

NOVOVISION™ casino management solution enhances business at the Casinò di Venezia

With state-of-the-art functionalities, NOVOMATIC's comprehensive NOVOVISION™ casino management solution has made the daily business of Italy's oldest established gaming house even more sophisticated.

Gumpoldskirchen, 20th March 2024 – Since its implementation, the NOVOVISION™ casino management system has had a significant impact on the daily business in the two venues of the Casinò di Venezia, with greatly enhanced and fast access processes for the casinos' guests and extended data, security and BI functionalities for the operator.

In 2020, NOVOMATIC equipped both locations of the Casinò di Venezia – Ca' Vendramin Calergi on the Canale Grande and at Ca' Noghera next to the Marco Polo airport – with its sophisticated casino management system. Over 600 video slots and comprehensive performance data were transferred to NOVOVISION™, and a broad selection of functionalities implemented with a high degree of customization. The installation comprises core functionalities such as slots management, player management, accounting and reporting as well as additional modules for *access, jackpots, promo* and *business intelligence*. In addition, the NOVOVISION™ functionalities help the casino attract extra floor traffic with special events and exciting jackpot highlights.

Especially the biometrically supported access solution has helped eliminate the long queues of guests waiting to enter the casino during peak hours, benefiting both the casino and its guests. After an initial registration of the customer data including a template of their fingerprint, players can now enter the casino via so-called fast-lane access terminals simply by scanning their fingerprint. Their fingerprint also allows them to enjoy VIP amenities such as free parking access or a selection of promotional benefits across the Casinò di Venezia's gaming floor.

NOVOVISION™ gathers in-depth data across the entire operation for the obligatory reporting requirements and accounting, as well as for business intelligence applications via Tableau, enabling the management of the Casinò di Venezia to make informed and fact-based decisions. NOVOVISION™ delivers real-time data of all significant events in the casino, that require the attention of different user groups, such as floor control, real-time machine information and much more. Additionally, the casino enjoys the security of reliable 24/7 technical support and security monitoring as well as the guarantee of knowing that any future custom requirements will also be implemented by the team of experts behind the NOVOVISION™ system.

Dr. Alessandro Cattarossi, General Manager of the Casinò di Venezia, says: "Implementing the NOVOVISION™ system was a great choice. This powerful casino management solution has not only enabled us to streamline our processes and optimize our efficiency on a daily basis, but its player-centric approach also helped us significantly enhance the customer experience for our guests. At the same time, it provides us with solid data that help us make the right decisions for strategic planning and future investments. With NOVOVISION™, we know that we are secure, thoroughly informed and ahead of the curve."

Martin Lypka, the responsible project manager at NOVOMATIC, emphasises: “We are delighted to call Casinò di Venezia one of our long-standing customers and I would like to thank the management for their trust and the excellent business relationship. Our close cooperation has not only enabled us to improve the casino's internal processes, but also to enhance the gaming experience for the casino's guests.”

About NOVOMATIC

The NOVOMATIC AG Group is one of the biggest international producers and operators of gaming technologies and employs around 24,500 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group exports high-tech electronic gaming equipment and solutions to more than 100 countries and has locations in about 50 countries. The Group operates around 214,000 gaming terminals and video lottery terminals (VLTs) in its about 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 gaming 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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