

## EAE 2017 PREVIEW

Release date: August 22nd, 2017 • Embargo date: immediate release



## NOVOMATIC lines up products for Entertainment Arena Expo

***Returning to Bucharest for the eleventh edition of the Entertainment Arena Expo, NOVOMATIC will take centre stage at the Romanian trade show to display a complete range of products for Central and Eastern European gaming markets. On Stand #201 at the Romexpo Fair Ground in Bucharest, NOVOMATIC will display its latest product innovations for the market.***

As the leader in the Romanian casino market with more than 60% floor share, the NOVOMATIC brand is well established in the country, as new products are launched that enhance the gaming experience. Visitors to the Entertainment Arena Expo 2017 on September 4-6 will have the chance to see the latest product highlights and understand first-hand why NOVOMATIC products continue to be top performers.

New for the market is the GAMINATOR® Scorpion cabinet that will be on display with the Impera Line™ HD Edition 5 game mix. The successor to the GAMINATOR™ that is highly popular in Romania and surrounding markets, the new cabinet is compatible with a vast array of NOVOMATIC content and, set in a matte black finish with first-class graphics and game-dependent LED glow, has a high visual appeal.

Product highlights also include the international hit DOMINATOR®, IMPERATOR™ S3, NOVOSTAR™ II and NOVOSTAR™ SL3 cabinets featuring a selection of classic and new games such as Book of Ra™, Dolphin's Pearl™, Amazon's Diamonds™ and Upward™. From the V.I.P. cabinet suite is the V.I.P. Lounge™ that offers a space-optimized lounge format and will present a range of market-leading game titles.

Specific areas will be used to display TIP&CASH terminals that have been making their way into sports betting operations throughout Romania. Another area will be used for the Ainsworth brand highlighting the A600® and Multi Win 14 game mix featuring a 2-level mystery progressive jackpot. In addition guests are invited to enjoy a great variety of special contests, prizes and awards that will take place on the NOVOMATIC Stand #201 over the three-day event.

Valentin Adrian Georgescu, CEO NOVOMATIC Romania, said: "Entertainment Arena Expo is undeniably the most important annual event of the gaming industry in Romania. For

## **EAE 2017 PREVIEW**

Release date: August 22nd, 2017 • Embargo date: immediate release

---

NOVOMATIC, the presence at this exhibition, which brings together the largest producers, distributors and decision makers in the industry, has always created the perfect professional setting to present the group's top innovations. NOVOMATIC is an ever-evolving group of companies that embraces innovation to make a real difference in gaming by offering first-class product brands and services both for B2B and B2C sectors. Our best-selling collections of games are favorites to millions of fans globally and in Romania, they've continued to be the first choice for entertainment for more than two decades."

### **About NOVOMATIC**

*The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs some 24,000 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 70 countries. The Group operates more than 260,000 gaming terminals in its some 1,700 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.*

---

### **For more information please contact:**

Mike Robinson  
International Communications Manager  
NOVOMATIC Gaming Industries GmbH

Mobile: +44 7871 918 097  
mrobinson@novomatic.com

Andrea Lehner  
Product Marketing  
NOVOMATIC Gaming Industries GmbH

Mobile: +43 664 40 66 721  
alehner@novomatic.com

