

NOVOMATIC at G2E 2015 – Preview

Publication date: September 8th, 2015 • Embargo date: immediate release



NOVOMATIC Goes ‘Live’ at G2E in Las Vegas

With a new two level booth (#2656), new attractions and the appearance of a live gaming display that will be supported by a live DJ, NOVOMATIC is all set to bring a live gaming entertainment experience to the forthcoming G2E show in Las Vegas (September 29th – October 1st). It is going to be unmissable!

NOVOMATIC has established itself as a rising force in the US gaming supply chain and, as such, has risen to the challenge of bringing to market product lines that provide operators and their customers with attractions that are packed with gaming entertainment. At G2E, Austrian Gaming Industries (AGI) and the numerous Group subsidiary companies - including of course the recently expanded NOVOMATIC AMERICAS team - will come together to ‘go live’ and excite the many business partners, customers and guests attending. With recent key advances in both product approvals and licensing, the NOVOMATIC AMERICAS team fully expect to be inundated with enquiries from US operators as word of the arrival of NOVOMATIC on the US scene has spread rapidly.

NOVOMATIC AMERICAS has, since the company’s foundation in 2012, placed a clear emphasis on the Native American and VGT markets along with main stream casinos as it works to achieve the long held Group ambition of becoming a major supplier to US gaming markets. The progress to date of this initiative has been clearly demonstrated by the successful development of market specific products such as the Action-Gaminator® machine and its innovative multi-game mix or the new Magic Games™ Premium HD multi-games for the Video Gaming Terminal (VGT) market in the company’s home State of Illinois.

As always, G2E in Las Vegas will also prove to be a magnet for visitors from Latin American countries and, in order to cater completely for these welcome arrivals representatives of the NOVOMATIC subsidiary companies in Peru, Argentina, Colombia, Mexico, Panama as well as Honduras, Guatemala and Costa Rica will be on hand and ready to present their product portfolios and answer all enquiries.

Set on split levels of the booth the NOVO LINE Novo Unity™ II upper level display will feature three live dealers – operating Novo TouchBet® Live-Baccarat, Novo TouchBet® Live-Black Jack and Novo TouchBet® Live-Roulette. 10 slant top terminals will seat the players in comfort

NOVOMATIC at G2E 2015 – Preview

Publication date: September 8th, 2015 • Embargo date: immediate release

while a live DJ will mix and play music to suit the mood. Additionally, all the live action will be prominently displayed on no less than 18 video screens set in front of the dealers and thus offering booth visitors a panoramic view of the games in play. NOVO LINE Novo Unity™ II also provides guests with the possibility to play multiple thrilling slot games, directly at their seats.

The Magic Joker Jackpot™ will be presented in the Dominator® cabinet while the new Book of Ra™- Jackpot, that takes its name from the sensational NOVOMATIC hit game, will appear with the ever popular Super-V+ Gaminator® III.

The Dominator® Curve will feature prominently at G2E and will naturally be an attraction in its own right as it is now being launched for use in the US markets where NOVOMATIC AMERICAS is licensed and where the necessary final product approvals are pending. As a significant technology evolution of the original Dominator®, the Dominator® Curve takes up its twin brother's successful concept and enhances its attractiveness with its own unique feature: the upright 40" full HD touchscreen that ideally places the player position exactly at the focal point of the curved screen and thus guarantees maximum impact gaming with sophisticated graphics and sound.

In terms of gaming entertainment the NOVOSTAR® V.I.P. II slant top is already a huge star on gaming floors around the world and this high end gaming experience will feature prominently in Las Vegas. With its Crown V.I.P. chair, huge 50" LCD top screen, armrest-located additional Start/Take win & bet setting buttons, plus sound volume control and the FLIPSCREEN® feature the machine represents gaming in a truly grand style.

Also, the Panther Roulette™ II will be on show in Las Vegas presenting the unique Pinball-Roulette experience where the guest is not just the player but also the 'dealer' thanks to the Pinball launch system. Additionally Panther Roulette™ II gives the possibility for guests to switch between the main Roulette game and a choice of 23 HD slot games, all at the same machine.

Group subsidiary Octavian's product presentation at G2E will showcase the company's internationally established products such as the ACP Casino Management System (Accounting – Control – Progressives), the latest jackpot developments and a selection of new Octo-Games.

Presenting NOVOMATIC's 'third pillar' of innovation and activity – the online gaming segment – the NOVOMATIC Interactive area of the G2E booth will be packed with the latest innovations and developments for this currently fastest growing segment of the international gaming industry. The NOVOMATIC Interactive Group of companies now under the Greentube aegis is a leading provider and operator of online, mobile and social gaming services in only markets with a clearly defined legal framework in Europe, the U.S. and Australasia.

Another important presentation will be that of NOVOMATIC Lottery Solutions (NLS), a sector in which the Group has made huge strides. Key members of the NLS team will be on hand in Las Vegas to present and discuss the latest developments and innovations.



NOVOMATIC at G2E 2015 – Preview

Publication date: September 8th, 2015 • Embargo date: immediate release

Since 1991, under the brand name ADMIRAL, sportsbetting has been an integral and important sector of the NOVOMATIC Group. At G2E in Las Vegas NOVOMATIC Sports Betting Solutions will proudly present the company's market specific products, such as systems, cabinets and Cash Desk for international markets.

So, as can clearly be seen, NOVOMATIC will be a major force at the upcoming G2E show in Las Vegas, bringing its own multi-faceted 'world of gaming' and gaming entertainment 'live' to the most important, in US terms, and significantly one of the world's foremost gaming events. NOVOMATIC looks forward to welcoming business partners, customers and guests to what are sure to be three memorable show days in the city still regarded as the 'world capital of gaming'.

About NOVOMATIC:

The NOVOMATIC Group is one of the biggest producers and operators of gaming technologies in the world and employs more than 23,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to 80 countries. The Group operates more than 232,000 gaming terminals in its about 1,500 plus traditional and electronic casinos as well as via rental concepts. Part of the Group is also Admiral Sportwetten GmbH, Austria's leading sports betting operator with more than 200 outlets as well as the Vienna based online gaming specialist Greentube Internet Entertainment Solutions GmbH. With the acquisition of Betware and the foundation of NOVOMATIC Lottery Solutions in 2013 the Group also entered the lottery business segment.

About NOVOMATIC AMERICAS:

NOVOMATIC AMERICAS based in Chicago, Illinois was established in 2012 as an important strategic step for the NOVOMATIC Group on the American continent. NOVOMATIC AMERICAS is committed to offer state-of-the-art gaming equipment combined with best customer support and after sales service. With an emphasis on Tribal Government Gaming NOVOMATIC AMERICAS has recruited highly experienced gaming industry professionals. Full support of the Austrian R&D departments guarantees market specific products. The product range includes slot machines for Class III and VLT / VGT markets, electronic table games as well as management systems and ancillary services. Due to its pedigree as part of one the biggest gaming conglomerates in the world NOVOMATIC AMERICAS understands the needs of its customers and thus is able to act as a long term partner.

For more information please contact:

Max Lindenberg MBA+E
Director of Marketing AGI

David Orrick
Director of Communications &
Business Development AGI

Andrea Lehner
Marketing AGI

Mobile: +43 664 814 04 54
mlindenberg@novomatic.com

Office: +44 1229 465 670
dorrick@novomatic.com

Office: +43 2252 606 626
alehner@novomatic.com

