

Voodoo Fortunes™ VIP Experience

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Voodoo Fortunes™ casts a spell on Mexico City

Crown Gaming Mexico, the local subsidiary of NOVOMATIC AG, held its 3rd VIP Experience in Mexico City on October 25 and invited operators from around the country to get hands-on with a selection of products for the market. Attendees were treated to a spellbinding evening themed on the Voodoo Fortunes™ slot game.

The NOVOMATIC VIP Experience returned to W Hotel in Mexico City this year, shortly after G2E. The main attraction was Voodoo Fortunes™ – presented for the first time in Mexico and on the PANTHERA™ Curve 1.43 cabinet, which delivers the game in impressive 4K resolution on a 43” curved display. Created by Winfinity Games, a NOVOMATIC studio, Voodoo Fortunes™ is part of the Fortunes game series and impressed at the event with its detailed graphics and engaging gameplay.

Larger-than-life Voodoo dolls and priestesses came to life and roamed the event as customers played the new title. The machines were connected to the Enchanted Fortunes Linked Jackpot™ that features a four-level linked progressive and can connect multiples of the same game as well as a variety of titles. In addition, the Imperator 3.24 black edition, widely popular in Mexico, was displayed with Impera Line™ HD Edition 6 featuring games such as Amazon’s Diamonds™ and Blue Moon™.

Crown Gaming Mexico and NOVOMATIC representatives spent time with the customers in an intimate environment and walked them through top-performing games in the market. Attendees each received a special photography art book entitled ‘NOVOMATIC en Mexico’ that showcases a selection of NOVOMATIC machines at the most representative casinos throughout the country.

Judith Barrientos, Crown Gaming Mexico Commercial Manager, said: “Our VIP Experience just gets bigger and better! The success of this third edition was due to our wonderful customers and, of course, to our amazing team. The growth we have experienced in the last few years is a reflection of hard work and NOVOMATIC’s willingness to take risks and innovate every day.”

Lawrence Levy, VP Global Sales NOVOMATIC, added: “Mexico is a hugely important market for NOVOMATIC, we had a very successful year and anticipate an even better 2019. This event

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always has a wonderful ambiance and allows us to show our appreciation to VIP customers in Mexico while presenting new highlight products for the market.”

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs around 30,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to more than 75 countries. The Group operates around 270,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC 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 lottery and sports betting solutions together with a range of sophisticated ancillary products and services.

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