

## NOVOVISION™ wins European Casino Award in London

*NOVOMATIC's innovative NOVOVISION™ Casino Management System is the proud winner in the CMS category at this year's European Casino Awards in London.*

**Gumpoldskirchen, February 23<sup>rd</sup>, 2023** – On the occasion of ICE London 2023, the recent European Casino Awards took place on February 7<sup>th</sup> at the Grand Connaught Rooms in London's stylish Covent Garden. The organiser of this prestigious casino industry event is Datateam Business Media, publisher of Casino International, who incepted this award to recognise and reward excellence in the casino industry across the European continent in 21 categories spanning products, operators and general industry achievements.

This year, the NOVOVISION™ Casino Management System from NBS was the winner of the "Best CMS/Software Product" category. Built on the latest cutting-edge technologies, NOVOVISION™ is a revolutionary new casino management system with extensive features that cover all areas of the modern casino operation. The system's modular design makes customization easy and allows absolute flexibility based on the operators' needs and legal obligations. Worldwide, some 40,000 gaming machines, 3,000 betting terminals and 1,300 cash machines are already operated via this comprehensive software package, and numbers are steadily growing.

The NOVOVISION™ system provides a powerful toolset that allows operators to streamline their processes, increase operational security and maximize the convenience for their guests with the most secure and innovative cashless experience on the market. The functionalities include a wide range of possibilities for automation, detailed analysis and sophisticated performance optimisation, taking into account all operator requirements and responsibilities in terms of player protection, responsible gaming and reporting obligations as well as offering modern biometric access solutions and innovative player tracking for live gaming tables.

A highlight of the system is the patented state-of-the-art biometrically-based access solution which employs fingerprint or face recognition to ensure the distinct identification of registered customers. Also, the system's player loyalty functionalities can yield a considerable impact on revenues, with in-depth player tracking of individual preferences and conclusions about specific marketing and promotional strategies. At the recent ICE London 2023, NOVOVISION™ Casino Management System was presented right at the heart of the NOVOMATIC stand, demonstrating the comprehensive capacities of this visionary solution.

Jens Einhaus, Sales Director NBS, says: "We are absolutely thrilled with this award. It is a real recognition of the efforts and commitment of the whole team to develop and continuously advance a casino management solution that makes a difference. Operator feedback at ICE was excellent, and we see huge international potential for the further growth of our market share."

### **About NOVOMATIC**

*The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 21,900 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group exports high-tech electronic gaming equipment and solutions to about 100 countries and has locations in about 50 countries. The Group operates around 212,000 gaming terminals and video lottery terminals (VLTs) in its about 2,000 plus gaming operations as well as via rental concepts.*

*Through its numerous international subsidiaries, the NOVOMATIC AG Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land-based gaming products and services, management systems and cash management, Online gaming and social gaming solutions as well as sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at [www.novomatic.com](http://www.novomatic.com)*

**For more information please contact:**

Andrea Lehner  
Senior Product Marketing Manager  
NOVOMATIC AG

Mobile: +43 664 40 66 721

Office: +43 2252 606 626

[alehner@novomatic.com](mailto:alehner@novomatic.com)

