

NOVOMATIC at the G2E in Las Vegas: Strong growth for all segments

The G2E gaming show in Las Vegas just gone by, NOVOMATIC looks back on a show that laid testimony to the progress in the US market. The US subsidiary NOVOMATIC Americas has long ceased to be a newcomer and NOVOMATIC products continue to gain market share in all segments of the US gaming industry.

Las Vegas/Gumpoldskirchen, October 20th, 2022 – Visitors to the NOVOMATIC booth at the recent G2E in Las Vegas discovered premium products and winning solutions for all the various segments of the US and international gaming markets. Specific US Class III and VLT/VGT products, international casino slots and progressives, ETGs, sports betting kiosks, management systems, promotional systems, online gaming solutions and ancillary services. Operators from the US and abroad marvelled at the broad display of content with a colourful variety of themes and styles, eye-catching hardware and compelling progressives.

At the center of the booth were the two new cabinet versions DIAMOND X™ 1.55J and DIAMOND X™ 2.32, on display with the exciting and colourful THUNDER CASH X™ Linked Progressive titles of the new Candelas De Los Muertos series, Señorita Suerte and Señor Muerte, as well as a broad variety of other progressive highlights. Among them the THUNDERCASH™ Link with new titles, the MONEY PARTY™ Link with new additions also for the high denom. segment and the ULTRA BOOST LINK™ for the US, as well as a broad range of international progressive mixes with a special focus on the Latin American markets.

Sports betting was in focus in a dedicated area of the booth and with the leading kiosks on display: The table-top version NOVOMATIC *ActionBook*™ Compact and the multi-screen version NOVOMATIC *ActionBook*™ Plus deliver the perfect kiosk hardware solutions for all kinds of space and positioning requirements. Both are constantly growing their footprint in the US markets as more and more states legalize sports betting and casino operators seek to expand their offer.

NOVOMATIC gaming excitement for route operators in Illinois, Pennsylvania and West Virginia but also tailored products for Georgia and Puerto Rico were on show with a variety of game mixes presented in leading cabinets as well as scalable management systems.

The online gaming offer of Greentube, the NOVOMATIC digital gaming and entertainment division, perfectly complemented the land-based offer with its ever-growing range of online content comprising both, NOVOMATIC classics as well as proprietary brands and developments.

Rick Meitzler, President and CEO of NOVOMATIC Americas is content with the show: “This year’s G2E was one of those shows where you can hardly wait to boast the news. We had strong growth in all verticals during the past months, and as we were looking to continue to increase our product performance in every product category, we have listened to input every step of the way. That strong relationship with our customers continues to pay off in innovative strength, in performance, and ultimately, in excellent and fast ROI for our customers. Given the fantastic visitor interest and excellent feedback on our products, this G2E was a very successful show.”

NOVOMATIC AG Board Member Johannes Gratzl also underlines the trade show success: "The G2E in Las Vegas as the largest US gaming trade fair has always been one of the most important major events in the annual trade fair calendar for NOVOMATIC. We are therefore particularly proud to have achieved a truly outstanding trade fair success in Las Vegas this year with our portfolio not only for the US market, but also for the international markets from Latin America to Europe and Asia."

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 21,200 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in about 50 countries and exports high-tech electronic gaming equipment and solutions to about 100 countries. The Group operates around 212,000 gaming terminals and video lottery terminals (VLTs) in its some 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/mobile 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

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