstellend war. Nachdem dies nun geklärt ist (und gleichzeitig ein informales Diskussionsnetzwerk geschaffen wurde), richtet sich die volle Aufmerksamkeit nun darauf, diese Messe zur besten ICE aller Zeiten zu machen.

Novomatic hat hierfür in ein rundum erneuertes, futuristisches Erscheinungsbild investiert. Während das Unternehmen wieder in

der traditionellen Position in der Earls Court Halle II auf Standnummer 3035 ausstellt (und auch in diesem Jahr wieder der mit Abstand größte Aussteller ist), wurde der Messestand völlig neu gestaltet. Besucher tauchen in eine dynamische Atmosphäre ein, die mit schwungvollen Linien den idealen Rahmen für die unzähligen Produktinnovationen schafft.

Diese Produktinnovationen reichen von neuen Spielen für die internationalen Märkte über aktuelle Gehäuse sowie Spielsysteme und -lösungen, die mit Sicherheit zu den ‚Stars der Show‘ zählen werden. Neben der hochqualitativen Slots- und Multiplayer-Produktpalette wird Novomatic unter anderem auch umfassende Octavian Jackpots und Systeme vorstellen. Ein Schwerpunkt liegt auf Serverbased Gaming mit Video Lottery Technology, Downloadable Games und packenden neuen Attraktionen im Bereich der elektronischen Live Games.

Novomatic booth at ICE 2010.





NOVO LINE™ Games Download System



Novomatic leads, others follow.

International Sales:

Jens Halle, Phone: +43 2252 606 234, E-mail: sales@novomatic.com, www.austrian-gaming.com



NOVO LINE™ Video Lottery Terminals



Novomatic leads, others follow.



International Sales:
Jens Halle, Phone: +43 2252 606 234, E-mail: sales@novomatic.com, www.austrian-gaming.com



Super-V+ Gaminator® - Performance by Design



Novomatic leads, others follow.

International Sales:

Jens Halle, Phone: +43 2252 606 234, E-mail: sales@novomatic.com, www.austrian-gaming.com

