

Argentina Experience

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NOVOMATIC Experience Event takes place in Buenos Aires

NOVOMATIC Argentina invited its customers to the Crystal Bar at Alvear Icon Hotel on December 6 for the NOVOMATIC Experience Event. The local NOVOMATIC AG subsidiary presented a range of new products for the market in a social atmosphere with a few treats in store and a very special guest.

Overlooking the famous Puerto Madero Waterfront in Buenos Aires, NOVOMATIC invited casino operators from around Argentina to the exclusive event and celebrated a positive year together. With a live saxophone player, a DJ, an experiential art show and a fine selection of Argentinean wines, guests could get hands-on with the latest NOVOMATIC products in a relaxed environment.

Representatives from NOVOMATIC engaged operators with a new selection of games, multi-game mixes and cabinets. Voodoo Fortunes™ was introduced to the market on the PANTHERA™ Curve 1.43, connected to Enchanted Fortunes Linked Jackpot™. Its sister cabinet PANTHERA™ 2.27 was also on show, next to the V.I.P. Lounge™ Curve 1.43. Standout titles like Viking & Dragon™ received great feedback, as well as themes on game mixes such as NOVO LINE™ Interactive Edition X and Impera Line™ HD Edition 6.

After familiarising themselves with the latest product range, guests were treated to a discussion with the former Argentinean football player and TV personality Oscar Ruggeri who told stories about the World Cup and Copa America finals, in relation to teamwork within a casino. The evening was topped off with a prize draw that saw one lucky guest receive an all-inclusive trip to ICE 2019 and be part of the full-scale NOVOMATIC Experience in London.

Max Bauer, NOVOMATIC regional CFO, Latin America and the Caribbean, said: “The exquisite execution of the NOVOMATIC Experience is the product of a very cohesive team who brought the main decision makers to the event. Our office in Argentina is steadily growing the presence of the NOVOMATIC brand in the country and this event confirms a year of constant efforts to improve the performance of our products while providing top quality after-sales support.”

Fabian Grous, NOVOMATIC Argentina Managing Director, said: “The NOVOMATIC Experience Event in Argentina was a great success and we are very proud of the results. It was a very

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pleasant evening and the ideal space to thank our customers for their trust. The NOVOMATIC footprint continues to expand throughout the country and our new games are in many cases top performers. We look forward to extending our hospitality to our customers in February at ICE 2019.”

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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