

## NOVOMATIC is set to shine with sparkling highlights at ICE 2025 in Barcelona

**Gumpoldskirchen, December 20, 2024** – The stage is set for an extraordinary showcase as NOVOMATIC unveils its sparkling new stand design at ICE 2025 in Barcelona - exceptional and bigger than ever before. From January 20 to 22, visitors to the Fira Barcelona Gran Via can immerse themselves in a world of cutting-edge gaming technology, advanced hardware, and innovative solutions that are designed to dazzle and delight.

With a glitteringly elegant stand, NOVOMATIC promises an *X-perience* like no other, featuring exciting new product launches alongside cherished fan favorites. The NOVOMATIC booth will be a hub of activity, brimming with groundbreaking solutions and surprises.

NOVOMATIC will present its full range of products and gaming solutions, such as land-based casino products, AWP gaming machines, casino and arcade management systems including biometric access and player tracking technologies, and secure cash handling devices, as well as sports betting products and online gaming solutions. This 360° portfolio fulfills the highest demands in terms of technology and quality. Additionally, NOVOMATIC subsidiaries and technology partners such as NOVOMATIC Spain, NOVOMATIC Gaming UK and NOVOMATIC Italia, LÖWEN ENTERTAINMENT, APEX as well as Ainsworth Gaming Technology will showcase their current product portfolios. As a special highlight this year, a separate area has also been set up for our guests from Latin America.

### A brilliant showcase: sparkling hardware highlights

The spotlight is on the magnificent **V.I.P. X™ cabinet series**, which sets a new standard for premium gaming entertainment. Adding even more brilliance to the show, a highly anticipated new version of one of our **DIAMOND X™ cabinets** will be revealed, offering unprecedented performance and eye-catching features that will leave visitors awestruck. Monumental **signs** and top tier technology will ensure an audio-visual spectacle.

### Innovative gaming software takes center stage

At this year's ICE, NOVOMATIC will shine with a game portfolio that is tuned to perfection: A range of brand-new Linked Progressives will premiere, adding further innovative elements to the NOVOMATIC content portfolio. Recent player highlights such as Piggy Prizes – Wand of Riches will attract the attention of visitors with their extraordinary gameplay and exciting mathematics. Additionally, an exceptional multi-game mix will celebrate its debut, offering a customizable package solution that will cater to every operator's needs.

With their own spectacular booth #2E40 in the iGaming area, **Greentube** - the digital gaming and entertainment division of NOVOMATIC - will showcase its latest iGaming offerings, perfectly complementing our land-based portfolio. Dive into an ever-expanding range of online content that includes classic NOVOMATIC hits and exclusive proprietary brands and developments. This is where innovation meets tradition in a truly thrilling way!



Finally, experience the game-changing **NOVOVISION™** casino management solution built on the latest cutting-edge technologies, with a broad-based approach and constantly increasing diversification of the system functionalities, NOVOMATIC's visionary casino management system provides a flexible solution that is made to fit any operator requirement for the modern casino and beyond. At the upcoming ICE show in Barcelona, the NOVOVISION™ team will present the latest developments specifically in two distinct set-ups: for club operations and for casino venues.

## Game-changing solutions in ETG and sports betting

The future of sports betting is already here in the shape of the **NOVOMATIC ActionBook™ Edge 1.43J**, an upright kiosk designed for seamless betting experiences. Furthermore, the new **NOVO UNITY™ PRO** system will be on display: This ETG solution redefines casino gaming with unprecedented functionality and adaptability, ensuring that operators can meet the dynamic demands of the future. In particular, the Parallel Play and Simultaneous Betting options, as well as the integration of slot games are a real game changer for the casino experience – and visitors can discover this unique solution live at the ICE.

## A spectacle of surprises and challenges

Visitors can expect more than just groundbreaking products. Exciting prizes, surprises, and a unique sporting challenge also await you at ICE: Can you beat the champ? Join the NOVOMATIC team and find out!

## Looking forward to the brilliant premiere in Barcelona

Thomas Schmalzer, Vice President of Global Sales and Product Management at NOVOMATIC AG is looking forward to the show: *“The ICE is the perfect stage for industry leaders to learn about NOVOMATIC's diverse product range. We invite all attendees to visit one of the largest NOVOMATIC stands ever and discover how our all-encompassing solutions from elegant cabinets and spectacular signs to exciting games offering multiple feature combinations can fulfil their needs from a single source!”*

Bernhard Teuchmann, Managing Director of the Product and Technology Division of NOVOMATIC Spain adds: *“As this is the first time ICE is held in Barcelona, we expect a massive attendance of operators from all over the Spanish territory. NOVOMATIC Spain will have the opportunity to present the Group's innovative potential to all of them, as well as a wide range of products”.*

Don't miss the opportunity to experience NOVOMATIC at ICE 2025! Join us at **Booth #3K20-80** for a sparkling showcase that promises to set new benchmarks in gaming innovation.

**About NOVOMATIC**

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs more than 25,300 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 50 countries, and exports innovative gaming equipment, system solutions, lottery system solutions and services to more than 120 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in some 2,200 own electronic and regular casinos, as well as via rental models.

The NOVOMATIC AG Group is active as a full-service provider in all segments of the gaming industry through its numerous international subsidiaries, offering a comprehensive omni-channel product portfolio for partners and customers worldwide. This ranges from terrestrial gaming products and service through management systems and cash management solutions, online, mobile and social gaming solutions to lottery and sports betting solutions, as well as a whole host of other first-rate products and services. For more information, please visit [www.novomatic.com](http://www.novomatic.com)

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