

## Gaming above and beyond: NOVOMATIC launched exclusive V.I.P. X series in Las Vegas

*NOVOMATIC caused quite a stir at this year's G2E in Las Vegas with a powerful product portfolio, presented in an elegant new booth design. The inspiring exhibition of gaming highlights amazed US operators and international visitors.*

**Las Vegas/Gumpoldskirchen, October 18<sup>th</sup>, 2023** – It was a truly striking show appearance: With a fresh and inspiring redesign of the stand set-up and a diversified product range, NOVOMATIC created a special kind of visitor experience.

### New trends for the US market

NOVOMATIC Americas presented outstanding cabinet versions of the DIAMOND X™ series with a special focus on Linked Progressives game content. The top-performing DIAMOND X™ 1.55J and DIAMOND X™ 2.32 cabinets with captivating games were explored by visitors with overwhelmingly positive feedback.

Rick Meitzler, CEO of NOVOMATIC Americas, is delighted with the outstanding success of this year's show: "Our booth in Las Vegas was exceptional, and we were genuinely excited to showcase our products that promise one-of-a-kind gaming experiences. Our highlight at the event was the DIAMOND X™, which currently stands as the most powerful cabinet in our product lineup. With a strong focus on Linked Progressives, VGT game content, our new J-Curve sports betting kiosk and our NOVOVISION™ Casino Management System, NOVOMATIC Americas has truly made an impression with our new product offerings."

THUNDER CASH™ GOLD, a brand-new Linked Progressive, was launched with a range of new titles including Irish Locks™ and Irish Grace™. Refreshingly fruity gaming entertainment is guaranteed with MONEY PARTY™ *Fresh!*. The two pharaohs of RISING TREASURES™ take players on mystical Progressive adventures to discover hidden jackpot treasures. In addition, the Diamond Link™ Progressives product line was presented for the first time for the US land-based market by APEX. NOVOMATIC Americas has the distribution rights for North America for APEX gaming products such as the Clover Link™ and Clover Link Extreme™ Progressives product lines.

Next-level sports betting was also on show with the brand-new NOVOMATIC *ActionBook*™ Edge 1.43J: As the perfect sports betting kiosk for any environment, with state-of-the-art graphics and blazing fast response time, it offers a unique betting experience. NOVOMATIC Americas' leading sports betting kiosks are experiencing steady growth in the US market as more states legalise sports betting and casino operators expand their offerings accordingly.

Another US premiere was staged in the ETG area of the NOVOMATIC stand: In addition to the ETG platform NOVO UNITY™ II with simultaneous betting options as well as the latest slant top cabinets EXECUTIVE SL™ 1.27 and LOTUS SL™ 1.27, the stunning fully automated TITAN ROULETTE™ by FAZI with four player stations, a fully automated Roulette wheel and an integrated display solution was presented.

The iGaming offering from Greentube, NOVOMATIC's digital gaming and entertainment division, perfectly complemented the land-based portfolio with its ever-growing range of online content, including NOVOMATIC classics as well as proprietary brands and solutions.



A special debut was the presentation of the innovative NOVOVISION™ casino management system in the US, which was awarded "Best CMS/Software Product" at this year's European Casino Awards in London. This powerful solution takes all areas of the casino operation to a new level, with a uniquely comprehensive range of functionalities that go far beyond traditional accounting, jackpots, player tracking, CASHLESS and TITO transactions. As a special unique selling point, NOVOVISION™ introduces biometric technologies for the management of gaming operations, e.g., for player recognition and access solutions.

## The Very Important Player X-perience

For the international markets, NOVOMATIC presented an exclusive premium product line for the first time at the G2E in Las Vegas. The V.I.P. X Royal™ 1.85, the V.I.P. X Dream™ 3.43 and the V.I.P. X Lounge™ 2.32 offer exceptional luxury gaming with exquisite V.I.P. comfort, extra-high and wide gaming screens and an integrated sound system in the comfortable chair that ensures an intense player experience and maximum immersion. Discerning operators know that every player deserves to feel like a V.I.P.

Thomas Schmalzer, NOVOMATIC VP Global Sales and Product Management, emphasizes the exceptional success of the trade show: "It was a great opportunity for decision-makers in the industry to experience the NOVOMATIC product portfolio in its great variety. By providing products and solutions to all market segments from casinos to arcades, "limited" markets, as well as VGT/VLTs, our broad diversification is a key factor for our success worldwide. The enthusiasm of the booth visitors, from Argentina to Canada and from South Korea to Iceland, shows us once again that we meet the needs of our customers with strong performance, innovative strength and full commitment. In this way, we are pushing forward on the NOVOMATIC growth trajectory in the North and South American markets as well as internationally. We appreciate all our visitors and loyal customers for making this a great show. Together, we are proud to be setting global benchmarks with our extraordinary gaming experiences!"

### 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 about 100 countries and has locations in about 50 countries. The Group operates around 212,000 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](http://www.novomatic.com)*

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