



NEWSWIRE
INTERACTIVE
247.com

Global Games
and Gaming
Magazine
March 2016

WWW.G3-247.COM



THE NETHERLANDS BRIDGING THE GAP

A comprehensive market overview as the Dutch government seeks to regulate online gaming

WWW.G3NEWSWIRE.COM



The Brazilian President, Dilma Rousseff, reveals pro gaming stance ahead of new legislation.....
BRAZIL P10



The UK's National Casino Forum hosted its Dealer Championship at Aspers Westfield.....
UK P22



IGT hosted gaming's corps d'elite at the ICE show with a regal gathering at Kensington Palace.....
US P26



MGM Resorts is to delay the opening of its Cotai casino in hopes of a market resurgence.....
MACAU P30

SUBSCRIBE
at G3-247.com

Read every G3 magazine, download every market report and much more...

The latest magazine is available to digitally download via **G3-247.com** or via the **App Store** and **Google Play Store**

Interact with G3 via...



CAMMEGH

The World's Finest Roulette Wheel

Technically advanced

Precision engineered

Security focused



www.cammegh.com

+44 (0)1233 820771

info@cammegh.com

in Cammegh Ltd

f CammeghGaming

t @CammeghGaming

Contents

March 2016



Gaming
Publishing

Samson House,
457 Manchester Road,
Manchester M29 7BR,
United Kingdom



World Partner to Clarion Events

G3Newswire.com delivers daily international gaming industry news and information, with the G3Newswire newsletter circulated three times per week to a 8,000+ database of gaming industry influencers

SOUTH AMERICA

ARGENTINA P8

Casinos Austria takes legal action against the Argentinian government for its role in the Salta Casino debacle

BRAZIL P10

While there has been no official announcement, Ms. Rousseff reveals 'pro gaming' legislation has her approval

COLOMBIA P12

Amendments to Colombia's horse racing laws will cut taxes to just one per cent, and extend licences for 10 years

NORTH AMERICA

US P26

Penn National Gaming's year end results demonstrate the bounce-back felt across regional casinos in the US market

US P28

A year of progress for Pinnacle was underscored by challenging market conditions, but successful casino openings

CALIFORNIA P30

The California Nations Indian Gaming Association (CNIGA) discuss the challenges facing tribal gaming in the US

EMEA

FINLAND P14

The Finnish Slot Machine Association has identified two possible locations for its second casino licence, in Tampere or Turku

ESTONIA P16

Preferred supplier agreement with Olympic specifies CPI's SC Advance as default note acceptor for three more years

FRANCE P20

Construction has commenced on a new Marseille casino from Partouche that features an open-air design

ASIA & OCEANIA

MACAU P32

The US\$2.6bn MGM Cotai project has already seen its opening delayed from early 2016 until the autumn of 2017

ASIA P34

AFC positions itself as one of the most committed sport bodies in the world on the issue of sports match-fixing

NEPAL P36

AFC positions itself as one of the most committed sport bodies in the world on the issue of sports match-fixing

WWW.G3-247.COM

G3 Review
ICE Totally Gaming 2016

Comprehensive coverage of the 2016 ICE gaming show
Review P44

30 pages of exhibition news, comment, new products and innovation and in-depth interviews with the gaming industry's leaders

Genting launches bespoke Live Casino with Evolution
Insight P38

Genting Alderney, the online casino division of Genting Group, has launched its brand new Live Casino product provided by Evolution Gaming

Carnival Cruises and IGT celebrate 20 years of WOF
Insight P40

Carnival Cruise Line and IGT commemorate 20 years of Wheel Of Fortune slots with year-long celebration, including free cruises and onboard cash

G3-247.com
The Netherlands

Reflecting on future market opportunity
Reports P78

From past to present, G3 explores the shifting nature of The Netherlands' journey towards legislation of its online gaming sector



More than a transaction. A connection.

The real moment of truth on the gaming floor is when a player gives you the money. Only the money is not being handed out to you. It is handed out to us.

From the moment that currency touches our JCM Global bill validator, we are responsible for providing an effortless, accurate transfer of cash into play. We accept your customer's wager with reliable grace and efficiency, just the way you would personally. We are your representative on the gaming floor.

This philosophy has earned JCM Global its position as the industry leader for both OEMs and operators, with more bill validators in play than all other brands combined. And now, we are about to reveal how a simple cash-in can lead to a level of player engagement that goes beyond the transaction. We're going to help you make connections.



Lewis Pek
Editor



Comment

March 2016

The ICE show in London was spectacular this year. The organisation, the planning, the visitation and even, despite the detractors, the location was perfect. Outline attendance figures for February's ICE exhibition have been declared at 28,487 unique visitors. The interim figure, a record for the world's biggest business-to-business gaming event, represents a 11.7 per cent increase on the total for 2015 and is the seventh consecutive year of growth for ICE. The attendance data, which has been compiled by the company responsible for registration at ICE 2016, will now undergo an independent audit in order to be confirmed as an accurate figure - but these are just that - figures. What was standout at this year's ICE was the 'mood.'

I'd have to stretch back to 2005 or 2006 to think of a more upbeat, positive, eager and appreciative exhibition. I met a number of executives that had travelled to London from Australia after a five-six year gap, who were stunned by the size and scale of the exhibition, having last attended the show at Earls Court. What was exceptional for them was the atmosphere, the giddy pleasure that customers with cash in their pockets experience when they see amazing products; the thrill of playing new games; witnessing new technology entering the gaming

OUTLINE ATTENDANCE FIGURES FOR FEBRUARY'S ICE EXHIBITION
HAVE BEEN DECLARED AT 28,487 UNIQUE VISITORS.

space and being adopted by buyers and players, and, of course, the breath-taking innovation that spills onto the aisles of the show floor. From the multi-storey stand builds to CRYO labs, to twerking dancers and in-depth FREE technical presentations; stands filled with foliage, cabanas for relaxing and sports legends to challenge head-to-head - there was something at ICE for everyone.

It's been almost a decade since a gaming industry show has been such an exciting place to visit. And if ICE proves yet again to be a bellwether for the 12 months ahead and a fortune-teller for the gaming sector as a whole, 2016 should be a standout year and perhaps even a return to pre-downturn status. The positive comments, the scale of the orders placed and the volume of visitors all indicate that gaming is back on the front-foot again across all market segments and global jurisdictions. It's an exciting time to be part the gaming industry right now.

EDITORIAL

Editor

Lewis Pek

lewis@gamingpublishing.co.uk

+44 (0) 1942 879291

News Editor

Phil Martin

phil@gamingpublishing.co.uk

+44 (0)7801 967714

Associate Editor (Malaga)

Karen Southall

karensouthall@gmail.com

Consultant (Germany)

John Carroll

carroll@carrollconsulting.de

South America Correspondent

James Marrison

jamesmarrison@gmail.com

Contributors

David Addison,

Valery Bollier,

Rob Painter

ADVERTISING

Commercial Director

John Slattery

john@gamingpublishing.co.uk

+44 (0)7917 166471

Advertising Executive

James Slattery

james@gamingpublishing.co.uk

+44 (0)7917 166471

Advertising Executive

Alison Dronfield

alison@gamingpublishing.co.uk

+44 (0)1204 410771

PRODUCTION

Senior Designer

Gareth Irwin

Production Manager

Paul Jolleys

Subscriptions Manager

Jennifer Pek

Commercial Administrator

John Pek



Land-based:
APEX PINNACLE CABINETS



THE HOME OF GAMING INNOVATION FOR THE GLOBAL GAMING MARKET



Live gaming accessories:
APEX IDROPs



Multiplayers:
APEX PLAYER STATION



VIP Solution:
APEX PINNACLE PREMIUM

www.apex-gaming.com

For more information please contact: sales@apex-gaming.com

The MEI SCR...



Made for Germany

The German gaming market is amongst the most demanding in the world. The MEI SCR note recycler was designed to meet those challenges. Several features that will raise expectations for performance and fraud protection were created by applying feedback from German manufacturers and operators.

The result is a faster, more secure way to manage cash. Now, finally, there is a note recycler that will set a new standard for machine uptime and total cost of ownership—for Germany and the rest of the world.

Please contact your CPI sales representative to review how the SCR can help your customers achieve newfound performance efficiencies that improve their bottom line.



Technology that counts.
CranePI.com

Calendar

March 2016

EMEA

The Cash Handling Show, Africa 2016

March 1-2, 2016

LOCATION

Sandton Convention Centre,
Johannesburg, South Africa

ORGANISER

Terrapinn Ltd
1st Floor, Modular Place
Turnberry Office Park, 48
Grosvenor Road, Bryanston
South Africa 2021

CONTACT

Katherine Marriott
T: +27 11 516 4015
E:
katherine.marriott@terrapinn.com
www.terrapinn.com/exhibition/cash-handling-africa/index.stm

EMEA

Irish Gaming Show 2016, Ireland

March 1-2, 2016

LOCATION

Red Cow Moran Hotel, Dublin,
Ireland

ORGANISER

Gaming and Amusement
Publications
8 South Ring Business Park
Kinsale Road
Cork, Ireland

CONTACT

Susan Feery
T: +353 (0)87 609 0109
E: info@irishgaming.ie
www.irishgaming.ie

NORTH AMERICA

Indian Gaming Phoenix 2016, US

March 13-16, 2016

LOCATION

Phoenix Convention Center,
Phoenix, Arizona, United States

ORGANISER

National Indian Gaming
Association
224 Second Street SE
Washington DC
United States
DC 20003

CONTACT

T: +1 202 546 7711
F: +1 202 546 1755
E: expo@indiangaming.org
www.indiangamingtradeshow.com

EMEA

ENADA Spring 2016, Italy

March 16-18, 2016

LOCATION

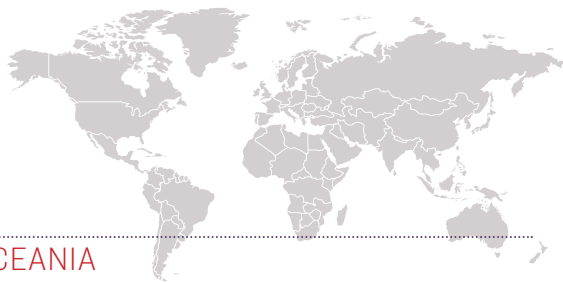
Rimini Fiera, Rimini, Italy

ORGANISER

Rimini Fiera Spa
Via Emilia 155
Rimini
Italy
47900

CONTACT

Sonia Bodellini
T: +39 0541 744250
F: +39 0541 744454
E: s.bodellini@riminifiera.it
www.enadaprimavera.it



ASIA & OCEANIA

iGaming Asia Congress 2016

March 21-23, 2016

LOCATION

Grand Hyatt Macau, Macau
ORGANISER
Beacon Events
12/F Siu On Centre
188 Lockhart Road
Wanchai
Hong Kong

CONTACT

Hong Kong Office
T: +852 2219 0111
E: info@beaconevents.com
www.igamingasiacongress.com

NORTH AMERICA

iGaming North America 2016

April 5-7, 2016

LOCATION

Planet Holly Wood Resort & Casino
Las Vegas, Nevada, United States
ORGANISER
iGaming Business
Electric Word, 2nd Floor
5 Thomas More Square
London E1W 1YW
United Kingdom

CONTACT

Alana Jones
T: +44 207 954 3480
E: info@igamingnorthamerica.com
www.igamingnorthamerica.com

EMEA

World Regulatory Briefing Africa

April 11-12, 2016

LOCATION

Lagos, Nigeria
ORGANISER
Clarion Events
Fulham Green, Bedford House
69-79 Fulham High Street
London
United Kingdom
SW6 3JW

CONTACT

Adam Roebuck
T: +44 207 384 8118
E: adam.roebuck@clarionevents.com
www.wrbriefing.com

SOUTH AMERICA

FADJA Colombia 2016

April 13-14, 2016

LOCATION

Corferias, Bogota, Colombia
ORGANISER
3A Producciones SAS
Av Carrera 60 No 22-99 Arboleda
de Salitre, Torre 1
Oficina 2201
Bogota
Colombia

CONTACT

José Aníbal Aguirre
T: +57 1 803 4973
E: info@fadja.com
www.fadja.com

SUZOHAPP

ENTER INTO THE HEART OF GAMING!





THANKS FOR VISITING US!

We look forward to welcoming you at
Enada Rimini, 16th-18th March,
HALL C5 | STAND 115

Visit the new SUZOHAPP Europe website
www.suzohapp.com/eu

Evolution finalizó su año récord 2015 con otro trimestre de sólido crecimiento. Los ingresos en el cuarto trimestre subieron un 62 por ciento hasta situarse en los 22,4 millones de euros, lo que supone un beneficio para el período de 6,9 millones de euros.

La legislación necesaria para introducir el juego en casinos en el sur de Chipre se ha visto retrasada, ya que solo unos pocos de los legisladores son capaces de entender el lenguaje en el que está escrita. El Presidente del Comité de la Cámara de Comercio, Zacharias Zachariou, ha solicitado una versión mejor traducida del borrador de ley, toda vez que la versión en griego no ha hecho sino confundir a los parlamentarios.

Una vez recibida la aprobación de la Autoridad de la Competencia de Estonia, OEG ha finalizado la adquisición del operador de casinos estonio AS MC Kasiinod, que también es propietario de OÜ Oma & Hea, dedicada a suministrar servicios de bar en casinos. Como resultado de la culminación de la transacción, OEG es propietaria ahora de 24 casinos en Estonia.

Tras haber firmado solo un contrato de distribución con el operador eslovaco Top Game en diciembre, Euro Games Technology se muestra muy satisfecha por haber implementado ya 130 máquinas en el mercado.

Holland Casino ha designado a Erwin van Lambaart como su nuevo Director Ejecutivo. Comenzará a ejercer sus funciones el 7 de marzo ocupando un puesto que dejó libre el pasado verano Willem-Jan van den Dijssel. El Sr. van Lambaart afirmó: «Espero dar forma al futuro de la organización en un entorno de mercado lleno de retos».

Merkur Gaming y su empresa de producción adp Gauselmann GmbH han suscrito un contrato de proveedor preferente con Crane Payment Innovations (CPI). En virtud de este acuerdo de tres años, Merkur ha elegido el SC Advance como su aceptador de billetes global por defecto.

Macau Legend Development ha iniciado oficialmente la construcción de su complejo de casino valorado en 250 millones de euros en Praia, Cabo Verde, en pleno Océano Atlántico frente a las costas de África occidental, en lo que se espera que será una fase de construcción que durará tres años. El proyecto, que será el complejo turístico más grande de Cabo Verde, incluirá un resort integrado de 152 700 metros cuadrados e instalaciones de juego, además de tiendas, restaurantes, un centro de congresos, un museo, espacios funcionales, un club y un puerto deportivo.

Casinos Austria se dispone a llevar a Argentina y a la provincia de Salta ante el Centro Internacional de Arbitraje de Disputas sobre Inversiones del Banco Mundial con motivo de la revocación de su licencia. La empresa solicita como compensación un pago de 150 millones de dólares.

Casinos Austria takes legal action against the Argentinian government for its role in the Salta Casino debacle

ARGENTINA CASINO LICENCES



Casinos Austria to Sue Argentina

Casinos Austria is to take Argentina and the province of Salta to the International Centre for Settlement of Investment Disputes at the World Bank over the revocation of its licence. The company is demanding payment of US\$150m in compensation.

According to the complaint lodged with the courts, Argentina must now submit evidence to substantiate the charges before an international tribunal over "claims arising out of the revocation . . . of a license to operate games of chance and lottery held by claimant's local subsidiary under alleged concerns of money laundering."

Casinos Austria International had been present in Salta since December 2006 when the company acquired a majority interest in Leisure & Entertainment (L & E) a company that owns 90 per cent of the shares of gaming company Enjasa. Enjasa was given the exclusive right to run gaming in the province after gaming was privatised in Salta in 1998.

Under a new deal which was agreed to in October 2013 it was established that Casinos Austria would own 100 per cent of Leisure and Entertainment SA – Enjasa's mother company. Casinos Austria agreed to the deal after

discussions with the local government of Salta and agreeing to promote tourism and the entertainment sector in the province.

In a press release at the time the company said that it had much to add in the future growth of both Austrian and European tourism in the province.

However, in August 2013 the Minister of Economy, Carlos Parodi announced that the company's license would be revoked due to apparent breaches in anti-money laundering standards. The regulatory gaming body denied the motion for reconsideration filed by Enjasa to continue managing raffles, lotteries, bingos, slot machines and casinos and governor Juan Manuel Urtubey revoked the company's contract by decree in 2013.

If the province of Salta loses the case then the federal government will take the money earmarked for the state and pay it directly in order to settle the amount due. Casino Austria, together with its partners operates in about 40 land-based casinos in 16 countries and the company has been present in Argentina since 1998. At present the company is in the throes of a takeover bid from Austria's Novomatic Group of Companies and Czech-based Emma Delta.



900 redundancies since implementation of new tax rate

Panama

A tax on gaming which has been in place since June 2015 has caused 900 redundancies nationwide according to the Manager of The Association of Managers of Gaming Panama (ASAJA) Antonio Alfaro.

Approved in order to fund US\$60m of the US\$74.8m needed to increase pensions a 5.5 per cent tax applies now to all cash withdrawals made in casinos, slot parlours, bingo halls and sports betting shops.

According to Mr. Alfaro gross

gaming revenue has decreased by as much as 30 per cent while running costs have increased by 10 per cent.

Data gathered by ASAJA last year reports that 700 hundred redundancies were made in the provinces of Panamá and Colón alone between June and December while a further 200 people lost their jobs nationwide. The number of layoffs, he said, is likely to increase while opening hours could be shortened unless the government makes a reversal on the new tax quickly.

"If the trend continues indefinitely it will be necessary to reduce opening hours in gaming centres so that they will only have staff during the night shift, which is the busiest. By reducing the shift to eight-hours the reduction of staff would be around 1,500 when added to those who have already been laid off," he said.

The industry currently employs 6,500 people. Alfaro said that the government should redistribute the additional tax burden on other economic activities and pointed out that the government is already losing out on tax revenue with gaming tax revenue decreasing by around US\$1m in December 2015 compared to the same month in 2014.

According to a report released by the Gaming Control Board (ICJ) gaming revenue in Panama decreased significantly in 2015. Between July and September bets in casinos, bingo halls, sporting events and slot halls, recorded an annual decrease of 10.2 per cent with a total balance of US\$562.2m. According to figures released by the ICJ from January to July gaming tax decreased from US\$59m to US\$49.6m, a decrease of US\$9.4m (16 per cent) compared to 2014.

The NOVOMATIC V.I.P. Experience



www.novomatic.com

THANK YOU
for visiting us at

ICE
Gaming



← NOT SPACE OPTIMIZED →



← V.I.P. SPACE OPTIMIZED →

V.I.P. LOUNGE™

V.I.P. Comfort in Compact Lounge Style

NOVOMATIC proudly presents the Very Important Player Experience in compact lounge style. There is no better way to offer the unique V.I.P. feeling to the guests in space optimized lounge format.

The NOVOMATIC range of V.I.P. cabinets thrills your guests with the biggest gaming attraction in panoramic style. The perfect ergonomic distance to the giant screens guarantees hours of spectacular gaming entertainment in great comfort for games without limits.

NOVOSTAR® V.I.P. III

V.I.P. Comfort in Panorama Style

The NOVOSTAR® V.I.P. III blends V.I.P. slant top comfort with a panoramic game presentation on two 50" screens for its unique Very Important Player Experience!



NOVOSTAR® V.I.P. ROYAL

Royal V.I.P. Comfort

The NOVOSTAR® V.I.P. Royal takes the Very Important Player Experience to the top! The huge 65" upright curve screen is the perfect display for games without limits and entertainment in great style.



NOVOMATIC - WINNING TECHNOLOGY

International Sales:
Jens Einhaus, Phone: +43 2252 606 319, sales@novomatic.com

AUSTRIAN
GAMING INDUSTRIES
NOVOMATIC GROUP

El Director de la Superintendencia de

Casinos de Juego de Chile (SCJ), Renato Hamel, se dispone a renunciar a su cargo. Según afirma la prensa local, la razón podría ser la creciente controversia en torno a la adjudicación de la licencia en Chillán. Según el Ministerio de Finanzas, la solicitud para la dimisión del Sr. Hamel fue presentada por la propia Presidenta de Chile, Michelle Bachelet.

Los impuestos sobre el juego están

subiendo en Paraguay de la mano de unas medidas más duras y de nuevos controles online. Los ingresos fiscales generados por la industria del juego en el año 2015 subieron más de un 7,6 por ciento en comparación con 2014, según cifras publicadas por la Comisión Nacional del Juego de Paraguay (CONAJAR), y se situaron en 18 millones de dólares al final de 2015, lo que constituye la cifra más alta de los últimos cinco años.

La reciente decisión de la empresa chilena

Marina del Sol de adquirir un 50 por ciento de las participaciones de los casinos ubicados en Calama y Osorno forma parte de un plan mucho más ambicioso que tiene como objetivo operar un total de seis casinos en Chile, según declaraciones del Presidente de la empresa, Nicolas Imschenetzky.

Gaming Laboratories International recibirá

al Teniente Coronel Kevin Sweeney el 3 de marzo como ponente destacado en la Mesa Redonda de Reguladores Norteamericanos organizada por la empresa en 2016. En su 16.ª edición, este evento anual tendrá lugar los días 2 y 3 de marzo en el Planet Hollywood de Las Vegas, y Sweeney inspirará a los asistentes con su discurso motivacional «Confianza bajo presión: cómo afrontar el liderazgo cuando las cosas se ponen difíciles».

Everi Holdings, la entidad de juego que se

formará a partir de la fusión entre Global Cash Access y Multimedia Games, ha sustituido a su Director Ejecutivo por un experimentado miembro de su consejo, a la espera de encontrar a un sustituto permanente.

Melco Crown está mejorando su sistema de

seguridad para evitar que personas no autorizadas accedan a sus propiedades en Macau, City of Dreams y Studio City. Es la primera vez que un casino de Macau ha instalado como medida de seguridad una tecnología de reconocimiento facial tan especializada, creada por Cognitec. En 2015, los delitos relacionados con el juego se incrementaron un 38 por ciento, y en Macau se registraron más de 1500 de ellos solo el año pasado.

Los propietarios del Casino de Canberra

tendrán que esforzarse al máximo para asegurarse las máquinas tragaperras por las que el casino ha venido luchando desde hace tanto tiempo. ClubsACT, que representa a los clubes comunitarios de Canberra, está intentando reunir apoyos para impedir que el Gobierno de ACT sucumba a la tentación que supone la última solicitud de máquinas tragaperras presentada por el casino.

Brazilian President in Favour of Legislation

In a meeting with Senators in February to discuss proposals for recreating the CPMF, a tax on financial transactions, President Dilma Rousseff stated she is in favour of new legislation which would green light gaming in Brazil

While there has been no official announcement from the President's office, Ms. Rousseff reveals 'pro gaming' legislation has her approval

BRAZIL CASINO LEGISLATION

According to senators present at a meeting with President Dilma Rousseff in February, the President is in favour of new legislation which would green light gaming in Brazil. President Rousseff gave her approval during a meeting with Senators to discuss proposals for recreating the CPMF – a tax on financial transactions.

The financial transaction tax was revoked on January 1, 2008 but the government plans on bringing it back in order to raise much needed revenue. Earlier in February President Rousseff addressed the congress to urge them to approve the new tax bill in order to balance the country's finances and help reverse the recession.

According to the head of the Workers Party in the Senate Humberto Costa (Partido dos Trabalhadores) and Senator Hélio José from the Party of the Brazilian Woman (Partido da Mulher Brasileira) Rousseff pressed the leaders of her allied base in the Senate to approve the new tax and discussed other measures which would generate additional income including the new gaming bill, which will soon be up for debate in the Senate. While the main theme of the meeting was the CPMF, according to



Humberto Costa, the proposal to legalise gaming and create rules for the operation of gambling was also mentioned. According to Humberto Costa, the President welcomes the proposal because it would lead to an increase in revenue.

"It's a very positive form of collection of tax revenue, and of resuming the country's development. Therefore, the President considers it an important project, but it was not discussed in depth," said Senator Hélio José.

While there has been no official announcement from the President's office on the issue it is the first time that Rousseff's opinion on pro gaming legislation has been made public. In September 2015 Rousseff and several cabinet ministers met with party leaders from the alliance to discuss the issue to see if the new proposals would have their approval. Momentum is gathering for the new act which will be discussed shortly in the Senate. New gaming legislation is being debated as part of a "Brazil Agenda" a business-friendly project that is designed to provide a much needed boost to economic growth. The bill would allow for 35 casinos, with at least one per state, with some permitted up to three.



Puerto Rico

Casino industry in crisis as ninth casino closes

Another casino in Puerto Rico has been forced to close due to the deepening economic crisis. The InterContinental San Juan Resort & Casino announced mid-February that it would be closing after being in operation for 15 years. General Manager of the hotel Michael Herrmann said that the owners had struggled for some time to keep the casino open, but had been facing an uphill battle.

"The numerous efforts to improve the operation and performance of the casino were negatively impacted by the prevailing

economic situation on the island and other factors unrelated to the hotel management. In this situation, after a rigorous assessment of the scenario in which we find ourselves, it was determined that the casino should be closed." Mr Herrmann did not say how many jobs would be lost, but expressed his regret over the decision adding that: "This has been a difficult decision, but the alternatives of keeping the casino open were very limited, because for many years this area of the hotel has been operating at a loss," he said.

This will be the ninth casino to close in the last five years. The industry faces an ever worsening crisis especially now that the government is in the process of legalising video lotteries (VLT's) in order to generate more revenue to the treasury. The Puerto Rican government currently owes around US\$72bn to lenders and in February defaulted on about US\$174m of debt payments.

Mexico

Mexico's new gaming law has been earmarked as a matter of priority for the latest legislative session in the Mexican Congress which began on February 1, 2016. The Head of Mexico's Interior Ministry Miguel Ángel Osorio Chong urged senators from the ruling Institutional Revolutionary Party (PRI) to pass Mexico's new gaming law quickly. Speaking at the opening of Eighth Plenary Meeting the official said that the country was in need of a new law which would more accurately reflect the reality of gaming in Mexico and which would grant the government tighter control over the industry. A number of hotel and tourist associations have joined forces to criticise current proposals in the Senate which would allow for full scale casinos in Mexico.

AMATIC

INDUSTRIES

AMATIC C24



STAY INDIVIDUAL - SELECT AMATIC

sales@amatic.com | www.amatic.com

CHILE – Gaming tax revenue is on the rise in Paraguay thanks to tougher measures and new online controls.

Tax revenue generated by the gaming industry in 2015 was up by over 7.6 per cent compared to 2014, according to figures released by Paraguayan Gaming Commission (CONAJAR) and stood at US\$18m at the end of 2015 – the highest for five years. Of this amount 30 per cent was allocated to the Department of Social Welfare and Assistance, 30 per cent to the departmental governments, 30 per cent to the municipal governments and the remaining 10 per cent was generated for the treasury.

Although casinos have been permitted now for over 15 years the gaming industry remains underdeveloped with little foreign investment in the industry and illegal gaming has remained rampant. However, Paraguay could prove to be a future bright spot for operators as the government seeks to further regulate the industry.

In June 2015 the board announced plans to discuss the bidding process for casinos in three departments in Paraguay, beginning with the Central Department. In the same month Paraguay's Minister of Tourism Marcela Bacigalupo and President of CONAJAR Javier Balbuena signed an interagency cooperation agreement that aims to coordinate action, knowledge, criteria and efforts to promote tourism based around gaming.

Quinela was instrumental in the improved figures for 2015. In 2014 gaming tax revenue increased by just 1.8 per cent compared to the previous year. However, in October 2015, Javier Balbuena announced that the fixed rate on quinela, which had been changed from a fixed fee to a one per cent tax on revenues, had already increased revenues for the state by as much as 25 per cent.

CHILE – INTRALOT Group has signed a contract with the State Lottery organization of Chile 'Polla Chilena de Beneficencia' S.A. for the management of its games including the provision of integrated, best-of-breed technological solutions and services, as well as operational support services. Polla Chilena operates national numerical, instant lottery, and sports betting games in Chile. The 10-year contract, with the option to extend for an additional period of two years, follows a competitive procurement process.

Under the terms of the contract INTRALOT will install its flagship LOTOS O/S Gaming System, as well as 2,700 Photon terminals, incorporating INTRALOT's Icon Digital Imaging technology, plus 800 Genion multi-functional terminals, in Polla Chilena Points of Sale countrywide.

INTRALOT will support Polla Chilena in its endeavour to improve customer experience by redesigning Polla Chilena's gaming portal using INTRALOT iGaming Console (iGC), a management and content delivery platform, and by offering its modern native mobile applications, for lottery and sports betting, to the Chilean players.

Resurgence of Horse-Racing in Colombia

Amendments to Colombia's horse racing laws are already having a beneficial effect on the industry with the opening up of 30 betting shops scheduled to open later this year and a major racetrack set to open in April

Amendments to Colombia's horse racing laws will cut taxes to just one per cent, extend licences for 10 years and give local municipalities more say

COLOMBIA SPORTS-BETTING

On 29 December, 2015 the Colombian government awarded the Hippodrome San Francisco SAS the right to operate horseracing in the department of Cesar. The 3,000 person capacity track will be run by a group of businessmen who will relaunch the Racecourse San Francisco, near Valledupar. The track was also granted the right to offer its races online and is permitted to simulcast its races in betting shops throughout Colombia.

Manager of the Hippodrome San Francisco Julio Morón, said that the company intends a complete overhaul of betting shops throughout Colombia, which he hopes will also appeal to a younger audience.

"We want to change the model of the horse racing industry. The betting shops were dark and ugly, full of cigarette smoke and ink and people betting. We want to create a franchise of horse race betting clubs where we will offer bets on other national and international races and we will provide services such as drinks, good food and good customer service.

Our goal is to have 30 betting shops up and



running in June 2016 of which 50 per cent will be in Bogota while others will be located in Medellin, Cali, Barranquilla, Eje Cafetero, los Santanderes and Valledupar," commented Mr. Morón.

Since 1990 a number of attempts have been made to increase investment in the industry, but the new amendments are causing optimism that the industry could once more gain in popularity. According to John Paniagua, Commercial Director of the Hippodrome San Francisco, the track will benefit from "globalisation and new technology which make it easier to bring races in from other countries via the internet or satellite."

In its heyday the horse racing industry employed over 40,000 people in Colombia, but the sector has been in sharp decline with a total of 11 tracks closing over recent years and there are now only a handful of thoroughbred breeders left. The industry was singled out for high taxes in the 1970s and 1980s with taxes ultimately reaching 30 per cent, which meant that a large number of tracks were forced to close.



Inspired to roll out Virtuals with Corredor Empresarial SA

Colombia

Inspired's Virtual Sports will soon be available across every street corner in Colombia, following completion of an exclusive deal with Corredor Empresarial S.A.

Corredor Empresarial is the Colombian national lottery. It covers the vast majority of the Colombian street gaming market, operating more than 50,000 terminals nationwide in over 5,000 venues.

Inspired's Virtual Sports will be deployed across thousands

of venues going live within the year. Inspired will be providing a range of its industry leading Virtual Sports, including Rush Football 2, Rush Horses, Rush Motor Racing, Rush Greyhounds, Rush Motor Racing and market leading Numbers Games.

All products have been specially adapted for the Colombian market, with local language and specific bet types.

Steve Rogers, CCO Digital Games, Inspired, commented on the agreement: "This exclusive deal is demonstrative of our commitment and leadership in the Colombian market. We have made significant investment into this market to develop a bespoke, customised solution that we are confident will entertain, excite and delight players, whilst driving incremental revenues for Corredor Empresarial."

Brazil

The Brazilian Gaming Congress 2016, sees Clarion Events return to Brasil in May to build on the success of the inaugural Brazilian Gaming Congress 2013 and continue its relationship with Brazilian stakeholders, including CAIXA, SEAE and state lotteries. 'Having closely followed the market, we feel that the time is right to offer an educational event to the market that will provide an update on the political and regulatory process, so that gaming businesses can prepare to take advantage of the opening of this hugely promising market. Political, regulatory and legal figures will gather at BgC Brasil to shed some light on where laws and regulations are going, with the capital Brasilia the likely venue', said Liliana Costa, Clarion's representative, in charge of Brasil. Details of the event will be announced shortly; For more information, contact Liliana Costa at Clarion Events.



MERKUR
GAMING

merkurstar

Thanks for visiting
us at ICE 2016!

MERKURSTAR

The perfect choice

The merkurstar stands out immediately thanks to its modern and high-class look and feel. In addition to excellent acoustics, high resolution HD technology on two 24" glossy screens adds to the entertainment factor. Moreover, the most diverse games ensure the best possible gaming experience. Combined with the outstanding ease of servicing and the improved ergonomics the merkurstar is the perfect choice.



Evolution hat das Rekordjahr 2015 mit einem weiteren wachstumsstarken Quartal abgeschlossen. Die Einnahmen des vierten Quartals sind um 62 Prozent auf 22,4 Millionen Euro gestiegen, was einen Periodengewinn von 6,9 Millionen Euro bedeutet.

Die zur Einführung des Glücksspielbetriebs in Spielbanken in Südzyprien erforderliche Gesetzgebungsänderung hat sich verzögert, da zu wenige der Abgeordneten der Sprache kundig sind, in der sie verfasst wurde. Der Vorsitzende des Wirtschaftsausschusses des Abgeordnetenhauses, Zacharias Zachariou, hat eine bessere Übersetzung des Gesetzentwurfes verlangt, nachdem die griechische Fassung unter den Abgeordneten Verwirrung gestiftet hat.

Nach Erhalt der Einwilligung der estnischen Wettbewerbsaufsicht hat OEG die Übernahme des estnischen Kasinobetreibers AS MC Kasiinod abgeschlossen. Letzterer ist auch Eigentümer von OÜ Oma & Hea, einem Gastronomiedienstleister für Spielbanken. Nach Abschluss dieser Übernahme besitzt OEG jetzt 24 Kasinos in Estland.

Nach der erst im Dezember erfolgten Unterzeichnung einer Vertriebsvereinbarung mit dem slowakischen Automatenaufsteller Top Game ist man bei Euro Games Technology hoch erfreut darüber, bereits 130 Geräte an den Markt ausgeliefert zu haben.

Holland Casino hat Erwin van Lambaart zum neuen Hauptgeschäftsführer bestellt. Er wird seine neue Position als Nachfolger des im Sommer letzten Jahres zurückgetretenen Willem-Jan van den Dijssel m 7. März einnehmen. Van Lambaart sagt dazu: „Ich freue mich darauf, die Zukunft des Unternehmens in einer anspruchsvollen Marktumgebung mitzugestalten.“

Merkur Gaming und sein Fertigungsunternehmen die adp Gauselmann GmbH haben einen Vorzugslieferantenvertrag mit Crane Payment Innovations (CPI) abgeschlossen. Mit dem Dreijahresvertrag hat Merkur den SC Advance als sein weltweites Standardgeldscheinprüfgerät auserkoren.

Die Casinos Austria AG beabsichtigt, Argentinien und die Provinz Salta wegen der Aufhebung ihrer Zulassung vor das Internationale Zentrum zur Beilegung von Investitionsstreitigkeiten der Weltbankgruppe zu bringen. Das Unternehmen fordert eine Entschädigungszahlung in Höhe von 150 Mio. US Dollar.

Der Vorsitzende der chilenischen Glücksspielaufsicht (SJC), Renato Hamel, steht laut Presseberichten wegen der wachsenden Meinungsverschiedenheiten bezüglich der Lizenzvergabe in Chillán vor der Ablösung. Nach Auskunft des Finanzministeriums wurde die Ablösung Hamels von der chilenischen Präsidentin Michelle Bachelet selbst beantragt.

New Casino for Tampere or Turku

Plans by Finland's Slot Machine Association, RAY, to open a full-service casino close to the southeastern border have been abandoned because of the sharp decline in tourists from Russia. Instead, RAY is now looking at the Tampere and Turku regions as potential sites for its new gaming enterprise

The Finnish Slot Machine Association has identified two possible locations for its second casino licence, abandoning plans to attract Russian tourists

FINLAND NEW LICENCES

In June 2015, RAY asked the Finnish government to relocate its second casino licence, having abandoned plans to open a second casino in the country close to the Vaalimaa border-crossing point in Virolahti, Eastern Finland. The project had slowed to a halt due to problems with investment from its Russian partners.

The plan had been to tap into the millions of Russians passing through this border point each year and their desire to gamble. The blueprint was to build a casino, shopping centre and hotel close to the border crossing in collaboration with a series of partners.

However the group called Vaalimaa Shopping Center (VSC), a company established by the Russian investors, including entrepreneurs Denis Kirillov and Jaroslav Gerasimov, failed to pay the final instalment required for the pre-construction phase, despite having invested around €10m in the 25,000 sq.m. entertainment complex.



The latest announcement sees RAY shifting focus away from attracting Russian tourists to its new venue. The southeast does not have a large enough population base to support the operations of a year-round casino, and with fewer Russia tourists coming across the border the plan by RAY to site a major operation close to the Vaalimaa border crossing point looks no longer financial viable.

However, the Finnish Slot Machine Association calculates that the combination of tourists and locals both in Tampere (the most populous inland city in any Nordic country) and Turku could draw enough customers to make a new casino a profitable venture.

Locals in the southwest with a desire to play in a land-based location will not be left out. RAY says that Lappeenranta will be one of seven cities, along with Lahti, Rovaniemi, Kuopio, Vaasa, Oulu and Seinäjoki, where it will be setting up a new chain of smaller gaming clubs.

France

Aruze Gaming install at Casino de Deauville

Aruze's most recent deal in France has seen a bank of Players' Party machines installed at Lucien Barrière's Casino de Deauville in Northern France.

"The bank only went live in early January, but the feedback from the operator has been excellent," stated Aruze Gaming's Albert Yu. "We were very impressed with how the group marketed the arrival of Players' Party both prior to and then for the launch with footprints taking players to the new bank. They have been very happy with the performance and the fact that it brings something different to the French slot sector."

The six-station, third generation, G-Link communal video game has attracted French players with its five bonus events; Black or Red, Roll the Dice, High/Low, lucky Numbers and of course the big wheel itself, Fun Wheel.

Mr. Yu added: Our sales into the French casino sector have really



benefitted from our distribution deal with Daniel van Marring's Mascot SFM acting as our distributor. We've proved that European players want our products and now we're hoping the appointment of David Meacher, as our new Director of Business Development Europe, can open doors in many of the markets in which he has such an expert knowledge."

The unveiling at ICE of David Meacher sees Aruze looking to cement many more deals over the coming year. Mr. Meacher brings 20 years of experience on the operations side, having worked for several leading casino groups.

Israel

Last month, having failed on three previous occasions, Prime Minister Benjamin Netanyahu set up a steering committee that would draw up a plan and prepare a bill for the establishment of a casino complex in the southern city of Eilat. Netanyahu and Yariv Levin, the tourism minister and the (future) steering committee's chair, claim that a supervised casino complex in Eilat will save the southern resort city from economic collapse. To pre-empt his critics, Mr. Netanyahu announced ahead of time that his close associate, American casino mogul Sheldon Adelson, would not be investing in the Israeli casino. The plan proposes to set up a gambling complex in Eilat, consisting of four casinos as well as hotels and restaurants. The idea is to create a tourist attraction primarily for foreign tourists. However, it's likely to be just as successful as before.

PATIR®
CASINO SEATING

Your professional Designer & Manufacturer for casino seating

www.patir.de

International Sales

Patir Design GmbH, Munich/Germany, Phone +49 (0) 8165 647890, info@patir.de

© Copyright by Patir

Die Macau Legend Development hat offiziell

mit dem Bau ihrer 250 Millionen Euro teuren Spielbank- und Ferienanlage in Praia auf den vor der westafrikanischen Atlantikküste gelegenen Kapverdischen Inseln begonnen. Die geplante Bauzeit beträgt drei Jahre. Das Vorhaben, das die größte touristische Anlage der Kapverden sein wird, umfasst eine 152.700 Quadratmeter große integrierte Freizeit- und Kasinoeinrichtung nebst Einkaufsgelegenheiten, Gastronomie, Tagungsstätte, einem Museum, Funktionsbereichen, Klubhaus und Yachthafen.

Die Steuereinnahmen aus dem

Glücksspielbetrieb in Paraguay steigen dank strengerer Maßnahmen und neuer Online-Prüfungen. Laut dem von der paraguayischen Glücksspielaufsicht (CONAJAR) veröffentlichten Zahlenmaterial sind die von der Glücksspielbranche erwirtschafteten Steuereinnahmen 2015 gegenüber dem Vorjahr um mehr als 7,6 % gestiegen und haben sich Ende 2015 auf 18 Mio. USD belaufen, das ist der höchste Stand seit fünf Jahren.

Der aktuelle Schachzug des chilenischen

Unternehmens Marina del Sol, einen 50-prozentigen Anteil an den Casinos in Calama und Osorno zu erwerben, ist nach den Worten von Firmenchef Nicolas Imschenetzky, Teil eines sehr viel größeren Plans des Unternehmens, das beabsichtigt, insgesamt 6 Spielbanken in Chile zu betreiben.

Gaming Laboratories International werden zu

ihrem Rundtischgespräch mit den zuständigen nordamerikanischen Aufsichtsbehörden am 3. März 2016 Lt. Colonel Kevin Sweeney als Hauptredner begrüßen. Die 16. Auflage dieser jährlichen Veranstaltung wird am 2. und 3. März im Planet Hollywood in Las Vegas stattfinden, und Sweeney wird die Teilnehmer mit seiner motivierenden Botschaft „Pressure Cooker Confidence: How to Lead When the Heat Is On.“ (Vertrauen in den Schnellkochtöpfe: Führen bei voller Hitze) inspirieren.

Silver Heritage entwickelt zurzeit seine erste

Kasino- und Freizeitanlage an der nepalesischen Grenze mit dem Ziel der Erschließung eines der größten noch unangetasteten Glücksspielmärkte der Welt: Indien. Ein Sprecher dazu: „Unsere erste Anlage, der Tiger Palace, soll Anfang 2017 eröffnet werden und wird unseren Gästen Zugang zu einer Spielbank auf einer Fläche von 2.471 m2 sowie der umfangreichen Auswahl an Unterhaltungs-, Versammlungs-, Hochzeits- und Gastronomieangeboten eines Luxushotels mit 100 Zimmern bieten.“

Melco Crown rüstet sein Sicherheitssystem

auf, um gesperrte Personen am Betreten seiner Einrichtungen in Macau, City of Dreams und Studio City, zu hindern. Es ist das erste Mal, dass eine Spielbank in Macau diese von Cognitec eigens für Sicherheitssysteme entwickelte Technologie zur Gesichtskontrolle einführt. 2015 hat die Glücksspielbezogene Kriminalität um 38 Prozent zugenommen, wobei in Macau mehr als 1.500 solcher Vergehen gemeldet wurden.

Olympic Entertainment Renews CPI Deal

Olympic Entertainment Group has renewed its partnership with Crane Payment Innovations, commencing with the new Casino Malta, fitted with 100 per cent SC Advance validation equipment from CPI

Preferred supplier agreement with Olympic specifies CPI's SC Advance as default note acceptor for three more years

ESTONIA CASINO INSTALLATIONS

OEG, which operates nearly 120 casinos in eight countries in Europe, has extended its preferred supplier agreement with Crane Payment Innovations (CPI). Under the agreement, Olympic will continue to specify SC Advance as its default note acceptor on both new and existing games for another three years.

“Our customers associate the Olympic name with quality and excellence, so it is only natural that we should continue to specify SC Advance,” said Piret Barlo, purchasing manager for OEG. “The product aligns perfectly with our value proposition and has proven its worth throughout the years by helping us to grow our business.”

Olympic first began specifying SC note acceptors in 2008 after they out-performed competitive products in a value-added trial. “Since then, we have seen players return time

and again to the games we equip with SC Advance,” said Barlo. “That’s because its acceptance and security, critical building blocks for a great gaming experience, are second to none. We are therefore pleased to renew our agreement with CPI for three more years.”

The most recent example of this successful partnership is at Casino Malta. Casino Malta from Olympic Casino opened on December 21, 2015 and has 303 slot machines, all of which are equipped with the SC Advance note acceptor. “It is essential that note acceptors, as the point of entry to games, work each and every time someone sits down to play,” said Anette Jauch, CPI sales director of Gaming – EMEA. “This is exactly what SC Advance does so well, and we are delighted that its performance has contributed to the great reputation Olympic has with its customers.”



Inspired and BGT showcase multi-product partnership

UK

Inspired and Best Gaming Technology (BGT) showcased their new product partnership at ICE Totally Gaming last month. Inspired's Virtual Sports content has now been integrated onto BGT's self-service betting software and was shown for the first time at ICE. Rush Football 2, the world's first high definition virtual football product, is now available to bet on via the BGT platform.

In addition, BGT and Inspired also announced the fusion of the leading self-service sports

betting platform with the popular Storm Cabinet providing a wide-screen experience for sports bettors across the globe.

Steve Rogers, CCO Digital Games, Inspired, commented about the deal: “By bringing together our world-leading technology, hardware and software, we have developed an attractive solution for operators that can easily be deployed in land-based venues.”

John Pettit, MD – UK & Ireland, BGT, added: “This partnership is sure to generate a lot of interest with land-based operators given the industry-leading combination of Inspired's hardware and virtual sports with the BGT sports betting software.”



UK

The Beacon Bingo Club in Cricklewood north west London, recently played host to Paul Gauselmann, who took a guided tour of what is Europe's largest capacity bingo club. Mr. Gauselmann, who was in London to lead the Gauselmann Group's presence at the ICE exhibition, also took the opportunity to visit two Cashino adult gaming centres, travelling across the Capital in style, courtesy of a Beacon Bingo liveried, traditional London Taxi. Praesepe CEO, Nick Harding, said: “It's a great honour to be part of the Gauselmann Group. I was very proud to be able to showcase our Beacon and Cashino businesses and to introduce Mr Gauselmann to some of our customer-facing staff who have played such a major part in cementing our position as operators of the most successful, socially responsible gaming brands on the British High Street.”



You will feel the difference with our slot machines, multiplayer solutions, online games, server-based and casino management systems and so much more.



egt-bg.com

SPAIN – Platform provider Mediatech Solutions has received a substantial investment from land-based gaming supplier R. Franco Group in a deal which will create a potent, new omni-channel provider.

The agreement sees Spain's leading online and land-based suppliers joining forces to present international operators with a compelling suite of innovative gambling products and services.

R Franco, who will integrate Mediatech's IRIS platform and its 1,500 games, will now take a majority stake in the combined entity, with Mediatech's management remaining in place at their headquarters in Madrid.

The move comes 18 months after the establishment of R Franco's digital division which has transformed the group's capabilities and will now allow the new company to become a key player on the world stage.

Mediatech will gain additional investment enabling it to scale its international operations, which will now encompass offices in Belgrade and Kuala Lumpur. It will also present an opportunity to expand Mediatech's "Candy" line of connected land-based gaming products.



UK – Steve Frater, Executive Chairman of SG Gaming, will retire from the business at the end of this month. Upon his departure, Phil Horne, currently Group Managing Director, will assume the role of Chief

Executive Officer, reporting to Derik Mooberry, Group Chief Executive of Gaming, Scientific Games.

As co-founder of Global Draw, Steve has been at the heart of the betting and gaming industry for over 30 years and was instrumental in pioneering the introduction of gaming machines to the LBO sector.

ESTONIA – After receiving approval from the Estonian Competition Authority, OEG has completed the acquisition of Estonian casino operator AS MC Kasiinod, which is also owns OÜ Oma & Hea, which provides casino bar services.

The acquisition has increased the market share of OEG in the Estonian gambling sector. As a result of the completion of the transaction OEG now owns 24 casinos in Estonia. MC Kasiinod has four slot casinos in Estonia and a total of 160 slot machines. In 2014, revenue was €3m and employed 65 people. The nominal value of the share capital of AS MC Kasiinod is €1,008,000. The acquired casinos will be brought into compliance with the quality standards of OEG within one year, after which they will be rebranded as Olympic Casino.

In January, Olympic signed an agreement to acquire a 20 per cent holding in the Polish subsidiary Casino Polonia-Wrocław sp. z o.o. through its subsidiary, Baina Investments sp. z o.o. The deal increases OEG group's holding to 100 per cent. Both parties, Baina Investments sp. z o.o. and Marek Sobiesiak (Casino Polonia-Wrocław sp. z o.o.) agreed not to disclose the price of the deal.

EGT at the Top of its Game in Slovakia

Euro Games Technology has signed a distribution agreement with the Slovak operator Top Game – a company with extensive experience and established brands in each gaming sector across Slovakia

EGT and Top Game have joined forces in Slovakia to present a range of VLT products for the local casino sector

SLOVAKIA CASINO SUPPLIER

EGT has announced the signing of a distribution agreement with the Slovakia-based operator, Top Game, which will now be undertaking the sales of EGT VLT products on the local market.

The partnership was unveiled and celebrated at a vibrant party where EGT's VLTs products were shown for a first time in Slovakia, including the slot cabinets P-24/24 Up and P-24/24 St Slim with dual-sided Rainbow jackpot panel and a VEGA jackpot controller. For a maximum impact they were equipped with specially created multi-game mixes: Red Game VLT and Blue Game VLT, each combination comprised of 20 different games.

"It is hard to penetrate the gaming market of Slovakia," said Csaba Pardi, sales manager of Demar KFT, a distributor for EGT in Hungary, Austria, Poland and Sweden. "At present there are 20,000 gaming machines installed in the country and their number cannot be raised because of the current restriction on new licenses. This remarkably intensifies the competition between gaming equipment



manufacturers that must rely entirely on the high quality and performance of their products. These are the only arguments that could persuade operators that it is in their interest to change their "not so efficient" machines with the models of EGT. It is also important, of course, to find the appropriate partner to present your products in an apt way and to cooperate on launch across the local gaming floors. We believe that Top Game is the right choice for us in this regard."

Following the official debut of EGT's VLT machines, the company reports enormous interest among the local gaming elite. The unveiling took place on December, 2015 with the first installation of six P-24/24 Up and four P-24/24 St Slim cabinets in Cezar Club, Bratislava.

At present over 130 machines from the Bulgaria-based specialist have entered different gaming establishments in Slovakia. EGT will continue diversifying its products for the local market, planning and is planning to present its complete portfolio in near future.



StylGame and ICM Casino Management sign distribution deal

Sweden

StylGame and ICM Casino Management have signed a distribution agreement where ICM is the exclusive distributor of all StylGame products in the Scandinavian countries and the Baltic States.

"We have worked together with Wolfram (ICM) since 2010 and we are happy with the efforts that he has made for us in marketing and selling our products in this region. Now we felt that the time was right to strengthen our relationship by

appointing ICM as our exclusive distributor in the Scandinavian and Baltic countries" said StylGame's Managing Director Luigi Iulita.

"With new chair models, the height adjustable slot base and new product lines, such as the BINGO division and Service call, we have all the sales tools and combined with ICM's expertise and professionalism we feel that we can increase the sales for the next years to come," said Stylgame's Export Sales Manager Roberto Ronchi.

"The StylGame's products are unique and Luigi Iulita, the founder of StylGame and his son Giorgio have given the industry fantastic products that we are proud to have in our portfolio. We had the StylGame chair as our preferred chair-product since 2010 and by signing this exclusive agreement with StylGame, I feel very enthusiastic to take our collaboration to a higher level," said ICM's CEO Wolfram Dahlström.



Malta

The Malta Gaming Authority's new offices, at SmartCity Malta, were officially inaugurated on February 16, by the Prime Minister of Malta, Dr. Joseph Muscat, the MGA's senior leadership team and other distinguished guests. With a floor area spanning over 2,562sq.m., spread over two floors, the new MGA offices offer a substantially improved working environment for the 150 employees. Joseph Cushieri, the MGA's Executive Chairman, said the MGA's most important project in 2016 is the new Gaming Act, which is expected to be presented in Parliament before the summer recess, describing the legislation as a game-changer for Malta that will future-proof Malta's status as a jurisdiction of excellence.



playtech **ONE**

MOBILE

RETAIL

ONLINE

PLAY ANYWHERE

Playtech is the power behind Omni-Channel gaming. Playtech ONE delivers a seamless, anytime, anywhere experience across any product, on any device using a single account

 **playtech**
SOURCE OF SUCCESS



UK – Endemol Shine UK has announced that Endemol Games and gaming software and services supplier Playtech have renewed their brand licensing agreement for the Deal or No Deal Bingo game based around the popular TV format.

The three year deal will give Playtech exclusive rights to Deal or No Deal Bingo in the UK market, and the product will be further optimised for online, mobile and tablet devices.

Owain Walbyoff, MD of Endemol Games, said: "Playtech have done a fantastic job creating a market leading Bingo product whilst distributing to many of the UK's top Bingo brands. We are happy to extend our partnership and look forward to delivering new and updated Bingo games as part of our exclusive partnership."

Dan Phillips, COO Playtech Bingo stated: "Deal or No Deal Bingo is one of our most popular branded bingo products and one we continue to take to new heights. We're delighted to have renewed our licensing agreement with Endemol Games and have further big plans for the product in the months and years to come."

Endemol Games is a division specialising in licensing and monetising both Endemol Shine and third party entertainment properties in the gaming space. The company has successfully partnered with many of the major players in the gaming sector including Electronic Arts, William Hill, Betfair, National Lottery, Ladbrokes, Paddy Power and Skybet.

Endemol Games, part of Endemol Shine Group is behind a diverse portfolio of games that have been distributed worldwide. This includes those based on popular Endemol formats The Million Pound Drop, Deal or No Deal and Big Brother and third party projects such as Austin Powers, The Ultimate Fighting Championship and Hulk Hogan's Hulkamania.



Åland – The Board of Directors of the international gaming company Paf, which is licensed and controlled by the local government of Åland, has decided to part ways with its CEO Anders Ingves. Paf's CFO

Johan Rothberg steps in as acting CEO until a new CEO is appointed. The reason the Board has given is that they have different views from Anders Ingves on how continued international growth will be secured in the future.

"Anders Ingves has done a very good job and has taken Paf a big step forward. But the challenge remains to continue growing in international markets and we believe that Paf needs a different type of leader for this task," comments Chairman of the Paf Board Jarl Danielsson.

Partouche Brings Breathe of Fresh Air

Partouche's plans to relocate its existing licence at Casino Flots Bleus to a new hotel casino closer to Marseille have been approved. La Ciotat is located to the east of Marseille at an equal distance from Marseille and Toulon, roughly 34km

Construction has commenced on a new Marseille casino from Partouche that features an open-air design

FRANCE CASINO OPERATIONS



Whilst the city of Marseille gears up to launching a tender for its first ever casino in the coming months, French operator Partouche is pressing ahead with plans to launch an open air casino in neighbouring La Ciotat.

Its plans to relocate its existing licence at Casino Flots Bleus to a new hotel casino closer to Marseille have been approved. La Ciotat is located to the east of Marseille at an equal distance from Marseille and Toulon, roughly 34km.

Work has just started and should cost around €10m in the Partouche Group. Designed by the architectural firm Marc Fercy, the building will look like a boat hull overturned with a terrace of 1,300 m2 housing several tables and slot machines.

Huge canvas umbrellas will be installed to offer the players shade or cover them from rain. Security will be provided by glass walls lined by hedges of prickly plants. Players will be able to enjoy views of the bay but more importantly they will be able to smoke whilst playing. Since the smoking ban came in 2008, GGR at French casinos and those owned by Partouche have

fallen. Last year saw another decline, this time by 2.6 per cent by the French casino sector as a whole and by 2.1 per cent by Partouche's French casinos which generated €514.5m.

"We will have two casinos, one inside and outside. This is a world first," said Fabrice Paire, President of Partouche's Corporate Executive Board. "At present, there is nothing comparable to this. With so many outdoor machines, La Ciotat marks a world first. We recorded a decline in attendance of 25 per cent in the seven years from the end of 2007, partly because of the smoking ban. We have felt the recovery in recent months. But it is true that we need to renew our image. In fact, we are constantly looking for innovative sites and new marketing policies. The few casinos abroad to offer a small part of their games outdoor have significantly outperformed those who have games indoors only."

Partouche hopes that the new site will generate 20 per cent more GGR than the existing site in Flots Bleus. It is hoping it will be open by the first day of spring next year. French casino posted their first growth for seven years in January, netting a 2.2 per cent increase in earnings (€2.2bn) for 2015.

"It's all English to me" says Cyprus' ministry over new Gaming Act

Cyprus

The legislation needed to introduce casino gaming to Southern Cyprus has been delayed as few of the legislators can understand the language of the new act.

House Commerce Committee Chairman Zacharias Zachariou has demanded a better translated version of the draft bill after the Greek version confused parliamentarians. The problem has been that the drafted legislative proposal had adopted several chapters from other bills from around the world, but was not translated clearly enough into Greek.

The Chairman said: "The regulations that have been put

forward have been translated from English into Greek and there are some provisions and legal wordings that remain unclear. The translation into Greek is lacking." He added the new regulations 'would be ready by next month.'

Last month, the General Director of the Ministry of Commerce, Stelios Himonas, asked MPs to approve the final rules and regulations concerning the operations of Cyprus' first casino resort by February.

The next round of the tender will see the eight candidates whittled down to three.

The Ministry of Commerce predicts that a resort casino could bring in an extra 500,000 more tourists to Cyprus, compared with around 2.4m today whilst also creating hundreds of jobs.

UK

Leander Games has launched Blueprint Gaming content with PokerStars, the world's biggest online poker room, which sees titles, including Wish Upon a Jackpot and Winstar, now being distributed via LeGa RGS. The agreement enables PokerStars and other operators to take advantage of LeGa's flexible integration and rapid delivery. LeGa aggregates premium third party content with Leander's own innovative slots games.

"Our focus is on delivering the best content to market in the quickest time," said Steven Matsell, CEO at Leander Games. "This deal with Blueprint enables us to offer an even wider range of the most sought-after games via LeGa."

Proven iGaming Leadership

For 26 years, GLI has grown its expertise in testing and certification, providing industry standards across the globe. GLI's extensive knowledge extends to iGaming, where GLI has played a key role in developing an industry standard (GLI 19) used in numerous jurisdictions. It is our goal to share this knowledge with our clients, providing clear and concise advice in order to ease their certification process. We also offer advice and support to regulatory bodies, whether emerging into the iGaming world or established regulation where further guidance or support is required.

Our values have been built upon integrity and quality. We provide testing and assessment services that reduce time to market.

Contact GLI today and discover how we can provide so much more than just testing.



GamingLabs.com





Germany – Merkur Gaming and adp Gauselmann have signed a preferred supplier agreement with Crane Payment Innovations. Under the three-year agreement, Merkur has chosen SC Advance as its global default note acceptor.

"As an innovator and manufacturer of the highest quality gaming entertainment products, we know how important it is to choose suppliers of the same distinction," said Athanasios 'Sakis' Isaakidis, senior director of international sales at Merkur. "That is why we have such a long history with CPI – and why the decision to strengthen our relationship through a preferred supplier agreement came so easily. Merkur is in what is undoubtedly one of the most exciting and challenging phases of its existence. We are expanding rapidly and wanted a partner that has already proven itself invaluable to our success."

SC Advance will be installed on all gaming machines from Merkur as a default but with respect to unique customer requirements. Merkur's growing estate will enhance the existing installed base of 1.5 million SC note acceptors worldwide, emphasising the importance operators place on acceptance rate, jam rate, security and cost of ownership.

"The quality and reliability of SC Advance, of course, speaks for itself. But CPI is more than that," said Sakis. "Over the years, we have come to expect – and have always received – the very best in after-sales service through their customer care programme. There is never any lack of communication in service-related matters, a comfort factor for end users that is highly valued and sought after."

"Merkur has made it clear to the industry that they are expanding on all fronts, bringing their experience, expertise and exceptional products to new territories" said Anette Jauch, CPI sales director of Gaming – EMEA. "CPI is proud to be part of their journey and will continue to find ways to add even more value to our partnership as we grow together."



Holland – SUZOHAPP Europe has promoted Goran Sovilj to Regional Sales Director. Mr. Sovilj will maintain the responsibility for his sales territory in Eastern, Central and South Eastern Europe and will

lead a team of customer service representatives.

In this position Mr. Sovilj will continue to report to Harald Wagemaker (Executive Vice President Sales and Marketing of Gaming and Casino EMEA), who stated: "Goran fully deserves this promotion. He is a focused, hard-working professional with a positive, enthusing personality. I wish to congratulate Goran on this promotion and wish him continued success at SUZOHAPP."

NCF Crown Dealer Championship Winners

The National Casino Forum hosted the 2016 UK Dealer Championship at the Aspers Casino, Westfield Stratford City during the ICE Totally Gaming in February

The National Casino Forum hosted its UK Dealer Championship at the Aspers Casino, Westfield Stratford City in February

UK CASINO OPERATIONS



The UK Dealer Championships featured a series of tasks to find the UK Champion Dealer and included the best dealers from casino operators in the UK, including Aspers Group, Genting, the Hippodrome and the Ritz. The championship concluded with the announcement of the winners in the Aspers Casino's modern Sky Bar where the Aspers Group Operations Director, Richard Smith, presented the prizes.

The Championship judges oversaw three main categories: technical skill, game control and hospitality to establish the best individual in the dealing business, who will then go on to the European Dealer Championships 2016 which will take place at the Holland Casino Breda, The Netherlands on May 11-12, 2016. All participants are invited on the 10 May for a welcome drink where the lottery draw for the first round groups will take place. The prize giving ceremony and celebration party on May 12 is taking place at the casino.

The outcome of the winners went as follows:

UKDC 2016 Winner Clayton Bourne
..... The Clermont Club
1st Runner up ... Roz Speight – Crown Aspinalls
..... (Both will attend the European Dealer

..... Championships 2016 in the Netherlands)
2nd Runner up Rosalia Santangelo
..... The Clermont Club
Maths Master ... Mark Allen, Les Ambassadeurs
Chipping Champion Raymond Schneider,
..... Aspers

Tracy Damestani, CEO of the National Casino Forum said: "The UK Dealer Championships are a great example of the transferable skills acquired being a dealer in the casino industry, and showcasing the mental agility required to control all aspects of a game. This year, we are very excited to host it at the Aspers Westfield Casino where the NCF casinos have the opportunity of presenting the very best talent in the industry."

Bea Stevens, General Director at Aspers Westfield, added: "We are delighted to be hosting the UK Dealer Championships this year. It is a very exciting time for us as we have top-end facilities where the best dealers in the industry will be able to gather and compete, not just presenting the casino experience as a whole, but the specific abilities of the people who make it possible, taking pride in excellence in casino services."

DRGT confirmed as systems partner for Finland's RAY

Finland

DRGT and RAY in Finland have reached an agreement for DRGT to provide its systems solutions to RAY's planned new arcades this year. The business relationship between the two companies has grown over recent times and RAY already has DRGT systems in operation in four of its own 'Feel Vegas' arcades. "The DRGT system is very stable and secure and we have the opportunity to fine tune it to our own needs. This flexibility has many benefits, including the jackpot features," explained Sina Hentunen, Business Manager at RAY.

"This success story is of particular importance", explained DRGT's Joost van

Egeraat. "To win RAY's trust against the competition raises the bar further in becoming not only the fastest growing systems company, but one of the major systems companies established in the industry.

RAY expects to open a further three 'Feel Vegas' arcades this year each outfitted with the DRGT system. "DRGT systems are easy to use, they are stable and offer many possibilities. We are very pleased with the service DRGT offers and the speed and professionalism of installations", noted Ms. Hentunen. "What really impresses us is that the system runs even when it is offline. Our credo for our business is: reliability, customer-orientation, openness and effective operations. DRGT is a key partner to ensure we continue matching and improving upon our corporate philosophy. It's going to be a busy year for us and so for DRGT in Finland this year."

UK

Sky Betting & Gaming has joined Senet Group, the gambling watchdog. It is the first online-only gambling operator to join the Group. Wanda Goldwag, Chair of Senet Group, said: "Remote gambling is the fastest growing sector of the industry, with innovations being developed regularly. It's therefore particularly important that we will have a leading operator in this space to inform the development of our code of conduct."

Richard Flint, Chief Executive of Sky Betting & Gaming, said: "The gambling industry has definitely upped its game on social responsibility issues over the last 12 months and the Senet Group has been a key part of those efforts. There's obviously still further room for improvement but I'm really looking forward to helping shape the group's work on online gambling issues."



SYNOT
NEW DIMENSION OF GAMING

THANK YOU FOR YOUR SUPPORT
AND PARTICIPATION
IN THE PRESTIGIOUS EXHIBITION

ICE
Totally Gaming

www.synotloterie.eu

BOTSWANA – New gaming legislation kicks into effect in Botswana at the start of April meaning the nation's 10 land-based casinos will be governed by a new regulatory body, the Botswana Gambling Authority, led by CEO Thuli Johnson.

The Authority will oversee the development of a central monitoring system, linking all gambling machines although operators must also install their own monitoring systems.

The new laws will better regulate all land-based and virtual, online and mobile betting in Botswana, including casinos, bookmakers, bingo, lotteries and racing. Casino operators will be subjected to a P250, 000 licence fee while sports betting operators will have to pay P50, 000 with bingo and lottery groups paying P10, 000 and P1m respectively.

UK –Heber, one of the leading independent suppliers of gaming controllers, has announced a new partnership with Betdigital to offer game manufacturers Betdigital's new GRID Game Rapid Development System. Betdigital is a renowned creator of content and systems for online, mobile, interactive TV and land-based gaming platforms.

Les Ashton-Smith, Heber's Managing Director said, "We are delighted to be working with Betdigital and will be offering their new game engine with our PC-based platforms such as the Pluto A400 system based on AMD's latest processor – the AMD Embedded R-Series SOC processor. The Game Rapid Development System will enable developers to quickly and efficiently develop slot machine games on Heber platforms."



SOUTH AFRICA – Investing locally in South Africa has yielded strong results for JCM Global, where its bill validator solutions are making big gains in both the gaming and vending industries across the country.

The investment in South Africa began with JCM hiring local representatives and signing new distribution agreements with GPT (Global Payment Technologies). Now, JCM has re-emerged as a leading manufacturer of reliable and top-performing bank note acceptor technologies.

In the gaming industry, JCM's iVIZION has been selected for use in casino and in limited payout machine (LPM) environments. PeerMont Global, Sun International, and Tsogo Sun are all now using JCM's iVIZION at their properties, as is the country's largest LPM operator, Vukani Gaming (VSLots). Installations of iVIZION began October 2014 and marked the first time the validator was in use in South Africa.

"We are very pleased with the success our operator partners are having with iVIZION. They are reporting back to us that they are experiencing better acceptance rates with iVIZION than current industry standards," JCM EMEA General Manager Payam Zadeh (pictured) said. "Better performance is a common theme with operators who use iVIZION, and with a 99 per cent+ acceptance rate, coupled with the industry's strongest anti-counterfeiting and anti-stringing technology, it is easy to see why."

Novomatic set to Acquire Ainsworth

Austrian slot giant Novomatic is buying Len Ainsworth's majority shareholding in Ainsworth Game Technology, equating to 53 per cent of the slot manufacturer

Ainsworth Game Technology founder, Len Ainsworth, has sold his share of the business to Novomatic for A\$473m

AUSTRIA CASINO SUPPLIER



Len Ainsworth, Founder of the company that bears his name, will remain as Chairperson of the company having sold his 53 per cent stake to Novomatic for A\$473m. Discussing the deal, Novomatic said it isn't looking to complete a takeover and stressed that it supports AGT's strategy to build a larger, diversified and more profitable international technology company. Novomatic plans to provide significant game development and other intellectual property to AGT and work with AGT on a global distribution and marketing strategy after completion.

Mr. Ainsworth commented: "I'm pleased Novomatic, in agreeing to acquire my shareholding, has committed to Ainsworth and our international growth strategy. Novomatic is an impressive and highly respected market leader in our industry. It has a clear commitment to innovation and new product development, which aligns with AGT. With its strength and support, Ainsworth's future is assured and our potential is increased."

Professor Graf, Founder of Novomatic, added: "Ainsworth is iconic and we are delighted to become substantial shareholders in the company (if shareholder approval is granted). We support the Board and management's

strategy and look forward to assisting the Company as it continues to successfully build its international footprint and profile."

Novomatic has also agreed to maintain AGT's listing on ASX as well as having its current board and executive management teams stay in place. Novomatic sees the deal as an opportunity to strengthen its market position in Australasia and the USA. Indeed the Americas, now represents 58 per cent or A\$34.8m of Ainsworth's total segment profit.

Novomatic CEO Harald Neumann said: "Through the planned share acquisition from Len Ainsworth, one of the top players in Australasia and in the USA, we will not only increase our market share in those continents, but will be consistently continuing our international growth strategy. The synergy transfer of know-how, contents, high-tech gaming equipment will allow us to further increase our potential in the worldwide gaming market."

Mr Ainsworth, a 92-year-old gaming veteran and philanthropist, has already given away over A\$30m to medical research, including a donation to the redevelopment of Sydney's St Vincent's Private Hospital.



Gauselmann Group acquires 40 per cent in Spielbank Berlin

Germany

A year after opening its first casino in Germany in Saxony-Anhalt, the Gauselmann Group has acquired a 40 per cent share of Gustav-Jaenecke & Co, the owner of Spielbank Berlin.

Spielbank Berlin has five gaming locations spread around Germany's capital city. The most famous location is the Spielbank Berlin at Potsdamer Platz. Both major shareholders, Gauselmann and Novomatic – state their wish to jointly ensure the long-standing

success of Spielbank Berlin – which today is the casino with the highest revenue in Germany. The investment by the Gauselmann Group will enable Spielbank Berlin to further strengthen its position to develop to become a premium casino within Europe.

"We are pleased that we have gained another strong partner in the Gauselmann Group which just like Novomatic plays a decisive role in the international casino industry," commented Günter Münstermann, Managing Director of Spielbank Berlin. Spielbank Berlin celebrated its 40th anniversary in October 2015. Gustav-Jaenecke & Co. is looking to re-secure its casino concession in Berlin. "We are confident that we can convince the state of Berlin that we will in future remain the best partner for casino entertainment in Berlin", concluded Mr. Münstermann.

Spain

Spanish operator EGASA is hopeful that it will be granted permission in April to remodel the Gran Casino Bilbao, making it one of the best casinos in Northern Spain. Over a period of six months, EGASA wants to completely revamp the casino's interior design, add an extension that will allow two of its floors to be better connected and add a restaurant. The operator bought the venue in September 2014. Since then it has improved attendance at the casino by 20 per cent. EGASA President Jose Gonzalez Fuentes said: "There has been an improvement although we understand that the vast improvement will come when we remodel. The project is not yet approved by the various administrations and, therefore, is not definitive. Although the time span may vary, we are not expecting to have to close the casino to carry out renovations."

IAGA INTERNATIONAL GAMING SUMMIT

MALTA · MAY 31-JUNE 2, 2016

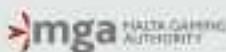
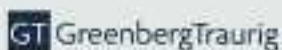


in partnership with



Bringing together leaders from all gaming sectors, the IAGA 2016 International Gaming Summit held in partnership with the Gaming Regulators European Forum is an excellent opportunity for industry executives to discuss the challenges facing gaming today. With a wide range of panels, break-out sessions and keynote speeches addressing the industry's top issues and hot topics, this is a gaming conference you won't want to miss. Visit theiaga.org to learn more.

PLATINUM
SPONSORS



L'année 2015 marque une année record pour la société Evolution qui a connu une forte croissance au cours du dernier trimestre. Ses revenus du dernier trimestre ont augmenté de 62 % pour atteindre 22,4 millions d'euros, ce qui équivaut à un bénéfice de 6,9 millions d'euros sur cette période.

Étant donné que peu de législateurs ont réussi à comprendre la langue dans laquelle la réglementation nécessaire à l'installation de jeux de casino dans le Sud de Chypre a été rédigée, le vote a été reporté. Zacharias Zachariou, directeur du comité de la Chambre de Commerce, a demandé qu'une meilleure traduction de l'ébauche de loi soit réalisée puisque la version grecque a laissé les parlementaires perplexes.

Après avoir obtenu l'accord de l'Autorité estonienne sur la Concurrence, OEG vient de terminer l'acquisition de l'opérateur de casino estonien AS MC Kasiinod, qui fait partie du groupe OÜ Oma & Hea, fournisseur de services de bar pour les casinos. Suite à cette transaction, OEG possède maintenant 24 casinos en Estonie.

Après avoir signé un contrat de distribution avec l'opérateur slovaque Top Game en décembre, Euro Games Technology est ravi d'avoir déjà pu déployer 130 machines sur le marché.

Erwin van Lambaart vient d'être nommé nouveau Directeur Exécutif de Holland Casino. Il prendra ses fonctions, occupées temporairement par Willem-Jan van den Dijssel depuis l'été dernier, le 7 mars. M. van Lambaart a déclaré : "Je suis impatient de contribuer à construire l'avenir de notre organisation et de relever les défis du marché."

Merkur Gaming et son entreprise de production adp Gauselmann GmbH viennent de signer un accord de fournisseur privilégié avec Crane Payment Innovations (CPI). Dans le cadre de cet accord d'une durée de trois ans, Merkur a choisi le Global Default SC Advance comme validateur de billets pour ses installations.

Macau Legend Development vient officiellement de commencer la construction de son complexe casino à Praia, au Cap Vert, situé dans l'océan Atlantique, au large de l'Afrique de l'Ouest. La construction devrait prendre trois ans. Le projet, qui va voir naître le plus important complexe touristique du Cap Vert, couvrira une surface de 152 700m2 comprenant des jeux de casino, des boutiques, des restaurants, un centre de congrès, un musée, des installations sportives, un clubhouse et une marina.

Gaming Laboratories International accueillera le Lieutenant-Colonel Kevin Sweeney le 3 mars en tant que conférencier d'honneur à la table ronde 2016 des législateurs de l'Amérique du Nord. Cet événement annuel, le 16e du genre, aura lieu le 2 et 3 mars à Planet Hollywood, à Las Vegas et M. Sweeney tentera de motiver ses auditeurs avec son discours intitulé "La confiance de la cocotte-minute : comment être un bon leader face à une explosion imminente".

Penn National Beats Estimates

Penn National Gaming's full year results beat analyst guidance by \$11.5m, suggesting that regional gaming had bounced back for the company

Penn National Gaming's year end results demonstrate the bounce-back felt across regional casinos in the US market

US CASINO OPERATIONS

In its fourth quarter, which ended December 31, Penn National Gaming reported a rise in revenue to \$734m, compared to \$651.4m from the previous year. For the year as a whole, Penn, the operator of 27 gambling facilities in the US and Canada, reported revenue of \$2.84bn in 2015, up 9.7 per cent compared with revenue of \$2.59bn in 2014. Penn's fourth quarter results were boosted by improved GGR in Ohio, where casinos were opened in Mahoning Valley and Dayton, as well as in Toledo and Columbus. Plainridge Park Casino, Tropicana Las Vegas and Prairie State Gaming were all contributors to Penn's results.

Highlights for the company saw it finally own a casino on the Las Vegas Strip with the purchase of the Tropicana, open a casino in Massachusetts and buy Prairie State Gaming, a VGT operator in Illinois.

Timothy Wilmott, President and CEO, said: "Penn National's strong fourth quarter financial results exceeded guidance and wrap up an active and productive 2015, in which we



achieved positive operating results for the second straight year following the separation of the Company's operating and real estate assets. Our progress throughout the year in enhancing operations, profitably growing market share in several key markets, maximising operating efficiencies, and the continued success of our expansion initiatives position us for further financial growth in fiscal 2016.

Penn's West segment margin declined as a result of the inclusion of Tropicana Las Vegas. It saw improvements in its East/Midwest and Southern Plains operating segments. "In Massachusetts, throughout the fourth quarter we continued to refine Plainridge Park's gaming floor offerings based on customer preferences while further adjusting promotions and advertising, and expanding our Marquee Rewards database to better compete with gaming facilities in neighboring states," Mr. Wilmott explained. "Plainridge Park's database now exceeds 160,000 customers and the property continues to generate the highest average win per machine across our 22 casino properties.



GSN Games buys social casino studio Plumbee

US

GSN Games, a leading provider of social casino games and cash tournaments, has bought Plumbee, a social casino studio based in London. Financial terms were not disclosed.

Founded in 2011, Plumbee is best known for its successful Mirrorball Slots app, which boasts more than 10 million downloads on Facebook and mobile. The studio brings a team of more than 40 with a proven track record of creating innovative games for social casino audiences.

GSN Games acquires 100 per cent of Plumbee Ltd, which was previously backed by Endemol and Idinvest Partners. "This important acquisition will immediately bolster GSN Games' ambitious growth plans by leveraging the top talent and social casino expertise of Plumbee to create best-in-class winning experiences for our players," said Steve Brunell, Chief Operating Officer of GSN. "We are also excited about the expansion of GSN Games into the United Kingdom, where we will look to capitalize on the high concentration of world-class gaming talent to supplement our outstanding Plumbee team."

"Raf Keustermans, CEO of Plumbee commented on the deal: "We look forward to adding our art, engineering, product management, analytics and marketing expertise to the existing scale, stability and talent of GSN Games to create industry-leading social casino experiences."

Nevada

In a landmark legal case, casino operator Affinity Gaming is suing cybersecurity firm Trustwave for over \$100,000 for allegedly failing to adequately investigate and remedy a data breach. According to court documents, Affinity hired Trustwave to investigate and remediate a 2013 breach that compromised hundreds of thousands of credit cards. The online gambling company claimed Trustwave conducted a 'woefully inadequate' investigation then submitted a misleading report to Affinity. The gaming company learned its systems were still compromised despite Trustwave's efforts. A separate investigation was conducted after Trustwave by another data security firm, Mandiant, which reportedly revealed not only that the breach hadn't been contained, but that Affinity's data was compromised during the time that Trustwave's investigation and remediation efforts were still ongoing, according to the documents.



Brilliant Display. Superior Quality. Competitive Price.

Re-Inventing Interactive Gaming With the New 90-Series.



We engineer and build monitors specifically for the demanding requirements of the gaming industry with touch technology that is built-in rather than bolted-on.



Create brilliant, engaging experiences with a wide range of sizes—from 10" to 27"—to fit in any environment.



New! PCAP 2GS technology delivers a ten touch interactive experience with durability in high traffic settings.



Drop in replacement with backwards compatibility allows for plug-and-play replacement of existing units.

Le Directeur du Comité de Contrôle des Jeux chilien (SJC), Renato Hamel, va bientôt démissionner tandis que la presse locale affirme que la raison de son geste pourrait s'avérer être la controverse grandissante suite à l'obtention d'une licence par la ville de Chillan. D'après le ministère des Finances, c'est la présidente du Chili, Michelle Bachelet, qui aurait exigé la démission de M. Hamel.

Casinos Austria va poursuivre la province de Salta auprès du Centre international pour le règlement des différends relatifs aux investissements faits à la Banque Mondiale pour la révocation de sa licence. L'entreprise réclame un dédommagement de 150 millions de dollars US.

Les revenus issus des impôts sur les jeux sont en augmentation au Paraguay du fait de mesures plus strictes et de nouveaux contrôles en ligne. Les recettes des impôts générées par l'industrie du jeu ont augmenté de 7,6% en 2015 comparé à l'année 2014 d'après les chiffres émis par le Comité des jeux du Paraguay (CONAJAR). Elles s'élevaient à 18 millions de dollars US fin 2015, un chiffre record pour ces cinq années.

La société chilienne Marina del Sol vient d'acheter 50% du capital des casinos situés à Calama et à Osorno dans le cadre d'un projet d'achat plus important : la société devrait gérer un total de six casinos au Chili d'après Nicolas Imschenetzky, président de l'entreprise.

Everi Holdings, la société de jeux composée de Global Cash Access et de Multimedia Games suite à leur fusion, vient de nommer PDG un membre expérimenté du conseil d'administration tandis que le groupe cherche une solution de remplacement permanente.

Silver Heritage est actuellement en train de développer le premier complexe casino le long de la frontière népalaise afin de toucher l'un des marchés du jeu encore non exploité : l'Inde. D'après un porte-paroles : "Notre premier Tiger Palace Resort devrait ouvrir ses portes début 2017 et offrira aux clients une surface de jeux de casino de 2471 m2 ainsi que divers divertissements, salles de conférences, de réception et de banquet accompagnée d'un hôtel de luxe de 100 chambres."

Melco Crown est actuellement en train de renforcer son système de sécurité afin d'empêcher les personnes interdites de casino de pénétrer dans ses installations de Macao : la City of Dreams et le Studio City. C'est la première fois qu'un casino de Macao installe une telle technologie de reconnaissance faciale, technologie développée par Cognitec dans un but sécuritaire. En 2015, les crimes liés à l'industrie du jeu ont augmenté de 38% avec un total de plus de 1500 délits enregistrés à Macao l'année dernière.

Casinos Austria va poursuivre la province de Salta auprès du Centre international pour le règlement des différends relatifs aux investissements faits à la Banque Mondiale pour la révocation de sa licence. L'entreprise réclame un dédommagement de 150 millions de dollars US.

Pinnacle's Performance Peaked

Pinnacle Entertainment's performance has been hampered by Lake Charles' competition according to CEO Anthony Sanfilippo in the company's quarterly earnings statement, which saw a net loss of \$14.2m compared with 2015

A year of progress for Pinnacle was underscored by challenging market conditions, successful casino opening and increased competition

US CASINO OPERATIONS

A noncash impairment charge and a rival casino both played their part in Pinnacle Entertainment reporting a fourth quarter net loss of \$14.2m in 2015, compared to a profit of \$14.2m the year before. Revenue grew in the fourth quarter by less than one per cent to \$558.4m

However, excluding Lake Charles, which marked the first anniversary of the opening of a new competitor in December 2015, net revenues increased by \$17.3m or 3.8 per cent year over year. 2015 fourth quarter financial results benefited from the strong year over year Adjusted EBITDA performances of Baton Rouge, Belterra Park, River City and Kansas City.

The company achieved all-time annual records in Consolidated Net Revenues, Consolidated Adjusted EBITDA, and Consolidated Adjusted EBITDA margin in 2015 of \$2.29bn, \$617m, and 26.9 per cent, respectively. Embedded in these 2015 performance figures are all-time annual Adjusted EBITDA records at Baton Rouge, River City, Council Bluffs, Black Hawk and Belterra Park.



Anthony Sanfilippo, Chief Executive Officer of Pinnacle Entertainment, said: "Overall, it was another year of significant progress for our company and we are very well positioned for continued growth and further success as we continue to build broad-scaled capabilities in how we operate the company and service our guests.

"We opened a new hotel in New Orleans a year ago, and made significant progress ramping up the financial performance of other newly opened assets in our company, namely a new hotel and other non-gaming amenities at River City and Belterra Park," he added. "We made select investment in our existing asset portfolio in gaming and non-gaming amenities to enhance the guest experience, including the addition of a Stadium Sports Bar in East Chicago and dedicated high limit gaming areas in East Chicago and Council Bluffs. We also commenced gaming floor renovations at all of our Missouri properties to refresh the spaces and expand our high limit and Asian gaming offerings, which will be completed in 2016."



US

IGT Hosted Gaming's Corps d'elite at ICE

International Game Technology executives, in London for ICE Totally Gaming 2016, hosted customers for a royal affair at Kensington Palace on February 2. International customers enjoyed an evening of festivity replete with cocktails in the Copula, dining in The King's Gallery, exclusive access to The Queen's State Apartment, and private tours of the 'Victoria Revealed' exhibit. IGT conducted the event in London as an extension of its presence at ICE Totally Gaming 2016.



Nevada

Casino equipment provider Everi Holdings has replaced its CEO with a long-time board member and gaming industry figure until a permanent leader is named. Everi named Mike Rumbolz as interim CEO. Rumbolz, 61, has been a member of the company's board since 2010. He replaces CEO Ram Chary, who was fired over the weekend as CEO and a board member.

"While this was a difficult decision, the board believes this move is in the company's best interest," Everi Chairman E. Miles Kilburn said in a statement.

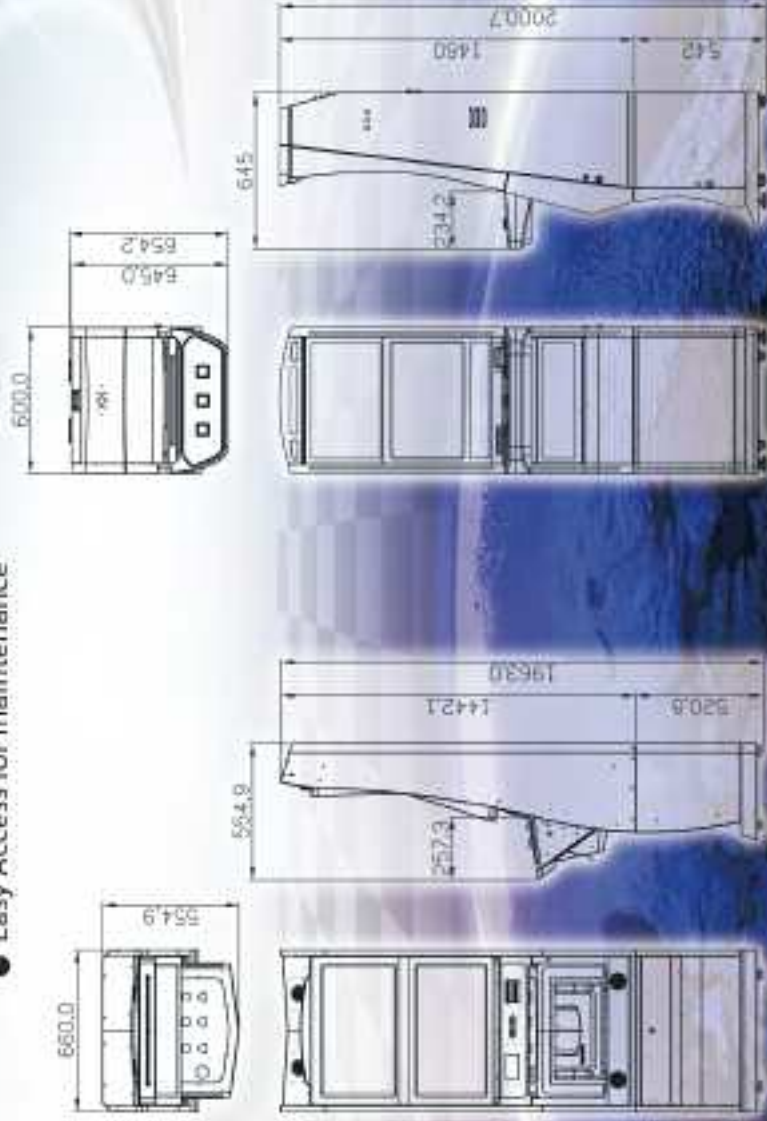
Everi, formerly known as Global Cash Access, provides payment processing and financial services to casinos. In 2014, the company bought slot machine maker Multimedia Games for \$1.2 billion.

WEICHE

Cabinet Starts Here !

TERRA

- Support touch screen
- Optional systems for printer, bill acceptor, player tracking, etc
- Multicolored LED illumination
- Customized push button layout
- Ergonomic features for player's comfort
- Easy Access for maintenance



Support Dual 24" LCD monitors

Dimensions: D554.9 x W660 x H1963 mm

Support Dual 22" LCD monitors

Dimensions: D645 x W660 x H2000.7 mm

www.weche.com.tw

WEE CHIN ELECTRIC MACHINERY INC.

83162 No. 57-1, Huadong Rd., TaFa Industrial District, Daliao Dist., Kaohsiung City, TAIWAN.
Tel: +886-7-788-4949 Fax: +886-7-788-0072 E-mail: weche@weche.com.tw



ISO 9001:2008
Management
System



US – DEQ Systems has named Charles Meredith as its new Chief Legal Officer and Corporate Secretary, effective February 8, 2016. Mr. Meredith, known as Chuck, will be based in Las Vegas, Nevada, USA.

Joseph Bertolone, President and CEO of DEQ, said: "As our Chief Legal Officer and Corporate Secretary, Chuck's casino operations, international markets – and regulatory experience will be a tremendous addition to our global growth efforts. This represents another core addition to the DEQ team."

"This is a great opportunity and I am very excited about the future of DEQ and working with the DEQ team," added Mr. Meredith. Before joining DEQ, for the past 11 years Mr. Meredith has worked as an Assistant General Counsel for Sands China Limited, a subsidiary of Las Vegas Sands Corporation, in Macau.



US – GLI will welcome Lt. Colonel Kevin Sweeney on March 3, 2016 as the keynote speaker at the company's 2016 North American Regulators Roundtable. The 16th annual event takes place March 2-3 at

Planet Hollywood in Las Vegas, and Sweeney will inspire attendees with his motivational address, "Pressure Cooker Confidence: How to Lead When the Heat Is On."

GLI's President & CEO James Maida said, "We are thrilled to welcome Lt. Colonel Sweeney as the keynote speaker for our 16th annual Regulators Roundtable. The theme of this year's event is 'strategically embracing innovation,' and Lt. Colonel Sweeney is the perfect speaker to motivate attendees with his stirring stories while inspiring the crowd to value the importance of strategy and face new challenges head on."

Sweeney's presentation, "Pressure Cooker Confidence," enables you to say "I can, I will, I expect, and I did it" when faced with intense pressure. The Lt. Colonel's flagship presentation is built around his dramatic life or death flight during a night combat mission in Desert Storm. Sweeney will position you mentally in the cockpit with him to personally live through his incredible experience and challenge of having the two engines on his left wing detach from his airplane. As he introduces the five principles of performance under pressure, you will discover why the hard work you do beforehand matters more than the work you do when the pressure is on.

Sweeney's keynote address is just one of the Regulators Roundtable's exciting presentations. The agenda also includes the following key topics:

- Risks associated with replacing core gaming systems
- Security breach mitigation
- Cheating & fraud
- Millennials and game mechanics
- Fantasy sports

A complete agenda is available for download at www.gaminglabs.com/roundtable2016.

California Takes Quarter of Tribal Total

Tribal Gaming in California continues to expand in employment and revenues, with California tribes representing over 25 per cent of the US total

The California Nations Indian Gaming Association (CNIGA) discuss the challenges facing tribal gaming in the US

CALIFORNIA TRIBAL GAMING

Steve Stallings, the newly elected chairman of the California Nations Indian Gaming Association (CNIGA), discussed the good news, as well as the challenges facing tribal government gaming in a State of the Industry report at the organization's 21st Annual Western Indian Gaming Conference, February 9, 2015 at Harrah's Resort Southern California.

Of the 28.5m generated in 2014, revenues for California's tribal enterprises grew by 4.9 per cent to 7.3m, over the 6.9m earned in 2013.

Mr. Stallings discussed the historic origins and accomplishments of the organisation, which passed two state ballot measures, Proposition 5, a tribal/state compact, and Proposition 1A in 2000, changing the state constitution to grant Las Vegas, casino-style gaming exclusively to tribal governments on federally recognised tribal lands. Proposition 1A's passage secured the original tribal state compact negotiated by then Governor Gray Davis, and 63 California tribes, after a 10-year battle with the state to win a compact.



"We can measure CNIGA's achievements by the success of Indian gaming and the dollars generated. Alternatively, we can measure its contribution, over the past 20 plus years, by the people whose lives have been touched for the better because of Indian gaming. We all have success stories, and for this, we owe CNIGA members, past and present," stated Mr. Stallings, Rincon Band of Luiseño Indians' tribal council.

"The state of our industry is best reflected in the growing strength of our governments, the health of our communities, and our ability to better protect our sovereignty."

Mr. Stallings congratulated the tribes for keeping their promise to voters that revenues from gaming would be used to create jobs and provide government services to reservations so that tribal people would be self-sufficient. He also noted how tribal gaming has generated real economic benefits to all Californians, from jobs for non-Indians to sharing fire and police services with neighbours. In many rural communities and small cities, the tribes are the major philanthropic donors.



Ainsworth Game Technology launches Class II titles

Nevada

Having bought Nova Technologies earlier this year, Ainsworth Game Technology is now launching proven and popular games to Class II Gaming Tribes.

Ainsworth President – North America Mike Dreitzer said: "Our first responsibility is to listen closely to Tribal leaders about their needs in the current gaming environment. We see it as our mission to provide new options to help ensure Tribes are empowered for continued success."

In the coming months, a growing Class II library of Ainsworth and Nova titles will

be available giving casino operators a wide variety of game choices. In terms of hardware, Ainsworth's 560 Dual Screen cabinet will be offered to deliver these exciting games to players. Nova's Atlas 100 cabinet will also continue to be supported and available for deployment.

Specifically, the immediate Class II library will include proven and successful Nova titles, including China Gold, Dragon's Heat and Gorilla Diamonds, among others. In addition, several Ainsworth titles will be available for the Class II market right away, including Twice the Money and Mustang Fortune. Other popular brands like Quad Shot and other high-denomination games will follow.

In addition, Ainsworth Game Technology announced that Russell Witt has joined the Company as Director of Operations & Business Development – Class II, responsible for strategy and planning in all Class II markets.

Nevada

In a landmark legal case, casino operator Affinity Gaming is suing cybersecurity firm Trustwave for over \$100,000 for allegedly failing to adequately investigate and remedy a data breach. According to court documents, Affinity hired Trustwave to investigate and remediate a 2013 breach that compromised hundreds of thousands of credit cards. The online gambling company claimed Trustwave conducted a 'woefully inadequate' investigation then submitted a misleading report to Affinity. The gaming company learned its systems were still compromised despite Trustwave's efforts. A separate investigation was conducted after Trustwave by another data security firm, Mandiant, which reportedly revealed not only that the breach hadn't been contained, but that Affinity's data was compromised during the time that Trustwave's investigation and remediation efforts were still ongoing, according to the documents.



QUAD Shot

A560^{SL}



Ainsworth launches **Quad Shot**® in the new **A560^{SL}** cabinet! **Quad Shot**® includes 4 levels of progressives and an exciting feature range utilising stacked wilds in many unique ways.



MACAU – Melco Crown is stepping up its security system to prevent banned individuals from entering its Macau properties City of Dreams and Studio City properties from entering.

This is the first time a Macau casino has installed such specialised facial recognition technology created by Cognitec for security measures. In 2015, crimes related to gaming increased by 38 per cent with over 1,500 such crimes recorded in Macau last year.

The operator has opted for Cognitec's FaceVACS–VideoScan to strengthen physical security by alerting security staff in real time about banned persons entering the premises.

Cognitec supported the large-scale design and implementation efforts on site, resulting in multiple efficient system installations that now successfully prevent losses and criminal activities.

Stephen Meltz, Managing Director Asia Pacific at Cognitec, said: "Championed by David Mackay, SVP of Asset Protection, Melco Crown's security team welcomed Cognitec's technical specialists to work determinedly toward the completion of these projects. We are proud to deliver the first system of its kind in the casino market."

Cognitec's software solution uses advanced face recognition technology to detect people's faces in live video streams and compare them to databases of banned persons. Security staff receive real-time alerts and can deny entrance to the detected individual.

AUSTRALIA – Despite a 'freakish' run of luck by six Asian VIP players, Australian operator Star Entertainment has just delivered a 26 per cent increase in its first-half normalised net profit to A\$142m due to strong domestic growth.

The Star revealed that an six high-rollers, betting big on baccarat, brought chaos to the group's performance, stripping away almost \$80m in profit over the six month period.

The Star's target win rate of 1.43 per cent plummeted to just 0.88 per cent in the first half of the year.

Chief Executive of The Star, Matt Bekier said: "It was a freakish result. It was about six individuals who accounted for most of that loss. They were high rolling, big risk taking individuals who happened to have a lucky run here. They are all individuals who are well known to us, who have been coming here for many years, and normally we are ahead, but this time they ended up ahead."

The Star expects the high-rollers to return to the baccarat tables.

MGM to Delay Cotai Opening

MGM Resorts has confirmed it is delaying the opening of its casino on Macau's Cotai strip until 2017 in the hope market conditions will substantively improve

The US\$2.6bn MGM Cotai project has already seen its opening delayed from early 2016 until the autumn, before pushing back further into 2017

MACAU CASINO OPERATIONS

MGM Resorts is to delay the opening of its casino on Macau's Cotai strip until 2017. MGM stated: "The company has made the strategic decision to move the opening of its MGM COTAI development towards the end of the first quarter of 2017 based on current market conditions and the timing of other resort openings in the area. We believe the extra time will allow us to further fine-tune our offerings in an evolving marketplace, ensure that we are being as efficient as possible, and ultimately come out with a spectacular end-product offering unique MGM experiences to the market.

"We believe this is the right decision for a healthy launch and long term success of MGM Coati. The construction budget remains at HK\$24bn." It added: "As a Macau-based business, MGM believes our long term success depends on our commitment to the whole community. Approximately 80 per cent of our team members are local and we have focused training and development programs for our local team members. Meanwhile our volunteer team gave over 5,800 hours of community service in 2015, a record for our company."

The Cotai Project will have 1,600 hotel rooms, 2,500 slot machines, and up to 500 gaming tables with a budget of approximately HK\$20bn, excluding land cost and capitalised interest. Over 85 per cent gross floor area will be



given over to non-gaming offerings, including restaurant, retail and entertainment attractions. Macau has suffered 20 consecutive months of year-over-year decline.

During the last year, MGM China recorded total revenue of HK\$17.2bn, a decrease of 33 per cent from a year ago, compared with 34 per cent decline in the broader Macau market and 38 per cent decline for Peninsula market. MGM's market share remained stable despite opening of new properties in Macau.

Main floor gaming accounted for 81 per cent of profit in the fourth quarter. The group continues to see stabilisation in the mass market. Mass gross gaming revenue in Macau has been showing improvement for two consecutive quarters. For the Group, main floor table games win in the fourth quarter was up 12 per cent sequentially, while VIP table games win was down 22 per cent.

Grant Bowie, Chief Executive Officer and Executive Director of MGM China said: "MGM is committed to grow our presence in Macau and share these opportunities with our community. With MGM COTAI opening in 2017, we will bring added and new MGM experiences to the market, helping to develop Macau as a world tourism destination." MGM's first casino in Macau opened in 2007 at a cost of \$1.25bn.



Tabcorp's NSW Keno Licence to be extended to 2050

Australia

Tabcorp Holdings has been issued with new a NSW Keno Licence extending approval to operate the exclusive NSW Keno business until 2050.

Keno is a random number game played every three minutes and offers customers the chance to win instant prizes and life-changing jackpots. Keno is available in over 1,800 NSW Clubs and

Hotels and last year alone made nine players instant millionaires.

Tabcorp operates Keno in NSW under a management agreement with Club Keno Holdings, which is a joint holder of the licence. The new licence offers enhancements to the current game, including digital play in-venue, subject to approvals. Tabcorp will make a payment of \$25m to the NSW Government in 2H FY16. An annual fee of \$3m will start one year after licence commencement, increasing to \$4.5m in 2022, thereafter indexed at 2.5 per cent for the licence term. The extension adds longevity to Tabcorp's portfolio of Keno Licences, with the Victorian licence expiring in 2022, Queensland in 2047 and ACT in 2064.

Macau

A role reversal on recent years has seen results in Las Vegas improving whilst those from Macau decreased for Wynn Resorts, who reported fourth-quarter profit of \$87.2, from revenues of \$946.9m. The revenue, declined from the \$1,138m set in Q4 of 2014 and was the result of a 27 per cent net revenue decrease from our Macau operations, partially offset by a 3.8 per cent increase in net revenues from Wynn's Las Vegas operations. Macau still generated the lion's share of revenue with net revenues of \$555.7m for Wynn. VIP table games turnover was \$13bn for Q4, a 36.9 per cent decrease from \$20.7bn in Q4 of 2014. VIP tables decreased to 192 units in Q4 of 2015 from 244 units in the prior year's fourth quarter.



Premium Server Based Gaming technology
for land-based and on-line gaming

e-gaming s.r.o., Revoluční 1082/8, 110 00 Praha Nové Město, Czech republic, e-mail: info@e-gaming.cz, website: www.e-gaming.cz

e-gaming



SOUTH KOREA – South Korea's Kangwon Land Casino saw its net income for the fourth quarter of 2015 rise to US\$75.8m, (KRW93bn) an astonishing 96.3 per cent rise compared to the same quarter last year.

However, last year, the final quarter was impacted by a one-off non-operating expense meaning that the increase in Gross Gaming Revenue was healthy, but more modest at an 8.6 per cent year-on-year increase to KRW405.9bn.

Daiwa Securities' Analyst Thomas Kwon said: "This was slightly lower than our (KRW418bn) and the Bloomberg consensus estimate of KRW408bn. Operating profit of KRW120bn was also weaker than our and the consensus forecasts due to high labour costs and a rise in the abandoned mining fund and complimentary expenses. In our view, Kangwon Land has well leveraged its improved casino-gaming service infrastructure by adding more casino tables, hiring more dealers and service staff, and replacing old slot machines.

"Importantly, even the mass segment also generated robust fourth quarter 2015 revenues with a 9.7 per cent year-on-year growth," he added. "Kangwon Land is ready to capture the solid casino-gaming demand in Korea, while other competitor casino resorts are facing difficulties in luring gamers and increasing drop. Its casino sales would continue to grow in 2016, boosted by strong revenues from mass table games and slot machines."

For the whole year, Kangwon Land saw GGR of KRW1.63tr, representing an increase of 9.2 per cent from 2015 with operating profit increasing by 16 per cent.

The casino is located at the foot of High1 Ski and Golf Resort in Sapuk-eup, Jeongseongun, South Korea. It is currently the only Korean casino that allows Korean nationals to play. It operates 200 tables and 1,360 slots. In comparison to Kangwon Land's improved performance, rival operator Grand Korea Leisure saw its fourth quarter revenue fall by 40.6 per cent.

MACAU – Galaxy Entertainment Group is taking a stake in a Monaco casinos and hotels operator, as the company controlled by billionaire Lui Che-Woo expands beyond Macau amid a gambling downturn in the Chinese city. Galaxy is buying five per cent of the shares of Societe des Bains de Mer et du Cercle des Etrangers a Monaco (SBM) from an independent third party. It didn't name the seller or the sale price. "We see it as a potential to develop a strategic long-term partnership," said Galaxy's Peter Caveny.

Separately, LVMH Moet Hennessy Louis Vuitton SE, the world's largest luxury-goods maker, is also taking a five per cent in SBM, which is 69.5 per cent-owned by the state of Monaco.

AFC and Sportradar Battle Match-Fixing

The Asian Football Confederation (AFC) has signed a new, extended partnership agreement with Sportradar, significantly strengthening the industry's fight against match-fixing in Asia

AFC positions itself as one of the most committed sports bodies in the world on the issue of sports match-fixing

ASIA SPORTS-BETTING

The Asian Football Confederation (AFC) has signed a new, two year extended partnership agreement with Sportradar, significantly strengthening the fight against match-fixing in Asia. Following the official signing in Doha, AFC President Shaikh Salman bin Ebrahim Al Khalifa said: "The integrity of sport is not negotiable. It is a crucial cornerstone to protecting the sport for future generations.

"At the AFC we are not content to just address this key area. We want to do everything we can to protect Asian football, to protect football in each country in Asia and to lead by example. Sportradar has proven to be a valuable partner in that objective and in our vision. With this new partnership, we have taken the best the organisation has to offer and extended it to each of our Member Associations."

The new agreement will cover over 4,500 matches across Asia each year through the specifically developed AFC Monitoring System (AMS). This coverage will include all AFC competitions and the top professional leagues in each of the AFC's Member Associations. In addition, continental and regional tournaments



will also be monitored by the system. In parallel with these monitoring and detection solutions, Sportradar will also develop an integrity mobile app for the AFC.

The app will work like a whistle-blower tool and can be used to report match-fixing cases. It will also support the AFC in the development of its integrity workshops and provide bespoke intelligence and research into match-fixing operations. A senior expert from Sportradar will also be joining the AFC to provide exclusive and ongoing support to the AFC Integrity Unit.

Sportradar Security Services Managing Director Andreas Krannich added: "When the AFC came to us to start discussing the renewal of our partnership, we expected to roll forward with our existing suite of services. But instead they came to us with a challenge: can we take what we do for them, and do the same for each country in Asia! And not only that, they asked us to re-open our books and outline what other preventative and investigative solutions we could throw into the mix. That kind of proactivity and commitment has characterised our relationship with the AFC."



New gaming bill not expected to dent Naga Corp's profits

Cambodia

NagaCorp expects the Cambodian government to put into place a moderate five to seven per cent gambling tax across the country, according to the gaming firm's chairman, Timothy McNally, who added that Cambodia is likely to approve and pass a gambling bill in the current quarter.

The bill is currently at the drafting stage.

NagaCorp, which operates a casino resort and other facilities in Cambodia,

estimates that its tax bill last year would amount to around two per cent of its revenue.

Though the company will face higher tax rates going forward, it will not deter NagaCorp from pursuing its business development plans in the South East Asian country, Mr. McNally added.

NagaCity Walk, a gaming and entertainment complex, is scheduled for launch in August. The facility aims to attract middle class visitors.

NagaCorp, meanwhile, is also eyeing opportunities in Thailand and Vietnam. Elsewhere, the company plans to enter Cyprus.

As of now, the company derives 44 per cent of its revenue from the VIP segment. It enjoys gross margin of 19 per cent in the segment, compared with 57 per cent in mass tables revenue..

Philippines

Congressman Miro Quimbo, Head of the Ways and Means Committee, is in favor of imposing taxes on lotto and casino operations as endorsed by the National Tax Research Center (NTRC). Marikina Rep. Miro Quimbo said Congress should reassess whether the tax perks granted to the lotto business of Philippine Charity Sweepstakes Office (PCSO) and casino operators of Philippine Amusement and Gaming Corp. (Pagcor) were beneficial to the state compared to the revenues and jobs they create. Quimbo noted that the special privileges granted to Pagcor's casino operations are considered by the Constitution as contrary to public good. "It's time to review the tax privileges that they enjoy. Instead of being regulated, the tax system actually imposed a lower tax on them over ordinary corporations that generate more jobs," said Mr. Quimbo.

New Products for 2016

Expanding the range of gaming solutions



IoT Solutions
Alliance
Premier



DPX-S440 Gaming Platform



DPX-S2440 Gaming System



- Very high performance AMD platform (formerly codenamed "Merlin Falcon")
- Quad and dual core AMD R Series SOC APUs up to 2.8 (3.4) GHz
- Radeon HD10000 series "3rd generation GCN" graphics
- Comprehensive gaming features
- 12V DC single input or ATX power
- Full featured driver API for IO and security
- Gaming logic box enclosure available

DPX-E135 Gaming Platform



- Quad and dual core AMD G Series SOC platform up to 2.4GHz
- Comprehensive gaming features
- High performance Radeon HD8000 series graphics
- Passive cooled system
- 12V DC single input or ATX power
- "Cabinet-ready" I/O connectors on-board for low cost and easy integration



DPX-E250 Gaming Platform



- Supports Intel 4th Gen Core™ i processor (LGA1150)
- Celeron, Core i-3, Core i-5, Core i-7, up to Xeon CPU up to 3.7 GHz
- Two 204-pin 50-DIMM up to 16 GB DDR3 1333/1600 MHz SDRAM
- Supports triple display of DVI-D/DVI-I/DP/LVDS
- Supports PCIe x16 (Gen 3) and two mini-PCIe
- Gaming compliant BIOS module
- 6 COM ports

A Local Presence – 6,000 employees, 21 countries, 91 cities
Advantech-Innocore direct sales and support offices:

Taipei - Taiwan (Headquarters)
Eindhoven - The Netherlands
Irvine, Milpitas, Chicago, Las Vegas - United States
Melbourne, Sydney - Australia
Mexico City - Mexico
Milan - Italy

Munich - Germany
Newcastle - United Kingdom
Osaka - Japan
Sao Paulo - Brazil
Seoul - Korea
Shenzhen - China

Singapore - Singapore
sales@advantech-innocore.com
www.advantech-innocore.com/contact

Other Advantech Worldwide offices:
http://www.advantech.com/contact



THE PHILIPPINES – The Philippines' casino regulator has said that the market could open up further with new provincial casino licences potentially up for grabs.

Cristino Naguiat, Chairman of PAGCOR, the Philippine Amusement and Gaming, said he 'is open to casinos built outside Manila.'

"There are areas which I think are very ripe for a casino," Mr. Naguiat said. "The agency is open to giving out a casino license if it can help boost economic activity and if the people in the area want it. We're developing a template to ensure that no one would be granted a license unless an investment commitment is made. The minimum investment could vary depending on the location."

The minimum investment for foreign companies building casinos outside of Manila has been set at US\$300m, less than a third of the minimum investment set for casinos in Manila's Entertainment City of \$1bn.

Mr. Naguiat added that the minimum investment for casinos outside of Manila wouldn't be decided until PAGCOR has its new President in place in June. PAGCOR operates 13 casinos in the country, 10 of which are outside Manila. Thunderbird Resorts operates two of the biggest Philippine casinos outside of Manila with one Poro Point in the northern La Union province and another Rizal in a mountain resort near the capital.

The driver for the addition of more casinos is clearly gaming tax. The Philippines is trying to take on Macau and Singapore in the revenue stakes. GGR from Philippine casinos is being tipped to double from this year's estimate of US\$4bn by 2025 once all four projects are operating,

Mr. Naguiat added, "Gaming revenue from government-run and privately-owned properties could reach 45bn pesos and 90bn pesos, respectively, in 2016. That represents an eight per cent increase from a combined 125bn pesos last year."

Jonathan Ravelas, Chief Market Strategist at BDO Unibank, said: "They are trying to replicate Entertainment City on a smaller scale. This will create competitors. Operators in Entertainment City will have to be on their toes because if they are complacent it's not impossible that some of the traffic will go to these provincial casinos if the properties are world class."

Silver Heritage plans to open its Tiger Palace Casino on the Nepali border to attract gaming tourists from India

NEPAL CASINO OPERATIONS



Silver Heritage to open Tiger Palace in 2017

Silver Heritage is currently developing its first casino resort along the Nepali border, aimed at serving one of the largest untapped gaming markets in the world; India.

A spokesperson said: "Our first Tiger Palace Resort is scheduled to open in early 2017, and will provide customers with access to a 2,471m² casino floor along with a wide range of entertainment, conference, wedding and dining options all served by a 100-room luxury hotel."

The company opened Nepal's first international class casino in early 2015. Based in the luxurious Shangri La Hotel & Resort in Kathmandu's affluent embassy district, it boasts more than 20 table games and 36 slot machines. Silver Heritage was the first to open a casino under the new Nepal Casino Rules, putting Nepal firmly back on the map for players from nearby India and China

Silver Heritage also manages the Phoenix International Club near Hanoi, which is one of only seven licenced casinos in Vietnam.

In the second quarter of 2015, the Phoenix

International Club was relocated to a beautiful new resort in Bac Ninh, just 45 minutes' drive from Hanoi's expanding international airport. The casino offers 1,500m² of gaming space, with 12 live tables and 72 electronic table games and slot machines, as well as 34 hotel rooms and 7 VIP Suites. The resort has a world class spa and treatment centre and floodlight tennis court. Three luxurious villas and a swimming pool are under development and are expected to open in 2016.

The spokesperson added: "Our vision is to be Asia's leading regional diversified land-based gaming operator. Our mission is to establish and operate Western-standard, high-quality, integrated land-based gaming offerings across regional Asia."

Founded in 2003, Silver Heritage Limited has grown from the supply and managing of slot machines across Asia to an experienced regional gaming management operation with interests in casinos and gaming venues in Nepal, Vietnam, Laos, Cambodia and the Commonwealth of the Northern Mariana Islands.



AUSTRALIA

ClubsAct weighs in over Canberra's slot bid

The owners of Canberra Casino will have a fight on their hands to secure the slot machines the casino has for so long campaigned for. ClubsACT, which represents community clubs in Canberra, is trying to muster support to stop the ACT government' from succumbing to the casino's latest request for pokies.

Aquis Entertainment, the Hong-Kong-based company, who took over ownership of Canberra Casino two years wants to redevelop the venue as part of a A\$330m blue print. The most pivotal parts of the proposal, which would require a change in legislation with the ACT Government, would be the inclusion of slot machines.

The plan is for Aquis to buy 670 slot machines from the city's clubs, but only 500 will be operated as 170 would be forfeited under the trading scheme rules. ClubsACT has launched an online petition to save the current community club model, which it claims would be jeopardised if the casino operates slot machines.

The current legislation limits slots to not-for-profit operators.

Cambodia

Cambodian casino operator NagaCorp Ltd. posted a net profit of \$172.6m last year, a 27 per cent increase over the previous year, attributing the surge to increased business volume across all gaming segments at its NagaWorld casino complex in Phnom Penh. GGR increased 26 per cent to \$480.6m in 2015. The strongest growth was in the mass market segment, which saw a 33.4 per cent surge in GGR in 2015 compared to a year earlier, pulling in \$257.7m as a result of the formidable 22 per cent win rate at NagaWorld's public tables. VIP year-on-year growth was a more moderate 18.5 per cent in 2015, with a 2.8 per cent win rate generating \$222.9m. NagaCorp said increased tourism to Cambodia resulted in more visits to its property, while convenient gaming options led to incremental growth during the second half of 2015.

CROWN SLIMCHANGE: SLIM, RELIABLE, SECURE.

The perfect solution for your casino, arcade and sports betting business.



Example configuration

CUSTOMER CARD

CASH

CASH IN TICKET OUT

TICKET IN CASH OUT

CROWN. PLAYING IN THE PREMIER LEAGUE.

Crown
NOVOMATIC GROUP

www.crown-btc.de

Genting launches bespoke Live Casino with Evolution



Peter Nolan,
Managing Director at
gentingcasino.com

"Creating a fully integrated service spanning land and live-streamed environments is central to our online strategy, which also includes the development of a new payment system facilitating the seamless transfer of funds between on and offline play.

"We understand the motivations and behaviour of players in both spaces and have designed a package which best serves evolving customer needs while providing a burgeoning opportunity for our affiliate partners. We have a unique advantage in the market with our ability to harness the Group's vast player knowledge. Through our experience and in speaking to our players we know they are looking for games to be professionally delivered, executed in a quality environment and with a level of exclusivity which sets them apart from the competition, and that is exactly what we have delivered.



The Crockfords Live Casino hosted in Riga features exact detailing from the London Club

Genting Alderney, the online casino division of Genting Group, has announced the launch of its brand new Live Casino product provided by Evolution Gaming

Available at www.gentingcasino.com, Genting's Live Casino builds on the Group's heritage spanning more than 50 years as one of the world's leading land-based casino operators, resulting in a delivery which encapsulates the real casino experience live and online.

Streamed from a dedicated studio environment hosted by Evolution in Riga, players can anticipate the same quality and integrity of experience in their contact with dedicated Genting tables online as within the group's UK network of 45 land-based casinos, including dealers trained by Genting to club standard.

For the serious player, a VIP experience recreating Crockfords, the oldest and among the most exclusive gaming clubs in the world, is now also available online offering immersive virtual game play. The club's signature look is recreated in full for seamless transition whether playing online or within the land-based casino, including replica game presentation on tables such as squeeze baccarat.

Utilising Genting's unrivalled player knowledge and insight, gentingcasino.com features a host of unique content features to elevate the end-user experience at all levels of the market, including exclusive camera angles and regular in game promotions in addition to its dedicated dealing team.

The service is enhanced further by an exclusive partnership with Evolution, utilising the provider's world-class studio solution and collaborating to create brand differentiation. Players are provided with access to the full range of tables online as found within the Group's clubs, including roulette, blackjack, three card poker and baccarat, along with a range of side betting options.

Peter Nolan, Managing Director at gentingcasino.com, said: "Creating a fully integrated service spanning land and live-streamed environments is central to our online strategy, which also includes the development



of a new payment system facilitating the seamless transfer of funds between on and offline play.

"We understand the motivations and behaviour of players in both spaces and have designed a package which best serves evolving customer needs while providing a burgeoning opportunity for our affiliate partners. We have a unique advantage in the market with our ability to harness the Group's vast player knowledge. Through our experience and in speaking to our players we know they are looking for games to be professionally delivered, executed in a quality environment and with a level of exclusivity which sets them apart from the competition, and that is exactly what we have delivered.

"The launch of Live Casino is an important milestone as we develop the Genting brand online, enabling players to enjoy the real Genting experience whether in the club or on a range of devices at home or on the move."

The brand, which recently launched its first ever TV campaign, will be supporting the Live Casino launch with a major advertising investment, due to go live in March 2016.

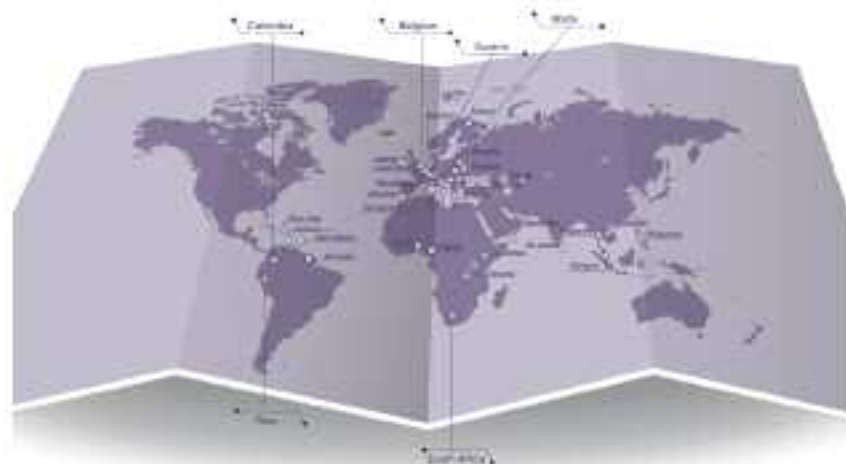


GAMING TECHNOLOGY

One system - Infinite solutions



Secure, safe, serverless
systems solutions



DRGT IS ACTIVE IN:

AUSTRIA
BELGIUM
BULGARIA
CAMBODIA
COLOMBIA
CURAÇAO
DOMINICAN REP.
FINLAND
GERMANY
GEORGIA
GHANA
GIBRALTAR
HUNGARY
IRELAND
ITALY
KENYA
LAOS
LUXEMBOURG
MACAO
MACEDONIA

MALAWI
MALAYSIA
MALTA
NIGERIA
PERU
PHILIPPINES
ROMANIA
SAINT MARTIN
SERBIA
SEYCHELLES
SINGAPORE
SLOVENIA
SOUTH AFRICA
SRI LANKA
SURINAME
SWITZERLAND
TANZANIA
URUGUAY
VIETNAM
ZAMBIA

drAccounting • drTicketing • drCashless • drPlayerTracking • drBonusing • drJackpots • drTournament • drScreen • drReport • drInteractive • drANAP • drTable

www.drgt.com • info@drgt.com



PST
GAMING FURNITURE

ROULETTE TABLES
BLACK JACK TABLES
PUNTO BANCO TABLES
POKER TABLES
ACCESSORIES
PLAYING CARDS
SEATING

PST

River Drive
South Shields
NE33 1LH, UK
T: +44 (0) 191 456 6209
F: +44 (0) 191 427 1118
E: sales@pstseating.com

www.pstseating.com

Carnival Cruises and IGT celebrate 20 years of WOF



Mike Hunssinger Turek,
Vice President of Casino
Commercial Operations,
Carnival Cruise Lines

The 20th anniversary Wheel of Fortune slot festivities will also include a "Spin & Sail Week" with five Carnival Cruise Line-themed shows airing this spring on the iconic game show that inspired the slot machine. Spin & Sail Week" airing March 21-25, 2016, will feature a custom, tropical-themed set with high-definition Carnival ship images and footage.

Contestants will be able to win Carnival cruises to a variety of exotic destinations including the Caribbean, Mexico, Hawaii, and Alaska.

In preparation for the broadcast, Pat Sajak, Vanna White and the Wheel of Fortune crew went on location to shoot customised segments aboard a Carnival Cruise Line ship.

The "Wheel of Fortune Spin & Sail Sweepstakes," will encourage viewers to watch "Spin & Sail Week" on Wheel of Fortune and enter each night's bonus puzzle solution at www.wheeloffortune.com.

Twenty winning entries will be selected, and the grand prize will be an eight-day Caribbean cruise aboard Carnival Magic to be taken in November 2016 with a guaranteed spot in the Spin N Sail \$200,000 slot tournament.



Carnival Cruise Line and IGT commemorate 20 years of Wheel Of Fortune slots with year-long celebration. Festivities include free cruises, a \$200,000 shipboard slot tournament, a celebratory week of shows on Wheel of Fortune and more...

Carnival Cruise Line and IGT have partnered to celebrate the 20th anniversary of the IGT Wheel of Fortune slot machines, featured aboard all Carnival ships and in casinos worldwide, rewarding players with free cruises and a variety of exciting giveaways throughout 2016. The brands are also partnering with the most successful syndicated game show in television history, Wheel of Fortune, on a first-ever Carnival Cruise Line-themed week featuring viewer sweepstakes.

CARNIVAL CRUISE LINE AND IGT

During 2016, Carnival and IGT's partner casinos will give away hundreds of free cruises on the Carnival Magic. The winners will participate in the onboard Spin N Sail slot tournament featuring the IGT Wheel of Fortune slot machines exclusively during an eight-day Caribbean cruise aboard the Carnival Magic from Port Canaveral, Fla., in November 2016. The \$200,000 prize pool, provided by IGT, includes a \$100,000 grand prize to be taken home by one lucky winner.

IGT customers across the US and Canada will host qualifying events where winning players are awarded a free cruise for two and an entry into the grand finale \$200,000 tournament.

"Wheel of Fortune slots and Carnival cruises are synonymous with fun and excitement, so IGT's partnership with Carnival Cruise Line provides the ideal way to celebrate 20 years of Wheel of Fortune slots," said Victor Duarte, IGT global chief product officer, gaming. "We appreciate the continued partnership between Carnival Cruise Line and IGT. Featuring Wheel of Fortune slots on all 24 Carnival cruise ships gives the games great exposure to millions of people, and has played a valuable role in

helping IGT's Wheel of Fortune slots become the most popular casino slot brand of all time."

"We're delighted to team up with IGT to commemorate the 20th anniversary of the wildly popular Wheel of Fortune slot machines and provide consumers with a number of fantastic prizes, including the opportunity to win \$100,000 in the Spin N Sail tournament," said Mike Hunssinger Turek, vice president of casino commercial operations for Carnival Cruise Line. "We're also excited to offer a variety of special Wheel of Fortune-themed activities on board and be a part of Spin & Sail Week on this iconic show," he added.

Introduced in 1996, the Wheel of Fortune slot machines have become a player favorite in shipboard casinos, including all 24 Carnival Cruise Line vessels, as well as in casinos on land. IGT has placed more than 200 versions of Wheel of Fortune slots in casinos around the world, and the game has awarded more than \$3 billion in jackpots and minted more than 1,000 millionaires. Players enjoy how Wheel of Fortune slots capture the spirit and creativity of the popular television game show produced by Sony Pictures.

Throughout 2016, Carnival will also host a number of Wheel of Fortune-themed events across the fleet that will include special branded items and on-board activities and games every sailing, including the popular Wheel of Fortune scratch-off game where guests can win up to \$30,000. Additionally, each sailing will feature a Wheel of Fortune prize wheel offering a wide range of prizes, everything from Carnival logo items and Casino Cash to entry into the \$200,000 Spin N Sail slot tournament.



Strength in Numbers



More than 140 member companies from 21 countries
Nearly \$14 billion in direct revenue • 32,900 employees
14 publicly traded companies • ONE POWERFUL VOICE

Address worldwide industry regulatory and legislative issues • Discounts on major trade show booth space
 Promote responsible gaming initiatives • Updates from influential global industry leaders
 Advertising discounts in leading industry publications • Educational partnerships benefiting students and members
 Visibility in AGEM's print advertisements • Exposure for publicly traded companies in the monthly AGEM Index

Join AGEM today and work together with the world's leading gaming suppliers.

Marcus Prater, Executive Director +1 702 812 6932 • agem.org@cox.net
Tracy Cohen, Director of Europe +44 (0) 7970 833 543 • tracycohen@agem-europe.com
Connie Jones, Director of Responsible Gaming +1 702 528 4374 • connie.jones@agem.org

AGEM.org



MEMBER PROFILE

Company / Astro Corp.
Web address / www.astrocorp.com.tw
AGEM Membership level / Bronze

Description / Astro Corp. is one of few listed companies (IPO) in Asia with international lottery experience and is the only company that has successfully entered the VLT sector in Italy. Astro is dedicated to VLT, traditional lottery, mobile betting, gaming systems and relevant HW/SW development, along with international system integration, professional equipment design and development, game content design and ship operation. Astro is a professional lottery technology company.

New products for 2016 / Our VLT product has access to the best VLT games; achieves higher incomes levels than our competitors; includes a solution that is fully compliant with AAMS requirements; ensures the highest implementation success in the Italian VLT market; obtains a complete service solution; achieves early system delivery; includes market experience influenced game development and receives committed support (installation/training etc).

Astro provides a complete range of VLT products (system and content) and services. We offer all kinds of VLT content that is suitable for players of different levels and ages. Players can enter the games by touching the touchscreen directly or pushing the button. The game contents can be customised according to players' preference in different regions. All ways of playing and designs of odds, jackpot, hardware and software is guaranteed to comply with related standards and regulations.

Forthcoming events / We will be participating in G2E Asia.

AGEM INDEX

After ending 2015 on a positive note, the AGEM Index reported a decline in the first month of 2016, largely due to broader market declines that emerged. The composite index stood at 188.46 at the close of January 2016, which represents a decline of 8.86 points, or 4.5 per cent, when compared to December 2015. However, compared to a year ago, the AGEM Index reported an increase of 6.57 points, or 3.6 per cent, in the latest period. In January, 10 of the 14 global gaming manufacturers reported month-to-month declines in stock price, with three down by more than 30 per cent. Of the four manufacturers who reported gains in stock price, only one was up by more than five per cent.

AGEM

	Exchange: Symbol (Currency)	Stock Price At Month End			Percent Change		Index Contribution
		Jan-16	Dec-15	Jan-15	Prior Period	Prior Year	
Agility	Nasdaq: AGYS (US\$)	9.90	9.98	10.38	(0.80) U	(4.62) U	(0.03)
Alkermid Game Technology	ASX: AGI (AU\$)	2.22	2.28	2.96	(0.00) U	(24.75) U	(0.25)
Alkermid Technologies	ASX: ALL (AU\$)	10.25	10.21	7.03	0.39 U	46.01 U	(0.46)
Arcs Corp.	Taiwan: 3064 (NT\$)	19.00	18.30	31.40	7.63 U	(37.58) U	0.03
Cores Co.	NYSE: CRI (US\$)	47.75	47.84	50.95	(0.17) U	(21.64) U	(0.06)
Daktronics, Inc.	Nasdaq: DAKT (US\$)	8.03	8.72	12.38	(7.91) U	(35.14) U	(0.35)
Ever Holdings Inc.	NYSE: ETRI (US\$)	2.81	4.39	6.81	(35.89) U	(57.48) U	(0.83)
Galaxy Gaming Inc.	OTCMKTS: GLAT (US\$)	0.13	0.19	0.34	(31.58) U	(81.76) U	(0.02)
Gaming Partners International	Nasdaq: GPHI (US\$)	0.20	0.90	8.29	2.68 U	10.28 U	0.03
International Game Technology PLC	NYSE: IGT (US\$)	14.47	16.18	16.92	(10.57) U	(14.48) U	(3.77)
ATRA LOT S.A.	ATHEX: ALLOT (€)	1.19	1.17	1.31	1.71 U	(9.16) U	0.10
Konami Corp.	TYO: 9796 (¥)	2,798.00	2,886.00	2,206.00	(4.22) U	25.22 U	(0.80)
Scientific Games Corporation	Nasdaq: SGMS (US\$)	5.92	8.97	11.81	(34.00) U	(49.87) U	(2.15)
Shangri-La Technologies	Nasdaq: SLT (US\$)	7.73	8.59	5.95	(10.01) U	29.92 U	(0.07)
Change in Index Value							(8.86)
AGEM Index Value: December 2015							197.32
AGEM Index Value: January 2016							188.46



AGEM is an international trade association representing manufacturers of electronic gaming devices, systems, lotteries and components for the gaming industry. The Association works to further the interests of gaming equipment manufacturers throughout the world. Through political action, tradeshow partnerships, information dissemination and good corporate citizenship, the members of AGEM work together to create benefits for every company within the organization. Together, AGEM and its member organisations have assisted regulatory commissions and participated in the legislative process to solve problems and create a positive business environment.

INTRODUCING NextGen PayCheck The 'ONE' Printer You Need!

Nanoptix is ready to launch its NextGen TITO printer. Greater value, more reliable and more capable than any of its competitors on the market today. NextGen is the 'One' printer venues need to ensure reliability, functionality and connectivity.

- The **ONE** printer that will outlast the competition with twice the print head life
- The **ONE** printer that will not let you down, the most reliable printer in the market
- The **ONE** printer that will get your ticket in your hand faster, twice the speed!
- A printer and a couponing system in **ONE** unit, for less money than a printer alone
- The only **ONE** that is a host computer and a printer in one
- The only **ONE** printer with USB host and Slave
- The only **ONE** printer with HDMI output
- The only **ONE** printer with a built-in, full-speed Ethernet Port

Nanoptix

Contact us at info@nanoptix.com for product specifications and details on how you can improve performance and save!

www.nextgenprinter.com
Toll-free: 888-983-3030

iGA iGaming
Asia Congress

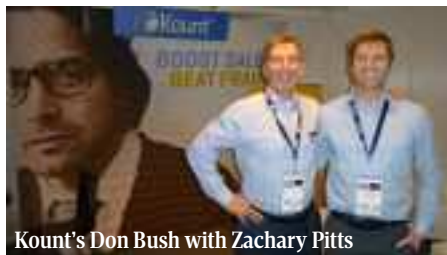
21-23 March 2016 • Macau

Special 15% discount for all G3
Newswire subscribers. Simply use
discount code BU98063 at checkout

LEADING IGAMING EVENT FOR THE ASIAN INDUSTRY

iGaming Asia Congress conference and exhibition is taking place between 21- 23 March and will attract over 250+ of Asia's leading sports betting, online casino, lottery, social and mobile gaming executives to learn about the latest developments in industry, incoming regulations and disruptions, and strategies to stay ahead of the curve in Asia. It is a must attend industry event for all iGaming operators in Asia and the world.

www.igamingasiacongress.com



Making Sure Every Transaction Kounts

Mobile and online fraud specialist Kount is waging a war against bad player – those looking to defraud the accounts of good players

Donald Bush, Vice President of Marketing at Kount, said: “We already service international gamers from over 180 countries. We aim to keep the game safe and fair for mobile customers by protecting player deposits and money transfers and by making sure when an operator pays out, the funds go to the right person. We put up the right defence that lets the good guys come in and keeps the bad guys out.”

Some of the main players in Kount's defence are the Proxy Piercer, which combats fraudsters who use proxy servers to hide their actual location, Multi-Layer Device Fingerprinting, which collects a comprehensive set of data that positively identifies a device in real time, whether fixed or mobile, Mobile Device ID and SDK, which access payments from mobile devices with ease and security while eliminating fraud and Affiliate/Agent Monitoring which secure transactions from affiliate channels against fraud.

Transaction Linking meanwhile reveals hidden connections between multiple transactions, or players originating from the same group of fraudsters. Wherever fraudsters try to steal around the globe, Kount can see it and keeps them from penetrating the mobile system. With Transaction Linking there's no wait to approve good players with a 300 millisecond average response time and there's real-time monitoring of transactions to detect organised fraud.

Mr. Bush added: “There's no doubting that the gaming industry is one of the market leaders in combating fraud. Indeed fraud specialists from gaming companies are often head hunted to work in other industries. Whilst gaming companies are aware of fraud, they don't often report it and have huge budgets set aside, dedicated to it. We think this could be better spent on a review of their fraud detection system. We work with a lot of companies in mobile gaming and mobile games, which have lots of crossover in terms of fraud and should really be seen as one vertical. We recommend companies carry out an annual review of the fraud detection systems as what was effective last year is unlikely to be enough for this year.”

Industry Legends Meet at ICE

Two industry legends met in February at this year's ICE (International Gaming Exhibition) in London. Leonard Hastings Ainsworth, Australian coin-op machine pioneer and the Executive Chairman of Ainsworth Game Technology, met with Paul Gauselmann, founder and Management Board Chairman of Gauselmann AG, at the industry's leading international show

With inventiveness, determination, dedication and a steady input of new ideas, these two veterans of the coin-op industry, who are both still fully active and very much involved in steering the destiny of their respective companies, have been decisively shaping global gaming markets for several decades. Ainsworth and Gauselmann have known each other for many years and maintain good relations both as friends and business associates.

Leonard Hastings Ainsworth, who was born in 1924, founded the company Aristocrat in 1953, thus paving the way for his life's work, pioneering the creation of poker machines. Just four years later, in 1957, Paul Gauselmann, who is 10 years younger, laid the foundation stone for the Gauselmann Group in Germany.

At around the same time that Len Ainsworth was building his billionaire-status in Australia, Paul Gauselmann built up a coin-op empire from a one-man business to an international group of companies in a rare kind of German success story. Today, with more than 9,000



employees and annual revenue of around 2.2 billion euros, the Gauselmann Group is a global industry leader. At the ICE show, Mr. Ainsworth celebrated 63 years in gaming with a party on the AGT stand. Mr. Ainsworth has subsequently announced that he has sold his stake in AGT to the Novomatic Group of Companies.

NMi seeks to focus on emerging markets in 2016

Following announcements of accreditation in the Bahamas and Portugal, and the extension to its land-based accreditation in Lithuania, NMi was in fine shape at this year's ICE. With laboratories in the UK, Italy, the Netherlands and Canada, NMi is already seeing a strong start to 2016. Much of its new focus in 2016 will be on emerging hot markets including Colombia, Mexico, Poland and Portugal,

Andrew Rosewarne, Director of NMi's gaming division, said: “This year's ICE was exceptional for NMi. An exciting and innovative event that never fails to deliver an interesting array of new customers, products and emerging technologies”.

Alongside customers' technological developments NMi recognise the increase in new products and technologies and customers can be confident that NMi has the capacity in compliance



testing and auditing to build successful and productive relationships.

Julian Borg-Barthet, NMi's gaming division Business Development Manager, added: “It was a very exciting and successful ICE this year, probably our best ever. Clarion did a phenomenal job this year. Our ambitions for 2016 are strong and focused on new jurisdictions with Romania and Lithuania demonstrating focus on the Eastern European market.

“We are increasing our resources in these areas, building on our already unparalleled customer service and testing support resources. By addressing the

requirements in new jurisdictional markets we are proving our commitment to providing full coverage of highly regulated worldwide markets to our customers. We look forward to continuing to establish partnerships with the biggest players in gaming worldwide, while maintaining the highest standards in all the markets we serve.”

NMi offers services that include RNG, gaming system and game testing including VLT, lottery, iGaming, mobile, social gaming, live dealer, retail and casino auditing, RTP monitoring, change management, security auditing and PCI-DSS services, across multiple jurisdictions worldwide.

European Presence Strengthened for Scientific Games

At ICE Totally Gaming 2016, G3 spoke to Scientific Games' Marco Herrera about the penetration its Bally and WMS brands are having in the European market and what the future holds for both systems and casino slots

The breadth and depth of Scientific Games' combined game design talent is paying dividends across Europe, according to Marco Herrera, Vice President, Managing Director of Gaming for Europe, the Middle East and Africa at ICE 2016. "The types of games we are delivering to customers have changed," he explained. "Our design teams in Australia, India, and China are creating games that complement the American classic portfolio. As such, our performance levels have dramatically improved, with many different Australian-style titles currently proving to be 'a hit' with European customers thanks to the games' high volatility and true 'gambling' style of gameplay."

While the fanfare at ICE trumpeted the debut of the new TwinStar cabinet at the show, European customers will get their hands on the new platform towards the second half of the year. TwinStar, now approved in more than 20 U.S. jurisdictions, is a premium for-sale cabinet utilizing the ArgOS operating system that supports slot content from Bally and WMS with a dual, vivid, 24-in/61-cm full HD displays and a 150 percent larger iDeck touchscreen button deck than the original groundbreaking iDeck introduced by Bally in 2011.

On display at ICE and designed to appeal to the diverse international market was Fu Babies, the



Scientific Games' Marco Herrera at ICE 2016

second Duo Fu Duo Cai near-area progressive link featuring free games that can be re-triggered. Another solution developed specifically for Europe was Game XChange Dynamic MultiGame suite, which provides maximum flexibility and customization by enabling casino operators to select games from Scientific Games' extensive content library and offering players the choice of up to 10 games on one machine.

The technology shift driving the latest games from Scientific Games has been enhanced in an impressively short period, with Unity technology now powering the Bally and WMS game development. "The speed of technological change within Scientific Games is the most impressive I've seen," Herrera said. "On the systems side of our business, customer loyalty,

progressives, and bonusing are driving the market right now, while our wide-area progressive product in the UK has brought really significant innovation to the table gaming arena. Our iTable product is performing extremely well in Spain, where operators can realize significant savings through the operation of electronic tables as opposed to live tables. And in France, where we have previously seen resistance to proprietary table games, our Texas Hold'Em licenses have now spread like wildfire throughout that market and are currently being installed throughout Europe."

In addition to slots and systems, SG Interactive, a division of Scientific Games, was on hand at ICE 2016 to demonstrate the Company's Remote Game Server (RGS), the industry's only source for slot and table games from the Bally, Barcrest, Shuffle Master, and Williams game-development studios. In addition to popular titles like Rainbow Riches, RGS content includes a huge library of licensed brands. Games are now being launched omni-channel in HTML5, ensuring an optimal gaming experience whenever and wherever a player may be.

SG Interactive also showcased SG Universe, a holistic mobile and desktop solution offering compelling content for land-based casino operators seeking to engage players online and in-casino. SG Universe is comprised of Mobile Concierge, VenueBet, and the Play4Fun Network and features Core System Integration for a single, 360-degree view of the player.

Finally, and specific to the UK, Scientific Games highlighted a number of new products for sports wagering hardware and cash management systems; innovative technology applications for the LBO, arcade, and BINGO sectors; six new Barcrest game titles including Montezuma, Action Stax, Sweet Drops, and The Cheshire Cat, plus a new sit-down HD T8 terminal, which offers players enhanced playability and functionality.

HEBER SHOWED ITS BEST EVER PERFORMANCE GAMING CONTROLLER AT ICE 2016

Heber was at ICE 2016 launching its highest performance gaming controller, the Pluto A400 which targets casino, bingo, and street gaming markets. The Pluto A400 is a small form-factor gaming platform that supports three display ports and two SO-DIMM slots of DDR4 memory. It also supports seven USB ports, four serial ports, high definition audio 5.1 channels, two Gigabit LAN ports, and a PCIe x 16 graphics expansion slot. In addition, the Pluto A400 provides a new Heber-defined I/O slot connector that will support a range of new USB and PCIe gaming I/O products.

Heber Sales Manager Graham Jackson said: "This is a high-end gaming controller that has low-power architecture but brings outstanding AMD Radeon graphics and multimedia performance with the latest multimedia technology integrated on-chip. This gives enhanced GPU performance and supports 4K resolution. It's the highest performing gaming platform that we've ever had."



Heber was at the show fresh from the announcement of a new partnership to offer Betdigital's new GRID Game Rapid Development System.

Mr. Jackson explained: "GRID really speeds up the whole process, accelerating game development by at least a few months. We will be using this game engine with our PC-based platforms such as the Pluto A400 system. It works with XML files providing graphics, animations, movies and sounds, resulting in high-quality games in small timeframes. It can support unlimited reel displays and reel-in-reels."

Heber was also showing its X10i gaming controller. The controller provides complete gaming connectivity through the Pluto T100 gaming PC or any other Windows or Linux based PC system. The X10i connects to a PC via a USB port and provides a wide range of I/O and control interfaces to gaming peripherals, such as note acceptors and coin mechanisms.

The XTouch button was being shown in London for the first time, having been launched at G2e Las Vegas.

"Players who are now used to the touch capability of smart phones are demanding new technology in gaming buttons," Mr. Jackson explained. "Originating from buttons used on shower systems, these through-glass touch buttons can be used instead of the traditional amusements buttons of spin, nudge, hold. In glass fronted machines, the XTouch technology can be used instead of mechanical switches meaning there is no need to drill holes in the glass. The touch technology lies behind a wipe-clean glass or perspex sheet and work in a similar manner to a smart phone screen, offering a new way for players to interact with a game machine."

Review

ICE TOTALLY GAMING 2016

PariPlay launches first Atari-themed game at the ICE show in London



Pariplay was at ICE launching the real-money online slot, *Black Widow*, the first of an array of games to be based on iconic Atari Interactive arcade games from the 1980s

The original Atari video arcade game, *Black Widow*, was released in 1982 and involved players manoeuvring the eponymous spider around its web while shooting various insects to win bonuses. Instead of winning bonus points and shooting beetles, mosquitoes and hornets, Pariplay's 5-reel, 3-line *Black Widow* slot allows players to win real money by taking a simple spin in a sophisticated online casino setting.

Black Widow is an HTML5 game and so play is optimised for tablets and smart phones as well as desktop, with game control panels specific to each device.

Steve Lurie, Director of Business Development, said: "The deal with Atari, which was signed two years ago, will soon see the roll out of games based on 1980s-style arcade slots later this quarter with *Asteroids*, *Pong*, and *Tempest* set to be optimised for all devices. *Black Widow* was designed by our in-house game studio, who have created over 100 online slots, instant win games, scratch cards, bingo and keno games."

With a return-to-player value of 94.8 per cent, *Black Widow* offers players an opportunity for financial reward as well as fun. *Black Widow* joins brands such as *The Three Stooges* and *Sharknado* and *X-O Manowar*, the first slot based on its partnership with leading comic book company Valiant Entertainment, and set to launch before the end of Q1 2016.

The Isle of Man-based company was showing its full suite of games developed in-house for gaming companies such as recent partner SBOBET. The games developer was also informing operators and land-based casinos about the imminent launch of version 2.0 of its SMTM platform, which PariPlay is confident will 'beat any gaming platform on the market when it comes to its range of features, versatility, scalability and user experience.'

Quixant Takes Gaming to the Q-Maximum

Quixant used ICE 2016 to launch two important new gaming platforms based on the latest AMD Embedded R-Series "Merlin Falcon" APU, with the company describing the performance of the range as the next-gen of gaming performance



QMax-I is the first in a new "ultimate performance" tier of product in Quixant's line-up and is the company's flagship casino product. It offers consumer levels of graphics performance never seen before in an embedded PC environment, double that of Quixant's previous highest performance platform, the QX-50. As well as being the highest performance gaming platform on the market today, it also incorporates Quixant's proven gaming logic to ensure rapid integration, total reliability and security in your gaming machine design.

The QXi-6000 is the latest "all-in-one" compact gaming platform from Quixant which also utilises the AMD Embedded R-Series "Merlin Falcon" APU to deliver breath-taking graphics performance. By utilising its proprietary thermal management technology, Quixant are able to deliver this in a passively cooled package, eliminating the need for fans.

Both products include support for Quixant's innovative new Q-Port monitor interface technology. Based on DisplayPort, Q-Port enables touch and other USB2.0 data to be passed down a single monitor cable, simplifying cabinet wiring.

General Manager, Jon Jayal, explained that

Quixant's new monitor range forms a complete package that work seamlessly with its latest gaming boards, enabling tier one and tier two customers to operate a complete Quixant solution. "The monitor range is backed by an experienced and dedicated team to deliver to customers in a focused manner," emphasised Mr. Jayal. "We have developed the technology to deliver an end-to-end solution, with a resource of engineers able to focus on development for specific customers needs - helping and advising customers on specific areas of technology."

Investing in its business to provide the very best resource for its customers, Quixant recently opened a new 7,000sqft software development, training and customer support centre in Rome. "Hardware is only half the solution", stated John Malin, Sales Director of Quixant. "If you want to offer a complete gaming platform to this market then you need to invest heavily in your software."

"Quixant has spent the last 10+ years building its software ecosystem which enables our customers to design and launch their machines in record time. Quixant can provide drivers for many peripheral devices and gaming protocols used in the market today, all of which are developed in house, rather than by a third party which can be very problematic."

Paysafe proves its a safe bet at ICE 2016

ICE 2016 was something of a coming out party for Paysafe Group following a series of acquisitions last year and a rebrand that has seen the company merge its proprietary brands Optimal Payments and Neteller under the Paysafe brand along with its acquired asset of Skrill, which was purchased last August for a reported €1.1bn buyout.

Prepaid card Paysafecard and mobile payments solutions provider FANS have also been merged into the Paysafe Group brand. Paysafe's Head of B2B Marketing Claudia Schugerl said: "It's fair to say that we now do

Paysafe's Claudia Schugerl at ICE 2016



everything in payment methods, covering every aspect of the service. Paysafe is now relevant at the point of every payment."



Aristocrat Europe Managing Director, James Boje, pictured with Lightning Link

'Big Play' Brings Multiple Lightning Strikes for Aristocrat at ICE 2016

Following in the footsteps of globe-trotting super-bands, Aristocrat's 'Big Play' continued its international tour at ICE 2016, having brought the house down at G2E Las Vegas with an amazing performance from a stellar product line-up

Building on the success of ICE 2015's Helix cabinet launch, the EMEA release of the Arc Double cabinet, together with the new Arc Single and Behemoth cabinets – the latter with an awe-inspiring 84ins. HD display, emphasised the dedication and focus Aristocrat is investing in the Europe, Middle East and Africa (EMEA) market place right now.

Speaking to James Boje, Managing Director for Aristocrat EMEA, he explained: "There has been a great deal of anticipation surrounding the launch of both the Arc Single and Arc Double products, which build on the success of the Helix cabinet that has been performing exceptionally well for us right across the region. Currently we have Arc Double installed in France and Monaco and the Behemoth cabinet has just passed market approvals in unregulated Europe. In combination with Arc Single, our platform strength has never been stronger and the game portfolio is showing we have the top performers in the market too, with a strong pipeline of great games going forward."

The Aristocrat stand at ICE, engulfed by an enormous video wall, was crisp and clean, with a streamlined design that helped draw attention to the sheer variety and quality of gaming product on display. Amongst The Walking Dead, Game of Thrones and Britney Spears licensed titles and the myriad large format cabinet innovations now being prepared for roll-out in Europe and Africa, the obvious highlight was the player-selectable, multi-denomination link progressive, based on Aristocrat's formidable J*Series – the Lightning Link.

G3 featured an article in our February ICE show issue from Lightning Link game designer, Scott Olive, which was a fascinating insight into the

creation, delivery and performance of a game that has reached epic proportions in its native Australian market, and where record sales of the game have been enjoyed by all. It was exciting to see Lightning Link in Europe, having been described by operators in Australia as simply unbelievable. Mark Mackay, Chief Operating Officer at Jupiters Casino, Gold Coast, told us: "What I've seen with that product in the first few months, I've never seen in the last nine years." A sentiment echoed by Joe Kelly, General Manager of Arana Leagues Club: "In 23 years in the business, I have never seen a product like this."

Aristocrat has continued to invest heavily in design and development of new gaming

concepts over the last 12-18 months, right across each and every segment – and that effort was clearly evident at ICE 2016. New titles coming to Arc Single in EMEA include Wonder 4 Tower, offering concurrent play across up to six reel sets; a number of 'Gold' extensions to popular C*Series core titles Wild Panda, 5 Dragons and Miss Kitty; new J*Series jackpot themes Diamond Storm and Sugar Hit Jackpots, each with two complementary base games; and new extensions of proven E*Series games, Sky Rider 2 and Moon Maidens II.

"Our focus on excellence and player entertainment is driven by our values and winning ways," stated Mr. Boje. "European operators are optimistic right now about the future of their businesses in 2016 and with a proven set of high performing products, the Aristocrat EMEA team is looking forward to serving those needs in the forthcoming year."

Matsui laying out Walker Digital deal

Matsui Europe was outlining a technology licensing agreement it has signed with Walker Digital Table Systems, a specialist in table technology for the Asian market

Matsui will supply RFID Chips which emit high frequency tracking signals known as phase jitter modulation, to Walker Digital. PJM chips achieve better data transfer rates compared to RFID systems that use lower frequency technology known as amplitude modulation.

Walker Digital Table Systems develops products for the Asian gaming market including the PJM3.0 enabled Perfect Pay

baccarat table system, a live dealer table game experience.

Matsui Europe's Managing Director Dave Holt said: "Matsui Gaming Machine is very excited about the deal with Walker Digital Table Systems. It was only signed in November last year. Away from that we're showing our full range of chips, plaques, layouts, playing cards and table accessories.

"Whilst Europe hasn't seen the same number of new casinos as in recent years, we've seen a lot of groups expand. Our most recent deals have seen us supply layouts in Poland and Switzerland and closer to home with The Hippodrome in London.. Many casinos in Hungary and Poland are now using Matsui chips. We've also been supplying a lot of chips to Princess Casinos who operates in Belarus, Bulgaria, Macedonia, Slovenia and Romania," added Mr. Holt.

Review

ICE TOTALLY GAMING 2016

Spintec completes Karma line for roulette, Sico Bo, and baccarat



Spintec was at ICE presenting new solutions for multi-player dice games with the launches of Karma Sic Bo

Igor Lombar, the CEO of Spintec, told us: "Feedback from ICE 2016 proved that the automation of all live games combined with our unique R&D approach has been the right step for Spintec. There was a tremendous buzz around our automated Sic Bo, with decision makers congratulating us what they said was the most technologically advanced Sic Bo machine on the market.

"For example, our proprietary mechanics integrated into the Karma Automated Sic Bo considerably decreases the possibility of the annulment of the outcome as it stops dice being placed on top of each other or over the border," he said. "Increasing the number of valid outcomes per hour translates into player satisfaction and more income for the casino."

The group was also launching Karma Virtual Baccarat with HD live footage of different croupiers. A interesting innovation is the peek scanner that shows the card only partially when the card is drawn from the card shoe. Mr. Lombar added that Karma Multigame was also generating plenty of interest among visitors at ICE as it allows the combination of different games and technologies in one setting. "All our new products presented at ICE are distinguished from those of our competitors by the promise of longer gaming sessions," he explained.

In the closing weeks of 2015, Spintec won a trial invitation in Uruguay where it achieved twice the performance of its competitors' roulette systems. HRU, owner of Maroñas Entertainment; the biggest chain of gambling halls in Uruguay, organised the trial which involved some of the major European roulette suppliers at its slot hall in Montevideo Shopping Center. A joint committee said that Spintec's Karma Roulette achieved the highest profit and technical performance on the gaming floor. Spintec said: "The South American Market is the latest of the markets, following Macau, Netherland, Spain, Ireland, Philippines, India, where Karma Roulettes received best feedback from players and casinos in the market."



Aruze's David Meacher and Albert Yu showing Virtual Roulette

Aruze Boosts European Sales Team

The continued success of Aruze Gaming in markets such as Portugal and France has seen it become a 'reel' force to be reckoned with in European slots

The unveiling at ICE of David Meacher as the company's new Director of Business Development for Europe sees Aruze Gaming looking to cement many more deals over the coming year. Mr. Meacher brings 20 years of experience on the operations side of the business, having worked for several leading casino groups in Central and Eastern Europe.

Aruze Gaming's Albert Yu said: "We're delighted to welcome David onboard at this year's ICE. He has a wealth of experience and contacts stretching across two decades that we feel will be really beneficial to Aruze as we look to push into new markets. Our sales into the French casino sector have really benefitted from our distribution deal with Daniel van Marring's Mascot SFM acting as our distributor there. We've proved that European players want our products and now we're hoping David can open doors in many of the markets in which he has such an expert knowledge."

Aruze's most recent deal in France has seen a bank of Players' Party machines installed into Lucien Barrière's Casino de Deauville in Northern France.

"The bank only went live in early January, but the feedback from the operator has been excellent," Mr Yu explained. "We were very impressed with how the group marketed the arrival of Players' Party both prior to and then for the launch with footprints taking players to the new bank. They have been very happy with the performance and the fact that it brings something different to the French slot sector."

The six-station, third generation, G-Link communal video game has attracted French players with its five bonus events; Black or Red, Roll the Dice, High/Low, lucky Numbers and of course the big wheel itself Fun Wheel. Also looking to bring something different is

Aruze's Virtual Roulette product. "The European market is rife with all manner of automated roulette products manufactured by many different groups," Mr. Yu explained.

"We realised that if we wanted to enter this sector we really would have to bring something different to the market. Virtual Roulette uses a projector to simulate the popular game but allows us to bring a host of completely unique side games conducted in vibrant colour. The projection of the roulette wheel can be replaced with energetic scene changes depending on game play and information accessed. It can show a countdown to no more bets, even with the possibility of displaying the casino's logo or it can advertise an event or promotion. New features include player interaction in shooting the ball and a thrilling Progressive Jackpot side game. Players can play for a Mega, Major or Mini progressive jackpot. It's perfect for beginners, but still challenging enough for experienced players."

Aruze has also recently released its Cube-X Ultimate games, which are distinctly different, with physical reels that are lit up with vibrant colours and a glorious topper. Included in this series is The Gold Legend, part of the 999.9 Gold Wheel Series featuring a large mechanical wheel. Players have to collect 10 Gold Bars after which they can enjoy seven prize selections on the Gold Wheel for the Free Games. Also being released was Bags of Cash, 5 reel, 30-line stepper slot game, again with a Gold Wheel to spin a prize amount.

The Jungle Cash Series is a linked progressive on the Cube-X platform for the proven Ultra Stack video Series bringing a whole new beast into the casino gaming world. This series is brought to life with the following themes: Ultra Stack Beauty in The Wild, Ultra Stack Big 5 and Ultra Stack Bison II.

THE INDUSTRY EVENT FOR FORWARD-LOOKING CASINO OPERATORS AND SUPPLIERS IN ASIA

global gaming expo
G2E ASIA
亞洲國際博彩娛樂展會

ufi
Approved
Event



NETWORKING, EDUCATION AND BUSINESS INSIGHT.

MAY 17-19, 2016 THE VENETIAN MACAO

COME EXPERIENCE G2E ASIA AND GET THE INSIGHT YOU NEED TO WIN IN THE MARKET.

global gaming expo
G2E ASIA
亞洲國際博彩娛樂展會

ufi
Approved
Event

A G2E EXHIBIT
global gaming
expo

ORGANIZED BY
Reed Exhibitions

HOSTED BY
**AMERICAN
GAMING
ASSOCIATION**

SPONSORED BY
AGPM

gta

AUSTRALASIAN

ASIA

www.G2EAsia.com

Review

ICE TOTALLY GAMING 2016

Win Win as System Specialist looks to Europe markets

Barcelona-based Win Systems, a huge provider of casino management systems in Latin America, had its sights set firmly on Europe at this year's ICE



Win Systems' Eric Benchimol

Win Systems ended 2015 with a new South American market to add to its customer list, having installed its flagship product, WIGOS Casino Management System, in the Millionaires Casino Bogota in Colombia. Eric Benchimol, Win Systems' CEO, said the install underlined Win Systems' position as the leading CMS supplier in Latin America, both in terms of number of casinos and the number of machines connected.

Mr. Benchimol said: "We have around 55,000 machines operating with our WIGOS CMS system in Latin America, and over the past few months we have been installing in countries which are new for us. We have achieved this success thanks to the reliability of our technology and the efficiency of our services. All of Win Systems' departments are totally engaged with the company's objectives and work day in day out in pursuit of growth and above all our customers' satisfaction."

The Millionaires Group Colombia casino, part of the Millionaires Gaming Africa group, has opened its doors with 160 gaming machines connected to WIGOS, including the tables and vault modules. WIGOS enables the operator to improve the management of its casino and increase its revenue by using the complete set of tools offered by the system.

Win Systems has over 200 casinos operating with its WIGOS casino management system but its success is not just limited to Latin America.

WIGOS also went live towards the end of last year at the Garcia River Casino located in Point Arena, California, connecting to 150 terminals operating in a TITO environment. The casino has also installed Win Systems' PromoBox, a promotional self-service kiosk, where players can manage their account, change their accumulated points for gifts or even print raffle tickets.

Endorphina's Hard Twerk Paying Off

Having spent its first couple of years focusing on game development, Prague-based Endorphina had a huge 2015, increasing its portfolio to 34 games, making some pioneering moves in Bitcoin and signing some key deals

It was quite apt that Endorphina's most recent slot title release at this year's ICE had a party theme. "We think our Twerk slot is the first time that a slot game has been themed on a dance craze," explained Mira Franchi, Online Marketing Manager at Endorphina. "It brings a bit of fun to the market, which is what Endorphina games are all about."

Miklos Handa, Business Development Manager from Endorphina, added: "The feedback from our clients was that Twerk is one of a kind and there are no other games like it. We aim to come up with more innovative ideas, just like we did with Satoshi's Secret, and we hope to reach out to different player demographics and provide an engaging experience."

Twerk features seven twerking girls, indulging in the booty shaking craze to win a street dance contest. It was one of six new games released at ICE, including Fairy Tale, Macaroons and Wild Fruits along with proven games such as The Ninja, The Vikings and Jetsetter.

"Satoshi's Secret, the first online slot in the world devoted to the Bitcoin cryptocurrency, is our biggest success to date," Mr. Handa added. "It was the most eagerly awaited and certainly the most discussed slot of 2015 in the Bitcoin



Endorphina's Jan Urbanec, Miklos Handa and Jakub Kolomičenko.

community. In terms of clients we've gone from a standing start to 40. We've signed deals with several igaming platforms such as BetConstruct, SoftSwiss, XIN gaming, Finnplay and Singular, and as a result of these and other agreements, Endorphina slots are available at more than 60 online brands. We have a particularly strong presence at Bitcoin casinos. Our customers include Videoslots, BitStarz, 7Bit, Europe-bet, Vivarobet and many others."

e-gaming enjoys best ever ICE show with new 'e-neon'

e-gaming, the Czech server-based gaming and online specialist, which celebrates its 10th anniversary in 2016, was delighted with the number of visitors from Latin America making enquiries at ICE. According to e-gaming's Urbain Thewissen: "During the show we have been visited by a significant number of existing and potential customers, we signed two new agreements for this part of the world and started negotiations with some important operators."

"We were especially pleased with the visit of one of our biggest customers in Mexico, Logrand Group, and we met some of our new customers where installations are planned in the coming days and weeks across the Mexican territory."

e-gaming Mexico has e-link cabinets installed in several



casinos and in the coming weeks e-gaming will install its new e-neon cabinet at multiple locations. e-gaming has already confirmed success in Mexico, Panama, Colombia and now certification for two additional jurisdictions.

"This year we have also seen more Spanish visitors, with e-gaming having built a strong reputation in Spain with significant numbers of machines installed," stated Mr. Thewissen. "We also received visits from Belgian operators looking at our new e-neon cabinet and new games we developed especially for this market for land-based and online, as we

are already delivering games to nine different websites in Belgium."

ICE 2016 was for us the most successful show ever," confirmed Mr. Thewissen. "We presented our new games, the updated e-neon cabinet, our updated online casino platform, new online games for PC and mobile devices, a compendium of five new games for B class land-based venues and new online games for the Belgian online casino market and also our AWP version for Spain. We have an order book full until September for Europe and Latin America and look forward to 2016 as the best ever year for the company."

Having launched its concept for a new style of game at Pitch ICE in 2015, carrying off the coveted Best Start-Up Award, Gamevy was back at ICE 2016 introducing a range of new games for online and mobile operators looking to offer something 'a little bit different...'

Gamevy's most recent game launch, Boss the Lotto, is a scratch game where the odds are stacked in the player's favour with 43 good balls and only six bad. It was launched in the days prior to the ICE show with German and Austrian operator LottoLand and offers the chance for players to win £2.5m if they find all 43 balls. The key is knowing when to cash out.

"The acceptance for the game was immediate," said Marketing Director, Helen Walton. "Over 10,000 players played the game in its first three days. Scratch was begging to be reinvented online. Most slots or scratch can be played endlessly on autoplay, as the result is completely predetermined. For Gamevy, this concept is anathema. Too many bookmakers offer the same selection of games, with endless slots or scratch instant wins. For any customers looking for something different, the choice is underwhelming. It leaves sites looking alike."

"For too long scratchcards have been constrained by their heritage," she added. "The digital versions available are simply paper translated online. It's crazy as the online arena allows for far more interesting interactions. That's why our scratchcards are the first where player choices really matter. Rather than selling people a predetermined card – our wins are determined in play, through choices a player makes. There really is a million pounds available to win on every card."

The game's instant success has certainly highlighted the opportunity to innovate in the sector. Gamevy brought a portfolio of new games to ICE including Slotto; the first lottery slots game where the player chooses their lucky numbers to play for a £5m jackpot.

This new slot game combines the power of



Gamevy's Helen Walton demonstrating The Heist

Gamevy's New Style Gamble Paying off Already

lottery with the speed of the slot, bringing a game show feel of players being in charge of their own destiny. Diamond Deal sees player needing to find the diamonds hidden on the board to scoop the prize. Every time a diamond is discovered the prize fund increases. The fund falls on every wrong selection until, upon reaching zero, the diamond deal is over.

Back of the Net brings a sports and football quiz with a penalty shoot out for the £1m jackpot to the market. GoldenBalls is the game where everyone gets a second chance. SuperSports is a football, tennis, greyhound and horse racing with mini games for each of the four sports.

The Heist sees player trying to advance towards a vault, avoiding alarms along the way to win the jackpot. Otherwise the heist is over and it's time for jail. Buzzword is a bingo game based on a crossword style word puzzle whilst Gears of Fortune sees players spinning the gears to collect symbols and win prizes.

Chairman Paul Dolman-Darrall added: "We took gameshows as our inspiration. People love to watch and play gameshows, the mix of skill, luck and life-changing prizes is always popular.

Indeed, most people don't think of games like this as being gambling. Our games offer a choice of different skills and high quality design that offers a real sense of jeopardy and excitement."

Helen Walton, explained: "It's important to note that whilst Gamevy is a gaming company, we're not looking to cannibalise the existing gaming market. We're looking to attract potential payers for whom online slots don't really appeal and so create a new revenue stream for the gambling industry. Our games play differently. They're like nothing else on the gambling market at the moment. The choices and skills of our players make a difference, whether they're hunting for the prize on a scratch, solving a puzzle or showing their trivia knowledge. We like everything we do to play differently to really stand out from the crowd.

"We aim to expand beyond the traditional core gambling audience to the 75 per cent of adults who enjoy playing the lottery and who are looking for a 'softer' gaming experience. We have several deals in place with operators in the UK that we can't quite talk about yet and we'll be looking to push into markets such as Poland, Czech and Brazil in the next coming months."

ADVANTECH INNOCORE SHOWING HAT-TRICK OF NEW MOTHERBOARDS IN LONDON

Advantech Innocore was showcasing three new gaming platform products at ICE, namely the new DPX-EI35 and DPX-E250 in the E Series range, the DPX-S440 in the S Series range.

The DPX-EI35 is a completely integrated system for gaming applications. Based on the 3rd generation of AMD's G Series embedded platform, the DPX-EI35 provides a complete PC platform with passive cooling.

The system uses AMD's latest high performance dual and quad core SOC devices with "Discrete-level Graphics" from the integrated HD8000 series graphics core. A full feature set of I/O and COMs designed specifically for gaming devices is also included making the DPX-EI35 an ideal integrated platform for many gaming,

amusement and kiosk applications. The DPX-S440 is another new motherboard featuring the very latest AMD top end R series embedded platform. The DPX-S440 is the latest in the very successful DPX-S range of products which give customers field-proven reliable platforms with the peace of mind of massive scalability and future upgradeability.

The third new product on show at ICE was the DPX-E250 a Xeon capable motherboard for the gaming and lottery industry. It features the very latest 4th Generation Intel Core architecture CPUs up to and including Intel Xeon CPUs.

Best in class CPU performance – the DPX-E250 supports a huge range of price and performance from dual core Celeron, through Core i3, Core i5, Core i7 and up to Xeon CPUs. The latest Intel embedded platform ensures customers a long lived (guaranteed five years in production), and future proof platform ready for whatever performance needs come along.



Advantech Innocore's Koen Stomph showing the DPX-EI30 at ICE Totally Gaming 2016

Review

ICE TOTALLY GAMING 2016

Inspired Heavy-Weight Performance in London

Virtual Sports dominated the Inspired stand at ICE complete with boxing ring and VR headsets that let visitors go toe-to-toe with a virtual Mike Tyson

In the last five years digital games and mobile has shifted from 10 per cent of Inspired's business to comprise 50 per cent of the company's output in 2016 and continues to go from strength to strength.

Inspired's big 'Virtuals' push at ICE 2016 was Rush Football Live, the first in-play and on-demand virtual betting product to be launched by Inspired in 2016. Rush Football Live allows players to enjoy a rapid-play virtual football betting experience, with the ability to place pre-match and in-play bets for the first time. Additional Rush Virtuals Live products will be launched throughout 2016 with the entire market leading Virtuals portfolio being available as on-demand and in-play variants.

Each MatchDay features eight matches presented using the same high quality HD graphics used in the market-leading HD Rush Football 2 product. A full league format along with in-game commentary from Ian Darke adds to the authenticity of the virtual experience, with games available on demand through Inspired's Virgo RGS platform as a mobile app, via mobile websites, and on desktop.

The broad multi-platform availability of the Rush Virtuals Live portfolio means it will appeal to sports book operators who can deploy it as a complimentary product to scheduled virtuals products – as well as online casino, bingo and lottery operators, content aggregators and platform providers.

Steve Rogers, CCO Digital Games, Inspired commented: "At Inspired we recognise the huge potential for growth and revenue generation in on-demand products. Rush Football Live is testament to our commitment to continually pushing the boundaries in Virtual Sports.

"The availability of Rush Football as an on-demand variant offers players a whole new experience of betting in play while retaining the premier level of graphics that Inspired is renowned for," said Mr. Rogers.

In the days leading up to ICE, Inspired announced a series of partnership deals with SIS, NYX Gaming Group and Betfair, cementing industry-wide recognition of company's Virtual Sports credentials. Inspired further announced at the show that it had signed a multi-product partnership with Best Gaming Technology (BGT), with Rush Football 2 available to bet on via the BGT platform.



Despite the fact that Virtuals claimed the majority of the stand real-estate at ICE, speaking to Inspired CEO, Luke Alvarez, he explained that the breadth and depth of the Inspired portfolio is growing at an equally impressive pace. "We recently launched a series of new slots games in the Italian market, continuing the phenomenal success of Diamond Goddess, which have performed really well across the concessions, adding volume to the market both in terms of VLTs and AWP's," stated Mr. Alvarez.

"Asia and China in particular continues as a growth market for Inspired and with the launch of Mike Tyson's Virtual Boxing at G2E and our Virtual Sports expected to go live in April/May in Nevada, North America is a market with lots of potential for our business in 2016 in combination with our VLT product. We are also

expecting the decision to green light our VLTs in the Greek market in the coming months, which will open another new market for the company," continued Mr. Alvarez.

"We currently have 20 HTML5 games live on mobile devices with operators including Coral, Bet365 and William Hill. Centurion remains one of the top performing titles across our customer estates, while Rise of Anubis has just launched and is already performing very strongly out of the gate," he added.

In the last 18 months Inspired has added 150 people to its software and games development teams, to add even greater output to its stream of VLTs, AWP's, mobile games and Virtuals. The expectation is that 2016 will build on the successes of 2015 to be the best ever year for the company.

Kiron at ICE releases virtually everything new and upgraded

Virtual specialist Kiron Interactive was at ICE with launch after launch of new games including a new 3-pointer shootout basketball game, an Indy-style motor racing game, an innovative jumps racing game, as well as upgraded versions of their popular horse racing and dog racing products and version 2 of the Fantastic League football product.

Fantastic league Football is offered through the company's partnership with VSoftCo. Version 2 uses motion capture to deliver upgraded graphics and animations with real time game play. There's also a new league format that offers up to 10 concurrent football events, allowing players to place system bets across these events with attractive returns. Kiron was also launching a new archery game, in association with Fluid Games, as well as boxing, thanks to a deal with fellow virtual supplier VIP.

With regards to mainstream casino-style products, Kiron was debuting Spin and Win roulette to go. In terms of systems it was showing the latest upgrade to its Vision System that increases in-shop screen retail estate by displaying betting markets for the next five virtual events, as well results for the previous



Steven Spartinos, co-CEO, Kiron Interactive

30 virtual events, on two display screens. Kiron was also unveiling its brand new Quad Display System allowing operators to display four concurrent events on a single screen for different virtual sports.

Steven Spartinos, co-CEO of Kiron, said: "We're very excited about unveiling so many new and upgraded releases, which we're confident will interest a diverse range of operators focused in different territories on land-based, online, and mobile channels. We know our new content and our updated systems will be very appealing to both them and their customers and believe our solution is the most comprehensive and competitive on the market."



AlfaStreet's Albert Radman with the new Wet Race at ICE 2016

AlfaStreet Showed its Wet and Wild Side at the ICE Totally Gaming with Stunning New Release

This year's edition of the London ICE show marked a successful opening to the 2016 exhibition season for AlfaStreet, meeting partners, friends and customers in a familiar atmosphere of a London themed stand. It was a busy three days, with great attendance and a party time extension after the official opening hours

AlfaStreet brought a selection of top products with novelties prepared specially for the exhibition. The roulette range was represented by the compact R5, 5-station machine, a custom solution for all the venues with limited space availability.

AlfaStreet's signature model remains the R8, a model that has become synonymous with the automated electronic roulette, this time with an imposing superstructure signage, displaying a live camera feed, statistical data and a specially designed roulette jackpot solution.

For those seeking modular setups there was an attractive choice of automated wheels (roulette and SicBo), combined with live sources, such as a baccarat table and a premiere for this year, the AlfaStreet live wheel. Visitors were also intrigued by the multigame slot range in two editions, the first being a virtual games package, with a selection of premium AlfaStreet virtual games, followed by a near complete 12 game slot machine range.

Last year's star of the show, the mechanical horse-racing machine already affirmed itself in the field, yet it still captured the interest of many at ICE 2016. A unique proposition in the gaming industry it uses a proven platform, which offers plenty of possibilities for implementation. That brings us to a this year's attraction, the AlfaStreet 'Wet Race.' It was the most sought after ICE debut, with a packed stand the whole duration of the exhibition, making people wonder how it's possible to combine a pool of water in flawless synergy with the electronic nature of the machine.

Needless to say, AlfaStreet is pushing the boundaries again, showing the gaming community the value of a stable platform and that anything is possible with the right vision and approach. Equally interesting and also a very clever concept was the 'Alibi box.' A phone

box shaped cabin that provides a quiet, reserved space inside a crowded and noisy environment, giving a bit of privacy for delicate phone conversations and many other things. It was a cue for many entertaining conversations when visitors tried to guess its true purpose. Not to

Zitro set for summer launch in UK market

Having dominated across bingo floors in Spain and Mexico, Spanish-based bingo manufacturer Zitro had its eyes set firmly on the British bingo market

"We've had unprecedented success with our Big Bang system since launching it at G2E Las Vegas in 2015," said Adelaida Rodriguez. "We have installed Big Bang domestically in Spain and also in Mexico which accounts for so many of our international sales. We have also installed in Ireland, South Africa, Peru, Colombia, Andalusia and the Philippines. Interest in the system at this show has been really high and we expect to have Big Bang installed into the UK bingo market by June."

The system links across Zitro's bingo slots, linking them with five prizes; Super Bingo, Jerrypot, Thunder Ball, Rebajas and Bobby. Zitro was also launching 10 new base games at the show. Zitro's Electronic Bingo, BET, also captured the attention of those attending the show, who were very keen to find out about a unique product, an alternative to conventional bingo, which offers players a new gaming experience by participating in a major prize network.

Adelaida Rodriguez added: "We now have

mention, a popular photo spot for suggestive pictures! At the end, the customers appreciated AlfaStreet's venture into the online gaming field, which will provide a live feed and familiar user interface to the players, which will be able to extend their gaming experience to their mobile devices inside a casino environment and at home as well.

The 2015 ICE show marked a very successful year for the company and judging by the feedback from this year's edition, the future is even brighter. AlfaStreet thanks everybody for their visit and support, extending an invitation to the upcoming shows and the company is already planning the next big surprises in store for visitors in 2017.



many markets across the world including Andorra, Argentina, Colombia, Honduras, Paraguay, Italy, Luxembourg, Uruguay and the US. Last year saw the opening of an American-facing headquarters in Las Vegas. Mexico remains our biggest and most important international market accounting for around 80 per cent of our export business. Looking to the future, we are keeping a keen eye on developments in Brazil, which would provide a huge opportunity for us, if new legislation allows."

Zitro Interactive Division was celebrating at the exhibition with its www.worldofbingo.com, firmly established as the number one video bingo game on Facebook, currently played for free by more than a million users all over the world. Adelaida Rodriguez said: "Growth, such as that achieved by World of Bingo, is not easily attained in the social casino sector, where dozens of new apps appear every month. Without doubt, the key to the success of Zitro's app is due to its excellent list of games."

Football star Rio Ferdinand added celebrity appeal to the Novomatic stand at ICE 2016



Thomas Graf and Harald Neumann enjoy a contest with Rio Ferdinand

Novomatic Smashed its own Records at ICE

Bigger and bolder than ever and with star power playing for their side, Novomatic headlined the ICE Totally Gaming show in London with a gladiatorial performance

Novomatic participated at ICE 2016 with a new record number of 22 exhibiting group companies spanning a surface area of over 4,500sq.m, breaking its own record of producing the largest exhibition booth in gaming show history.

"As a global full service provider, the scale of this trade show participation is consistent with our strategy of covering all segments of the gaming industry", said Novomatic CEO Mag. Harald Neumann at ICE in London. The offer at the Novomatic exhibition stand ranged from casino equipment, systems and cash management solutions to arcade and pub products as well as sports betting, lotteries and online, mobile and social gaming.

According to Mr. Neumann, the preliminary figures for the financial year of Novomatic AG will break through the threshold of two billion euros for the first time. Together with the two Swiss sister holdings Gryphon Invest AG and ACE Casino Holding AG, the Novomatic Group will increase its accumulated total turnover to around €3.9bn. "In the course of the current financial year and due to the changes in the regulatory framework in Germany, we will enhance our presence as an operator with the acquisition of further venues in this important market. In addition, we also intend to expand our market share in further key markets such as the UK and Spain through acquisitions," said Mr. Neumann.

"In addition to continuous product innovation, Novomatic will focus on an even more intensified diversification of its business activities in the future. For example Novomatic Lottery Solutions has been able to quickly and successfully establish an excellent position in the international lotteries business," explained

Mr. Neumann. "Novomatic Sports Betting Solutions was established in 2015 as an umbrella brand for all sports betting activities of the Group in the international B2B segment. NSBS companies offer Omni-channel sports betting solutions for the management of self-service terminals and tills in the land-based segment as well as secure online and mobile sports betting solutions for discerning operators in various countries in Europe."

Mr. Neumann further explained that one of the key focuses for the Group, in addition to the relocations of Novomatic facility in the US from Florida to Chicago, is the creation and adaptation of games for the US market, with expectations that the company will also build its presence at US trade shows taking place in 2016.

No further updates were available as to the acquisition of Casinos Austria, with Mr. Neumann simply adding that Novomatic is waiting on the approval of the competition authority in Austria before the company is able to conclude the purchase of its 40 per cent stake in Casinos Austria. "We believe Casinos Austria presents a huge opportunity not, just in casino operations, but in VLTs and Online too," stated Mr. Neumann.

SMASHING THROUGH NEW BENCHMARKS

Another milestone for Novomatic was passed on October 15, 2015, with the company awarded an investment grade rating by Standard & Poors of 'BBB' and a stable outlook. Mr. Neumann highlighted this landmark for the Austria giant at the ICE show: "This investment grade rating reflects our solid development in recent years and is a crucial step for the further strengthening of the international position of Novomatic. This makes Novomatic the best rated

gaming technology group in Europe and one of the top-rated companies in Austria."

He added: "Last year, 2015, was an incredible year for Novomatic, but we believe that 2016 will surpass even this achievement. In 2016, the company will undergo a rebranding exercise, replacing Austrian Gaming Industries with Novomatic Gaming Industries in Q1 2016, harmonising all elements of the supplier side of the Novomatic Group of Companies."

As Mr. Neumann concluded the corporate update, it was the responsibility of Novomatic's Chief Technology Officer, Thomas Graf, to introduce the newest incarnations of Novomatic's VIP family, with large format screens mated to supremely comfortable Patir Design chairs for the ultimate gaming experience. "For 2016 the Very Important Player Experience has been augmented with massive additions to the V.I.P. range of cabinets," stated Mr. Graf. "Where the NOVOSTAR V.I.P. II is already a smash hit on the international casino floors, at ICE we launch no less than four new V.I.P. cabinets."

Mr. Graf further outlined Novomatic's omni-channel strategy for 2016, helping operators to achieve their goals across all manner of multi-channel devices. Players will be able to seamlessly switch from one device to another; from terminal to mobile and cabinet play, all from a single wallet solution. In addition to omni-channel and a vast array of VIP solutions, Novomatic also presented a series of new games specifically designed for the US market, including Tales of Darkness, a brand new series for casino customers who enjoy a highly entertaining gaming experience.

"We are also increasing our focus on sports-betting within our own locations," stated Mr. Graf, "as we believe that sports-betting perfectly complements the gaming offer and is a key driver for the future. We are adopting a dual strategy within our own operations to present a



complete gaming experience that prominently includes sports-betting options for our customers."

As underlined by Mr. Neumann, in addition to sports-betting, lotteries are an increasingly important sector for Novomatic, having launched its own lottery solutions division with the acquisition of Iceland-based Betware in 2013. "In 2015 we saw the first successes with the signing of a deal with the Catalanian Lottery (a full-management contract), and with the Tunisian Gaming Authority, bringing lottery and sports-betting to North Africa," stated Mr. Graf.

The final part of Mr. Graf's ICE presentation discussed the role that AWP's are playing in future company product development. According to Mr. Graf, Novomatic currently has over 2,000 employees working on research and development of AWP products. "We continue to offer a full range of stepper-based, video and online system products for international AWP markets, such as Germany and the UK, and look forward to expanding our presence in 2016."

HEAVY-WEIGHT SUPPORT

The undisputed highlight of the Novomatic presentation at ICE was the unveiling of the new "Football Gladiators" video slot title presented by Rio Ferdinand, who was interviewed on the stand before signing autographed footballs for the crowds at ICE. The game was designed in conjunction with Novomatic subsidiary, StakeLogic, which independently unveiled 17 brand new games at ICE, having only been established by Greentube in 2015. Featuring a wide range of themes, high quality sounds, amazing graphics and stunning bonus features, the games were very well received by the

many visitors at the Novomatic Interactive booth.

However, it was Football Gladiators that drew the crowds. This new branded slot game was launched simultaneously for desktop, mobile and land-based. Football Gladiators presents a comprehensive package, from vibrant graphics and stunning animations to world-famous football players. "The number of visitors and the huge positive response exceeded our expectations by far," stated StakeLogic CEO Ruben Visse. "This will form the basis for further growth of our organisation and gives a boost to the creativity and innovation in our team."

Greentube, Novomatic's centre of online expertise, introduced its multifaceted content from more than 20 Group subsidiaries and third parties from four continents at ICE 2016. In addition to presenting its diversified product portfolio complete with popular casino slots and the latest mobile developments, Greentube additionally showcased a host of innovations in AWP slots, live dealer gaming solutions and social gaming releases.

Among the brand new developments is the Plurius system. This completes the company's omni-channel approach whereby games from Greentube's online gaming platform can be added to the Plurius system without additional development. In this way, the system offers a variety of renowned Novomatic titles, as well as popular online slot games from different subsidiaries and third parties.

Following the recent agreement with Foxwoods Interactive at G2E in Las Vegas, Greentube showcased the latest social casino gaming solutions with its white-label marketing platform for the US market. Greentube Pro was selected by Foxwoods Resort Casino as the exclusive social casino platform for its Social

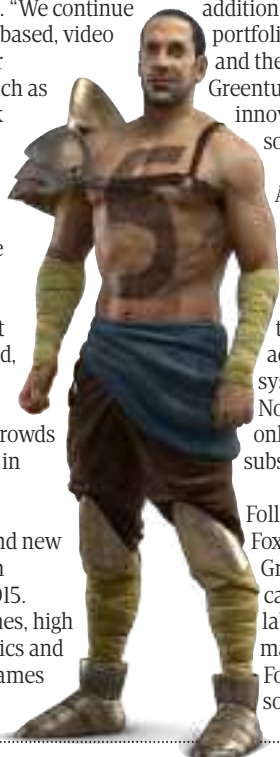
Gaming online offer and allows players to choose from the expansive library of games offered by Novomatic.

After its debut at last year's show, Extreme Live Gaming was also part of Greentube's impressive show presence. The company presented its Extreme Live Box product and social gaming opportunities through its Social Live Roulette alongside its high quality, engaging and interactive Live Dealer games. Extreme Live Gaming utilises Chroma Keying technology to produce its games, including unique side bets for roulette which allow for cross promotion to slot games via its Reel Roulette products.

BORN IN THE UK

Speaking at ICE 2016, Novomatic UK CEO, Zane Mersich, described the relatively recent progress of the company as remarkable. Having joined Novomatic in 2007 before taking charge of Astra Games a year later, Mr. Mersich has seen the Bridgend-based company grow from 100 employees to 2,500 through organic growth and acquisitions. Such is the current scale of the business, Mr. Mersich explained that Novomatic UK operates in excess of 60,000 coin and note validators, with 55,000 in customer locations and the remaining 5,000 across its own sites. The company also operates the UK's largest logistics business, with a fleet of 1,000+ vehicles servicing operators throughout the British Isles.

At ICE, Novomatic UK promoted a host of innovative new product launches from brands including Astra Games, Bell-Fruit Games, Empire Games, Gamestec, Mazooma Interactive Gaming and Extreme Live Gaming. The line-up included a strong catalogue of Cat C games, from Hot Slot Sevens and Paddy O' Pots, to Bullion Bars and Community £100 Bonus. The firm also showcased three Cat C games in the brand new Big Boy Cabinet in Monster Reels, Ring A Bell, and Reely O' Reilly. On the Cat B3 front, Astra showed the Magic Games Premium HD compendium, plus Reel Hot and Slotto £500 Deluxe.



Dominate Europe

this summer and beyond

Euro 2016 will be the biggest customer acquisition tool this year. Make sure you are prepared for it.



Be among
the **500 key**
decision makers at
the biggest dedicated
betting industry
conference

BETTING ON FOOTBALL CONFERENCE
21st April 2016 Emirates Stadium, London

A one-day
event covering
matters such as
marketing, live betting,
integrity, **eSports**,
fantasy and
trading

BETTING
ON
FOOTBALL
SPORTS BETTING COMMUNITY

Sign up now at www.sbcevents.co.uk



Interblock's John Connelly, Tomaž Žvipej, and Jec Pečecnik pictured at ICE 2016

Interblock Illuminates the ICE Show with International Product Roadmap for 2016

Multi-player machines or ETGs are the ever-lasting lightbulbs of the gaming industry. While there are exceptions, if you buy an ETG from a reputable supplier such as Interblock, you're guaranteed a trouble-free existence with a product that will last forever. And while that's brilliant for the operator, it presents something of a headache for the supplier looking to keep selling those 'lightbulbs' into the future

Having spent a year at the reins of Slovenia's ETG specialist, Interblock, International CEO, John Connelly, was back at ICE with his dream team assembled, his international infrastructures in place and the processes and tools ready to manage the business into the future. With all these boxes ticked, Mr. Connelly spoke to G3 about the next step.

"Our focus from this point forward is squarely on growth," underlines Mr. Connelly at ICE 2016. "Our new product initiatives, some that have been incubated for the past 12 months, will expand both the content and product mix in the international ETG sector.

"Having spent a year in the job, the big takeaway for me is a clear understanding of the ETG market in relation to slots, tables, players and especially millennials," continues Mr. Connelly. "Players learn how to play live table games at ETGs. They remove the intimidation factor for inexperienced players, they attract tables players frustrated with the speed of play at live tables and they appeal to slots players comfortable with the electronic format."

It's become something of a trope to discuss casino products in relation to millennial players, but the facts as Mr. Connelly outlines are stark; players under 40 years old are playing online as opposed to on-site and have primarily been exposed to gaming via iPads and smart-phones. He is convinced that the way to attract that next-generation of player is concentrate not on slots or tables, but ETGs. Specifically, Interblock ETGs.

"In 2015 we injected new capital into the business to open new offices and infrastructures around the world," states Mr. Connelly. "We focused during this time on existing core products, but in parallel we have

been establishing a product roadmap, heavily concentrating on differentiating factors to compel existing ETG operators to upgrade or add new units. We have seen tremendous success with the current G5 generation of product offering trade-in policies and incentives to upgrade from legacy G3 and G4 products."

On display at ICE, MiniStar String is comprised of three play stations that can be placed in a remote location, and allows operators to easily add and connect additional play stations to existing MiniStar Roulette products on their casino floor. One of the incremental products described by Mr. Connelly, Ministar was joined at ICE by StarBar, the highly anticipated multi-

game, multi-play product that allows players to easily toggle between traditional table and video poker games and can offer more than 500 games per hour. The StarBar is easy to install into any existing or new bar counter, and can be customised to meet the unique requirements of any gaming establishment.

"We now have the ability, as a luxury gaming product provider, to offer products at different price points to appeal to different demographics and spend," continues Mr. Connelly. "We are currently expanding our sales team to focus on product penetration internationally by increasing the level of customer touches in 2016. Our message to customers is that ETGs bring incremental revenue to your operations, they encourage the player to stay longer and play more from a higher per capita demographic. ETGs attract new revenue to the casino."

Due to the nature of the product, ETGs are compared with slot machines in relation to revenue per square metre of floor space. The traditional hold of an ETG is roughly half that of slot machines, but Mr. Connelly believes this is outmoded thinking. "We have to close the delta on the slot versus ETG debate," says Mr. Connelly. "Casinos are realising that the operational costs of traditional pits can be offset by replacing pits with ETGs and that by exchanging their \$5-10 dollar slots for ETGs, they increase their handle, save money and attract a younger demographic.

"At G2E this year we will be able to present case-studies from both the US and international markets that demonstrate exactly how ETGs positively affect an uplift on the casino floor," continued Mr. Connelly. "We are making clear the cost benefits and revenue benefits to make the decision-making process much, much easier for the operator, which we believe will have a dramatic effect on the penetration of ETGs in the market."

While Interlock may not have re-invented the ever-lasting lightbulb, it is finding ways to incentivise operators to re-consider, re-invest and re-new their ETG strategy.

Reflex reflects on an ICE that delivered on all gaming fronts

Reflex Gaming has praised the ICE exhibition, for its success in delivering an audience comprising many of digital gaming's most important influencers and decision makers

The Reflex brand, which has earned a market leading position in the supply of gaming machines to street market locations in the UK, was at ICE to demonstrate how it is successfully deploying popular gaming content onto mobile platforms.

Reflecting on the ICE experience, Managing Director Quentin Stott said: "Over the last two

years we have sharpened our focus on creating digital games which have both complemented our historic business model and helped us to grow into new areas. We went to what is the world's biggest and most influential gaming exhibition, in order to demonstrate how we are successfully harnessing a skill set developed in traditional bricks and mortar gaming and applying it to higher stake and prize sectors in the digital space. I am delighted to confirm that ICE enabled us to engage with exactly the right audience of decision makers and influencers as we plan the next exciting stage in the Reflex journey which began with the launch of the business 12 years ago."

As part of the company's ICE strategy, Reflex conducted what is believed to be the biggest body of research undertaken amongst social gamers in the UK. The 'Reflex Census' which surveyed the attitudes, motivations and behaviours of 6,130 social gamers was published by Reflex at ICE 2016.



Synot's Katrina Kicovska and David Mixa pictured at ICE Totally Gaming 2016

Synot Extends Global Reach at ICE 2016

Taking part in its ninth exhibition at ICE in London, Czech-based Synot displayed its widest range of gaming product and its most international outlook ever

"In view of the fact that the ICE show is the most important event of its kind in Europe, we consider our participation as key. This year we have introduced new Slant Top and Upright cabinets for a premium product SYNOT VLT system, which has been successful in several countries in Europe and Asia. At the same time we have introduced a completely new game system, Trinity VLT, designed for exclusive three-screen Trinity and Black&White cabinets. We also unveiled a new product line of video AWP Explosive Games, designed especially for Romanian and Latvian market," stated Miroslav Valenta, Sales Director of SYNOT Group.

Additional AWP products are launching in promising markets including Serbia, Georgia, Bosnia and Herzegovina and Republic Srpska, where Synot hopes to capitalise on the poor quality of gaming machines currently languishing in arcades and gaming halls across these countries. The adoption of Synot's latest VLTs will, however, take time according to Synot's Product Manager, David Mixa. "Operators need to be prepared for the eventuality of a win," explained Mr. Mixa. Our VLT jackpots present a thrilling opportunity for the player to win big prizes, but operators have to understand that this is not a "theoretical" win – players actually win big as part of a random jackpot."

Ireland has also become a great market for Synot. Though small, the process of adapting products for the market has been swift, with Synot making rapid progress in yet another international market. Spain is a case in point,

whereby Synot is developing products simultaneously for several of the autonomous regions (Spain has 17 autonomous regions and two autonomous cities). Certification is both laborious and time-consuming, but Synot sees the country as a fantastic future market that is welcoming the company's server-based model.

"I see access to VLT devices across Spain accelerating and I believe this model will eventually change the Spanish market," stated Mr. Mixa.

NOT A LEVEL PLAYING FIELD

While the rest of the Czech market is being subjected to municipal bans and company-crushing taxes, there's one success story in the Czech Republic that's currently going unreported – though for good reason. Quizomat is a slot machine for which the Czech gambling law has no description, which makes its ever growing presence in the country both unstoppable and un-taxable.

Exploiting a loop hole in Czech law that will only be addressed with new legislation to be enacted in January 2017, the Quizomat machine has capitalised on the crackdown on VLT and AWP machines in the Czech Republic, filling a black-market hole for operators that once had to pay taxes on their legal and controlled devices. It is infuriating to Synot, a company that has not and will not produce Quizomat devices, that its own legal and licensed product is being banned and taxed out of existence, while an illegal device takes its place in dedicated "quiz zone" areas in bars and pubs.



Quizomat circumvents the law by claiming to be a 'quiz' device, asking the player to answer a single general knowledge question before reverting to a traditional video slot upon a correct result. Questions are not exactly daunting – one favourite asking about the colour of a stop sign. While it is known that the VLT and AWP market in Czech has fallen from 100,000 gaming devices in 2010 to around 50,000 at present and under the new law is expecting to fall to around 35,000 by 2017, the volume of Quizomat devices in the market is unknown, but could be in the tens of thousands of units – none of which are currently paying any form of gaming tax.

The new law brings big changes for the Czech market in 2017, with changes to maximum stake and win, a complete exclusion of machines from pubs, bars and restaurants across the country and imposes a players card that's linked to a central monitoring system. The law sees maximum stakes fall from 1,000 Czech crowns to 100, which is likely to have a dramatic effect on the profitability of the majority of operations. While the average bet in the country is 15 crowns, maximum stake players account for 5-7



per cent of the market and are the players that operators are most nervous about losing.

NEW AND IMPROVED

Speaking to SynotTip's CEO Petr Mikoska, he explained that while the new gaming act would come into force in January 2017, the legislation has already enacted changes to the taxation structure for gaming machines in the Czech Republic. Taxable revenue per slot device has risen from 20 per cent to 28 per cent, impacting not just on the profitability of each machine, but on their viability too.

At the same time that the federal legislation increase taxes, individual municipalities across the country can choose to banish slot machines from their streets, as is the current case in Brno, Czech's second city and the seat of judicial power. "Regardless of whether the municipalities are closing our locations as part of gaming bans, we are closing locations of our own volition," explained Mr. Mikoska. "We have to draw machines from the market if they are not economically viable, which is the case in countless locations across the country thanks to the new taxation regime."

The second reading of the new law is expected to pass through parliament mid-March, adding opening time restrictions as part of its amendments. The law will inflict another blow upon the land-based gaming industry, which expects the registration of players and connection of the online monitoring system across the country to be a complicated mess that could be delayed by at least 12 months.

"The mayor of Brno recently admitted that the loss of gaming tax revenues to the city was unsustainable in the long-run," explained Mr. Mikoska. "The mayor also added that the rise of what he described as 'Black Terminals' or the Quizomat machines, was now a far bigger problem than the licensed, taxed and regulated gaming machines that the city chose to ban. He has admitted that prohibition does not work, but with the new taxation structure it is hard to imagine how cities like Brno can remedy the situation."

AND THE FUTURE?

It might be surprising, given the catalogue of negatives the new legislation brings in its wake, but Synot underlines the fact that it is

anticipating the introduction of the new law. "It is very important that we have stability in the gaming industry," states Mr. Mikoska. "We can't operate in an unstable market that changes the rules and regulations at the whim of every elected official. As a manufacturer and operator, we need to calculate the costs of business accurately to determine the future direction of our company. Under the present rules, we simply can't make those judgements."

Despite the introduction of the new federal law, local municipalities will still be able to control their own gaming legislation, effectively making the law a 'pick-n-mix' with City Hall over-ruling the government when the legislation is enacted in 2017. It's more important than ever, therefore, that Synot continues to spread its international wings, capturing new markets with its varied and high quality gaming portfolio.

Recent installation success in Vietnam and African markets, plus a significant slice of the Greek VLT sector, present huge opportunities for Synot's robust VLT system, ensuring that 2016 will be one of expansion and growth for the company, though not on home soil.

Review

ICE TOTALLY GAMING 2016



Pursuing the Ultimate Player Experience

At ICE Totally Gaming 2016, Playtech CEO, Mor Weizer, described the future of the industry as one dependant on the growth of omni-channel. Speaking to a press panel on the first morning of ICE, Mr. Weizer explained that to remain relevant to today's customers, omni-channel, combined with intelligent data gathering, is the only viable option for the future.

Outlining the challenges now facing operators, from market regulation, new entrant competition and punitive taxation changes, Mr. Weizer's view is that it's Playtech's responsibility to equip customers with the skills necessary to remain competitive, profitable and relevant in the future; adding that all future development and innovation will be led with the aim of creating 'best-in-class' industry omni-channel dynamics. His comments were aimed not just at online gaming operators, but inclusively he appealed to retail clients, even ones with just a handful of locations, to embrace Playtech's omni-channel vision.

"We are seeking to bring together online, mobile and retail to create the ultimate customer experience," said Mr. Weizer. "This is a seamless experience for the customer and one that links both online gaming and over-the-counter activities. Research has shown that more than 50 per cent of activities online are generated by

customers who also do business in retail environments. Analysis also shows that the 50 per cent transacting in both spaces are two-and-a-half times more valuable than single-channel players."

Such is Playtech's commitment to its ONE solution, that Mr. Weizer underlined the fact his company will now only develop products, innovations and content that fully service omni-channel functions. He stated that all future product releases from Playtech must service user channels across retail, mobile and desktop. He also emphasised the role that business intelligence will play in benefiting not just the operators, but the whole player experience.

"Better capabilities to operate and support bonusing and segmentation will enable operators to better understand their players," said Mr. Weizer. "Analysis of customer behaviour and activities will deliver an

experience that is unparalleled in this industry. The pivotal factor in defining the most successful operator in the market is going to be customer data. This is our focus. Not on platforms or products, but in the product space, one that is dedicated to intelligence gathering that can accommodate specific operator requirements to the benefit of the player experience. This is our key theme in 2016."

Despite the acres of media coverage, omni-channel still only represents a handful of operators worldwide utilising a solution that offers a single player wallet. It's an obvious frustration for Mr. Weizer, who described the challenge facing Playtech. "The majority of operator offerings are very different from providing a customer focused solution," states Mr. Weizer. "Without a single wallet you cannot provide players with a seamless experience. We see the gaming industry lagging behind e-Commerce in adjacent sectors and while many operators currently mine huge volumes of data - those using that data to enhance the player experience are just as few in number.

"I believe that if the industry were to use that data intelligently, we would be in a very different place right now. When given access to the data and tools in real-time, it isn't surprising that Playtech customers grow faster than their competitors in the market," he said.

Combining supreme comfort and superb service - Royal Stool

Italian chair manufacturer, Royal Stool showcased two important design additions to its wide portfolio of stylish gaming chairs at ICE, 2016

The first product from Royal Stool is the Tower Shift, a sliding chair base that connects slots players to their game for optimal comfort. The second addition, and one that can be used in conjunction with the Tower Shift base, is Service Call.

Service Call is a stand-alone system, that



StylGame's Roberto Ronchi at ICE

allows the player to call for any kind of service or assistance directly from the playing station. The system is conceived to keep the player focused on the game, and to provide a quality service at the same time. It works independently and does not interfere with

other systems used in the hall and does not require any existing communication line, making it essentially cost free.

Speaking to Royal Stool's Roberto Ronchi at ICE 2016, he confirmed the international focus of the latest range from the company. "We manufacture everything in Italy, but our main business is conducted in global gaming markets," stated Mr. Ronchi. "Our office and distribution centre in Las Vegas is expanding to include Reno in the next few months, while in Europe we are branching out from our traditional markets in France, Italy and Spain into Eastern Europe over the next six months."

At the show in London Royal Stool introduced five new chairs to its existing wide range of products.



TCSJohnHuxley Completes the Circle at ICE

Gaming Floor Live was once again the centrepiece of TCSJohnHuxley's table management presentation at ICE 2016 – but this time the company had put a spoke in their wheel – or more accurately, seven spokes.

Having already established itself as the core into which all of the company's individual products can be interconnected, GFL Platform Modules consists of a suite of modular products that allow complete real-time visibility and total control of data to be drawn from every aspect of the gaming table.

Built as a modular system, Gaming Floor Live is scalable and allows operators to build their own table management platform using varying combinations of GFL's seven modules. Like building blocks, operators are able to add as many modules as they desire onto their base platform, in order to suit their unique needs. A few of the modules have been available for some time, such as Optimisation, Bonusing and Media, however, this was the first time visitors were able to see all the GFL modules sitting collectively on the platform.

Tristan Sjöberg, TCSJohnHuxley Executive Chairman commented, "We've developed our 'Build Your Own' table management platform because we understand that every casino is different. While we could have created a 'one size fits all' platform, we knew it wouldn't work, as the needs of one operator may not match those of another. Our Gaming Floor Live platforms are custom built for operators, designed specifically to suit their unique budget, size and requirements. To ensure our customers get what they want from the GFL platform, we've got a range of modules to pick and choose from. This flexibility means it is possible to operate with as little as one module on one connected table, right up to an infinite number of tables leveraging all modules, allowing casinos of every size to reap the benefits of having real-time visibility and total control over their gaming floor."

The modules that make up Gaming Floor Live are:

GFL OPTIMISATION – Optimises live tables and game speeds, highlighting areas and processes

that can be improved upon in real-time.

GFL BONUSING – A floor-wide progressive and game bonusing system for use on any live table game.

GFL MEDIA – A media and display system where content can be altered, scheduled and configured from a central point and sent to any display connected to the platform.

GFL GAMING – Play live casino tables through a fixed or portable terminal from any licensed area in the casino.

GFL INTERFACE – Offers integration with third party products and systems.

GFL REPORTING – Enhanced custom reporting based on data gathered from each module. (Coming Soon)

GFL ANALYTICS – Allows the platform to analyse real-time data and provide the operator with live recommendations to enhance performance. (Coming Soon)

In addition to the modular elements of GFL, the star of the exhibit, with a large portion of the TCSJohnHuxley stand devoted to it, was the GFL Gaming module TCSJohnHuxley displayed its technical ingenuity and sense of fun at ICE, offering a novel gaming cabana, complete with day-bed and huge gaming screen that became a massive talking point on the stand. Additional GFL Gaming options boasted tethered tablets that make installation within casino locations much less complicated in terms of regulatory requirements. GFL Gaming is a best of all worlds option, allowing tablet functionality without the headache of roaming issues.

Using compact fixed or portable touchscreen gaming terminals that enable live casino table play, GFL Gaming increases the number of player positions on the gaming floor, which can often be limited by seating constraints or dealer

resources. It also appeals to more discreet players, such as VIPs or newcomers, by offering a more private gaming experience on individual terminals.

With this module, casinos are able to transform small, previously under-utilised licensed areas into revenue generating spaces. Perfect for use in licensed areas away from the gaming floor, such as bars, restaurants and smoking zones, this solution mimics a private virtual gaming experience while continuing to provide the exciting casino atmosphere players love.

Visitors to ICE were able to experience a variety of GFL Gaming configurations designed to cater to every casino and players' need, as well as appealing to all ages and demographics. At the touch of the screen, players can select from various live tables, swapping between Roulette, Baccarat and Sicbo, all with the same intuitive user interface; this eases navigation and enables ease of play from game to game.

Configurations that were showcased highlighted the flexibility of the range, from the space saving six-player tablet table with integrated Saturn Auto roulette wheel, to an eight-player table incorporating a 55ins. communal betting display, showing all bets being placed.

Visitors were also able to see a bar-top solution where the fixed terminal has a bill acceptor, drop box and ticket printer enabling easy crediting so players can enjoy their favourite live games whilst being served drinks at the bar. As previously mentioned, the GFL Gaming suite also included the show-stopping Gaming Cabana – a concept day bed set up, perfect for poolside or nightclub environments (depending on regulations) and designed with millennial gamers in mind.

Tristan Sjöberg, TCSJohnHuxley Executive Vice Chairman commented: "The GFL Gaming module is the perfect live gaming solution for operators as it's compact and extremely flexible, allowing play from any licensed area in the casino, while still delivering essential requirements, such as security and real-time reporting. The innovative options displayed at ICE illustrate how players are able to enjoy the excitement of playing their favourite live games, in more social and communal environments – a key feature for today's gamers."



Renato Ascoli, Chief Executive Officer, North America Gaming/Interactive, IGT at ICE 2016

IGT Presents the Best of all Worlds at ICE

The unveiling of the new Wheel Of Fortune True 3D video slot at ICE 2016, marks a milestone in the journey IGT has made since its merger with GTECH last year.

Not only does Wheel Of Fortune 3D fuse iconic gaming content with bleeding-edge 3D cabinetry, but it showcases the depth of IGT's combined back-catalogue, the breadth of innovation within its design teams and the speed of integration to produce this show-stealing product

Speaking to Renato Ascoli, Chief Executive Officer, North America Gaming/Interactive, IGT at ICE 2016, he succinctly described Wheel Of Fortune True 3D as a "niche innovation delivered by IGT as a macro market product." Boasting an installed base of 1,500 units in North America alone, True 3D has been an emphatic hit for IGT, which has built upon and enhanced the original GTECH product. IGT's influence and professional sheen was obvious across the complete range of products on the stand at ICE, with standouts including Baywatch 3D and the new CrystalSlant and AXXIS 23/23 cabinets.

It's also clear that the legacy of GTECH has strongly influenced the current crop of IGT games, not simply through innovations such as True 3D, but in one of the most important aspects of games creation - testing. In the summer of 2015, Mr. Ascoli and his team formed a CAB - customer advisory board - to discuss, listen to and actively involve customers in the development process.

In June, more than 40+ customers engaged with IGT to 'talk shop.' They discussed new technology and focused on products they want to see on their floors both today and in the

future. Seven months later, the results of that meeting shaped IGT's entire exhibition stand at ICE. "I have been managing B2C operations throughout my career and understand first-hand how critically important it is to thoroughly research and test products on the floor," states Mr. Ascoli. "Driven by experience, we have introduced those disciplines here at IGT. We will never deliver a product to the market without thorough in-field testing and, where necessary, we will recall a product from the testing phase in the field, whenever we feel the product is not performing to the requisite level."

While it's obvious to conclude that the combination of IGT and GTECH has brought greater volume and diversity of product, the emphasis on in-field testing and quality-assurance has also 'distilled' this product. Added to that, greater variety across the multi/omni-channel spectrum allows operators to pick and choose the components that suit both their player and regulatory needs, without compromising on the connectivity of each individual gaming element, be that online, social, mobile or land-based.

"We have put together a compelling offer in the marketplace," underlines Mr. Ascoli. "However,

we are not forcing operators to take the 'full stack.' They can pick and choose the components that best fit their needs today, adding elements as those requirements change over time. We are widening the gaming opportunities for our customers, enabling interactive experiences, adding mobile capacity, best-in-class casino games and sports-betting to the mix to provide the most flexible and comprehensive experience for the end user - the player."

Mobile will play a huge part in IGT's player experience and is, according to Mr. Ascoli, at the heart of gaming's interactive future. To drive the point home, the IGT stand at ICE was festooned with mobile connectivity options, all based on HTML5 technology that has now become the enabler for social, interactive and mobile gaming, allowing the player to navigate seamlessly from one environment to the next.

"We are providing content that adapts to the context," states Mr. Ascoli. "We take advantage of the smartphone in the player's pocket and we serve content to their PC or to a casino cabinet. We surround the player with a seamless customer experience simultaneously connecting with them across every kind of device, placing mobile at the forefront of this strategy."

Game development at IGT has already begun to shift along these lines with 'Mobile First' titles starting their lives as HTML5 code on smartphones before continuing their journey from pocket to PC, to play 'within' and 'without' casino locations. In Mr. Ascoli's words, every device has the same dignity.

"The boundaries are changing," describes Mr. Ascoli of the conversations he's having with operators at ICE. "Customers still come to the stand to view the latest slot machines, but the conversations are concerned with ensuring success in the long-term. They want to build success today that will expand the customer base in the future. Where at one time that conversation brought up questions of cannibalisation, no one's raising that issue now. Operators understand the technology and they want to take that proposition to their customers."

Choosing the best technology for the future doesn't mean that operators need to reinvent their wheel. The new Axis cabinet from IGT offers better resolution, faster processors and streamlined ergonomics as a direct replacement for the Oxygen cabinet. It's an evolution of a proven, successful product and compounds Mr. Ascoli's view that the company must provide operators with long-term solutions that work from the 'get-go.' "We are lucky in that we're supported by our shareholders to plan for mid- and long-term success," confirms Mr. Ascoli.

"We are not driven by Q1 or Q2 results that can compromise such success. It is within our DNA to take the player's point of view, which is why we are conducting 90 day field tests, focusing intently on the final 30 days of that process. Our promise to customers is that we will never deliver an E, D or C-level product to market as this harms credibility in the long-term. You have to establish a bond with your customers and to do that we must be disciplined and believe in the products we deliver."



Konami Delivers a Composed ICE Performance

The European debut of Konami's Concerto cabinet was accompanied by a thrilling line-up of in-demand games

It's a sign of the times when, surrounded by the spectacle of a fabulous ICE show stand-build, filled with the latest and greatest gaming technology and machinery, that the opening discussion concerns a mobile phone recently pulled from a trouser pocket. MyKonamiSlots is a separate and dedicated app produced and managed by PlayStudios, the company that created the hugely popular MyVegas website and presents the latest Konami slots for social gaming consumption and a compelling series of 'on-site' tied rewards.

"You can't gamble on MyVegas," explains Matt Reback, Vice President, Marketing at Konami Gaming, "instead your experience is based on virtual credits, and players receive Free Rewards loyalty points in the shape of gold coins through activities such as playing games and interacting with friends that can be redeemed for real rewards at real casinos. MGM properties in Las Vegas not only add real rewards to MyVegas, but actively promote the site on-property, with signage and zones for MyVegas play. As a result, we've seen evidence of a direct lift for Konami games on the floor, as players continue to play and enjoy their favourite game themes both off and on-site."

Helping to further fuel that demand on casinos floors, and making its European market debut at ICE, is Konami's latest gaming cabinet, Concerto. Having launched in November following a spectacular unveiling at G2E, Konami has already installed over 2,000 Concertos in US casinos, with customers already placing re-orders according to Mr. Reback. "It's been great to hit the ground running in the US and bring such an in-demand product to the ICE show," states Mr. Reback. "We already have our first installs of Concerto in France and Italy thanks to the overwhelming popularity of games such as Dragon's Law Twin Fever and Chili Chili Fire on the Concerto platform, we're expecting a huge response following the ICE show right across the region."

Chili Chili Fire and Dragon's Law Twin Fever are those rare games that strike just the right chord with players, combining winning themes with great math, crisp hi-res graphics and engaging sound. Add to the mix the striking Concerto cabinet with next generation KP3+ platform and operators have seen a marked increase in player engagement.

Underlining this fact, Sergio Frigerio, Gaming Director at Casino Municipale di Campione D'Italia, commented recently: "Not only do we have access to the very latest Konami video slots, we can use Concerto to highlight classic popular themes like Dragon's Law. So even though it is a completely new machine, we have the greatest flexibility to choose from both the newest games and a deep library of proven video slot themes."

Chili Chili Fire and Dragon's Law Twin Fever capitalise on the enhanced processing speed and resolution of the KP3+ platform by bringing custom art and animation to each LCD display, from the digital topper down through the DynamicDash button panel. In Dragon's Law



Twin Fever, the topper animates through the game logo and character art with a glimmering gold backdrop as star trigger symbols twinkle in and out of the foreground. Meanwhile, a dual-screen attract has the game's twin dragon characters winding up through both screens as the button panel illuminates with a gold dragon extended across the display. Similar ingredients are found in Chili Chili Fire, but in a manner that reflects the theme's unique Latin flavour. Chili peppers dance overhead in the topper and lay across the button panel with festive patterns and bold colours.

"This is the quality and attention to detail our customers can expect from Konami's powerful new KP3+ platform," said Mr. Reback. "Dragon's Law Twin Fever and Chili Chili Fire are original math games accompanied by brilliant art and animation throughout. Our R&D team has always maintained an intense focus on quality themes that drive performance, and now with Concerto's new canvas, Konami games are achieving industry-leading levels of patron engagement and performance."

Konami has an aggressive pipeline of additional KP3+ games currently in approvals and production, including a standalone progressive game that was shown at G2E Las Vegas last October. With Concerto's KP3 platform compatibility, however, operators also have access to a myriad of proven Konami game themes that casino players worldwide will recognise and enjoy.

"Konami has achieved strong momentum abroad with slot cabinet innovations like SeleXion and Rapid Revolver," said Eduardo Aching, vice president, international sales at Konami. "Concerto is undoubtedly a successful continuation of the strong entertainment value and product quality our international customers expect."

With shipments landing across jurisdictions such as Aruba, Uruguay, Mexico, France, and more, Konami's video upright cabinet Concerto is reaching diverse player demographics with the largest screen size in its class for a cinematic video slot experience unlike any other. From the small screen to the global stage, Konami Gaming is proving it can provide a solution, whatever the scale, to fit every operator's needs.

Review

ICE TOTALLY GAMING 2016

JCM Global brings the 'X' factor to London



G3 first reported upon Futurelogic's TableXchange from the floor of G2E 2008. Its development since has been a procrastinated experience, but the acquisition of FutureLogic by JCM Global has not only accelerated development, but brought the system to completion, with a saleable product at ICE 2016.

TableXchange Plus is an intelligent, secure table drop box solution from JCM Global, which can be fitted to roulette and card tables to validate notes and (optionally) tickets by the croupier via an interactive screen. The modular design provides operators with the option to start with the secure drop box module and introduce TITO at a later stage, if required. Each Buy In and Cash Out transaction is stored in real time within the TBX+ Server allowing the casino to track all notes from the time they are validated at the table by the TBX+ Secure Drop Box.

"It's a secure drop box solution for the 21st Century," stated JCM Global's Payam Zadeh. "While the rest of the gaming floor is securely monitored utilising online casino management systems, table operations are still based on manually driven process. TableXchange Plus provides the casino operator with an online monitoring solution for Table Drop Box, allowing them to automate and securely their table operation. The TBX+ solution records Table Drop down to the denomination of bills accepted at the table, ensuring the operator receives an accurate daily win figure."

The hardware driving TableXchange Plus is also modular, with a variety of options adapting to the table layout, with a side-box applicable for certain table configurations and games, but with the same functionality guaranteed throughout. The information on the touchscreen panel is also designed to be picked up by security cameras, for added protection. "TableXchange Plus TITO module also provides additional operational efficiencies with the reduction the volume of chips moving around the floor. Casinos using this system don't need to open the cage on slow days, as the ticketing system handles all the transactions instead," concludes Mr. Zadeh. "We are excited to finally roll out this innovative product to the market in 2016."

Merkur Gaming let its Stars Shine at ICE 2016

The Merkur Gaming team at ICE Totally Gaming 2016 brought the sun and the stars to London with a stellar line-up of traditional high volatility games and high entertainment US-centric games all housed on the new Merkur Star cabinet



The Management Team of adp Gauselmann GmbH at ICE in London: (f.l.t.r.) Lars Felderhoff, Stefan Bruns, Jürgen Stühmeyer, Dr. Werner Schroer, Charles Hiten and Sakis Isaakidis

Merkur Gaming presented its Merkurstar at ICE 2016 for the first time. Utilising this innovative upright cabinet, Merkur Gaming set new design standards and further extended its product offering. This newest member of the Merkur product family is based on many years' research and development work. From both a visual perspective and also in terms of player comfort, it is clear that Merkurstar represents Merkur Gaming's core values and reflects the company's commitment to quality and innovation.

Just as it did in Las Vegas during G2E 2015, Merkurstar attracted a wave of attention at ICE. The upright cabinet has been customised for the player to guarantee a relaxed playing experience thanks to the ergonomic layout of the screens and button panel.

Additionally, Merkurstar's excellent acoustics, high resolution HD technology on two 24-inch glossy screens adds to the entertainment factor. It is not just the players who will enjoy the user-friendliness of the Merkurstar, however, as Merkur kept ease of use for technicians forefront throughout the design process. The front of the cabinet can be raised by means of a folding mechanism that makes it simple to access the technology components in even the smallest spaces.

Heading up the Merkur international team is Athanasios 'Sakis' Isaakidis, Senior Director International Sales for Merkur Gaming, and he commented: "2015 was a great year for Merkur Gaming on all levels, particularly the work that has been done to leverage our years of market knowledge, our experience and our skills into new market entrances around the globe. Now, starting with our increased presence at ICE Totally Gaming, we will continue to move forward with an even greater determination as we bring the Merkur Gaming experience to new territories and new customers."

Differentiating its games from its traditional European 'volatile' games has proven to be the key to unlocking international market success. Injecting entertainment and time-on-device game-play from its 13 game design teams scattered across the world, Merkur Gaming's

design talent pool draws from Austria, Germany, Australia, India, the Philippines and the UK, with a soon to be established US team adding to the mix with US-centric games. Combined with a series of third-party game developers, Merkur Gaming now has strength and depth to provide every type, kind and colour of software development to suit market requirements.

"It's about creating the right blend," states Merkur Gaming's David Orrick at the ICE show in London. "Merkur Gaming has been very successful placing German-style games in UK machines, while Blueprint's UK machines have proved to be the perfect formula for the Spanish street sector. One of our key strengths is our ability to draw from our local market experience and from a massive 400+ library of games."

Charles Hiten, CEO of Merkur Gaming Americas added: "We have, thanks to the hard work and dedication of our subsidiary companies across Latin America, the ideal springboard from which to now progress our plans for a timely market entry into North American markets. Representatives from our subsidiaries across Latin America will be present at ICE and are looking forward to meeting the many visitors from that continent that will visit the show. This is truly an exciting time for Merkur Gaming as we move to expand and enhance our business not just in the Americas, but around the globe."



Crafting the Future of Casino Chair Design

Germany's Patir Design showcased its latest catalogue of gaming chair creations at ICE Totally Gaming 2016, including its thrilling range of VIP integrated designs

Patir Design showcased a stunning range of chairs at the ICE show in London, including the show-stopping VIP collection, all conveniently collated in a brand new catalogue, designed by the Germany-Based firm's Dennys Patir.

"Patir Design pioneered the VIP concept, placing buttons and speakers into a casino chair designed to create the most comfortable and luxurious experience for the player" states Mr. Patir. "The concept has struck a chord with operators and changed the way that casinos chairs are created in harmony with gaming machines."

With every new creation Patir manages to retain the distinctive Patir style, not just in the characteristic curves and distinct lines and shapes, but also in the use of unique high quality materials. It's this blend of craftsmanship and hi-tech components that have been captured in the latest brochure, designed by Mr. Patir and launched at the ICE show.

"The fantastic feedback we received from many customers confirms that we did a good job and we are looking forward to another year full of exciting challenges," confirmed Mr. Patir.



Patir Design's Dennys Patir with the VIP chair

Microgaming was pioneering the future with its amazing CRYO lab

In harmony with the Technopolis theme at the show, Microgaming showcased its vision of the future at ICE 2016. At the heart of the ExCeL centre, at the N5 entrance, Microgaming created an ultra-futuristic CRYO lab to demo its work in wearable tech. Visitors could first play with Microgaming's augmented reality markers, bringing characters from Hot as Hades and Avalon to life using 3D technology. Once inside the CRYO lab, greeted by lab technicians, show attendees could experience the reality-altering prototype and award-winning, VR Roulette.

VR Roulette uses the Oculus Rift DK 2 headset with Leap Motion 3D Controller to track a player's hand movements and then project them into the 3D world, transporting players to a roulette table in outer space. It was built by Microgaming's research and development team to study the immersive potential of 3D technology in the online gaming industry.

Back on the stand, Microgaming was celebrating the GUINNESS WORLD RECORDS certificate for the 'Largest jackpot payout in an online slot machine game'. On the opening day of the show, the record-breaking player, Jon Heywood, who won the GBP equivalent of €17,879,645.12 from a 25p spin, attended the certificate handover.

We also made some big announcements at the show, including a new licensing agreement with Universal Brand Development for Jurassic World, and the signing of Grosvenor Casinos for both the MPN and Quickfire. There was more good news when PKR signed a landmark agreement for our poker and casino software.



The MPN is one of the few poker networks growing month-on-month, year-on-year, and there are more signings to come.

Equally busy was the Microgaming bar, a tradition at ICE. Networking opportunities aplenty, the Microgaming bar is known as the meeting spot, and serving drinks and food all day, it fuelled attendees for the hectic show days! ICE certainly sets the scene for the year ahead, so we should be in for an amazing 2016!



Gaming Partners brings EGC table layouts to Europe

Gaming Partners International has now added production of its full graphic EGC table layouts to its European manufacturing site in France



GPI's Christelle Figaro, Lionel Cazalis, Maricela Maciel and Loic Vilela at ICE 2016

The EGC range offers sharp, full colour graphics that can duplicate almost any photo or sophisticated design with exacting precision and are ideal for all game types.

Maricela Maciel, Executive Director of Global Marketing, said: "Our layout offerings have been available to our European client base, but we are now producing layouts out of our France location. This allows us to provide customers with our popular and durable layout offerings at a much more market competitive price as well as providing faster order turnarounds."

GPI's newest innovative line of gaming currency, the B&G V-Series, has provided the company's customers with a currency option that uses a proprietary and interchangeable mold system for expanded mold design options. Beginning with the foundation of the chip, the V-Series was developed with a new, innovative and highly durable injection material formula. The chips offer the same color options and wide range of chip and decal security features as the original B&G JAV line of chips. Ms. Maciel said: "When you take into account the number of properties to which we supply casino chips and then the number of cash and non-negotiable chip sets that each has, we knew it was vital to develop additional currency options to meet their growing needs."

GPI's 3-in-1 UV meanwhile is a security taggant that is added to the chip material. The taggant remains invisible under standard UV wavelengths, but is revealed with a special device. Because 3-in-1 UV is in the chip materials, it is easy to validate chips when placed in stacks or racks. SecuriFilm is used on a chip's decal and features a semi-transparent hologram-like effect and can easily be authenticated at the table.

GPI also demonstrated its new SMART RFID technology offerings. SMART offers customers with the latest advancement in casino currency RFID technology at a lower price point. GPI is the exclusive provider of all the necessary components, which include SMART RFID currency, SMART antennas and readers.

Review

ICE TOTALLY GAMING 2016

X Marks the Spot for the Very Lucky NSoft

Bosnia and Herzegovina-based NSoft was at ICE 2016 announcing its products are now available through Sportradar channels and vice versa



NSoft's Elvis Dzombic

2015 was the most successful year in NSoft's history. The company ended 2015 with 43 employees and revenues that grew a huge 50 per cent. The next step will be to start making agreements with other players in the gaming and betting industry. After a negotiation process, the deal was signed with SB Betting Software, a gaming solutions provider. Subject to the agreement was the integration of NSoft's most popular game Lucky Six onto the web platform owned by SB Betting.

This means Lucky Six, NSoft's virtual draw based game, will be available to all SB Betting's customers through web channel, most notably 1960 Bet and Nairabet, both Africa-based operators. The African market is of great interest for NSoft due to the popularity of virtual games and betting.

Founder of NSoft, Igor Krezić said: "2016 has got off to an excellent start for NSoft. The success of last year's ICE ensured the presence this year of more than 30 members of staff. Our success at ICE 2016 was double compared to last year if we consider business opportunities."

New for this year were the Seven platform and new virtual games Lucky X, Virtual Greyhound Races, and Virtual Horse Races.

Sales Manager Elvis Dzombic said: "Our Seven platform is a single solution for managing core betting business operations. It is built up from modules, applications, and APIs that serve as a base layer for laying products on top of it and offering to betting operators. Ait provides administration and content control on all product delivery channels including retail, terminal, mobile, and web."

Seven has been built with integrations in mind, serving both as a core platform, and as product aggregator to third party platforms. It includes two major segments; 7Admin and 7Shop, applications intended for running and controlling betting operations.

Reinvention Strategy Working for R. Franco

Spanish manufacturer R. Franco has completely reinvented itself over the last two years, re-instigating its international reach with a host of unique bingo and casino slots as well as launching an exciting new digital division called Wannabet



R. Franco's Luigi Limido

R. Franco has partnered with Mediatech Solutions to launch its digital brand, on-line betting and gaming project Wanabet.es.

R. Franco's Online Content Manager Miguel Solana said: "Our digital strategy has three pillars; online operations, game development and distribution, and platform-based products. We decided a year ago to apply for a licence to become an operator of online games in Spain and three months ago we were granted a licence covering sports betting, live dealer, casino games and slots. We're using fixed odds and live sports betting from BetConstruct, live casino from Evolution Gaming, table games and slots from Microgaming, slots from Net Ent and NYX Gaming, and payments from Teleplay, Skrill, PaySafeCard and Paypal. In terms of slots we have migrated 15 R. Franco games and over 140 from Net Ent, Microgaming and NYX. To promote Wanabet, we've become the official sponsor and betting partner for El Chiringuito de Jugones, the sports programme broadcast from Sunday to Thursday. This a very popular reference point in Spain for sports TV. Presented by Josep Pedrerol, the talkshow has an audience of over 300,000 viewers."

R. Franco has already launched some proven games from its own portfolio into the digital

space with Gnomos Mix, Santa Fe, Moky Raky and Treasures of the Seven Seas. It has also created new content such as Neópolis, Butterfly Roulette, Reina Sherezade and Flor de Lotto. It has also developed the IRIS platform as a next-generation omni-channel.

It has also leveraged Mediatech Solutions' land-based extension Candy to power R. Franco's custom built retail sports betting and slots terminals. "Using a single-wallet omni-channel solution, Wanabet enables players to bet online, mobile and on retail with a seamless experience," Mr. Solana added.

On the land-based side, R. Franco was launching the multi-player version of its Tómbola range. This sees a fixed game of Tómbola Roulette mixed with sic bo and two slot games to be chosen among Santa Fe Gold, Chinese New Year, Franco Poker, Draw Poker and Wild West.

Franco Tombola Roulette, RF unique series Multigame and Sic Bo Up are all fitted with up to three ball drums for the bonus draw, whilst Franco Roulette features an external roulette cylinder for the draw. The drum-based concept has proven popular in casinos and bingo halls with The Hippodrome and Aspers both installing versions of the game in the UK.

Galaxy Gaming Flush with Latest Games

Galaxy Gaming was showing its propriety table games at ICE Totally Gaming, including Three Card Poker, 21+3 and High Card Flush

Speaking at ICE Totally Gaming 2016, Erica Westerheide, Marketing and Event Co-ordinator, commented: "Galaxy is already well established over in the European market with many installs throughout the UK and France. We've met with many operators at this event interested in taking Galaxy Gaming onto their gaming floors."





SIS's Paul Witten and Daniel Graham

SIS Branches Out into On-Demand Gaming

SIS was marking a new era in its company's history at ICE, branching out from its background in satellite delivery of data, streaming and pictures to bring in a range of innovation allowing SIS to offer a 'one-stop shop' for operators around the world

Paul Witten, Commercial Director for SIS, said: "In 2016 SIS will offer bookmakers exciting new products which supplement our existing range of core products. In addition to our trusted pictures and data products, we've now added SIS Trading Services, exciting on-demand gaming products and even more capability with SIS Stream, our versatile, low latency streaming service. We are continually listening to our customers to understand how we can help them optimise their customers' betting and gaming experience.

Daniel Graham, Strategic Data Architect, added: "Picture and data have historically been the core of what we do, but now we're about so much more. Technology has changed incredibly with mobile and IPTV allowing us to offer wider options. We've looked at how we can deliver content in a more exciting way, making it more meaningful, tailoring it, branding it and, of course, delivering it through different channels. In terms of retail, we're launching what we're calling our Dynamic Display of Content, which is a digital display of pictures and information, built around a single source of data, providing the customer with exactly what they need to see. This is easy for us to do as we already have all the data. The system uses Horses In-Running data capability, which is set to revolutionise and re-invigorate betting on horseracing. One of the UK's major bookmakers described it as the most exciting thing they've seen at this whole show."

In terms of content, SIS offers a broad range of exclusive events across UK, Irish, and international horseracing, BAGS greyhound racing and LaLiga Spanish football.

At the show, SIS showed how it has launched into gaming with a host of on-demand racing products, which feature horse racing, cycling, greyhound racing and novelty titles, offering more betting opportunities than current scheduled racing games. These are already live on the Sky Vegas website. SIS teamed up with Core Gaming to develop 2D and 3D horseracing, greyhounds and cycling games along with two Christmas specials, which it launched in December. These offer simple fixed-odds bets, as well as forecast and tricast wagers using a unique Forecast Slider, which gives clear odds on all available combinations.

Mr. Graham said: "Virtual sports are usually scheduled every three to four minutes, but many customers don't want to wait. These games are on-demand, allowing players to bet on virtual games anytime, anywhere, rather than be restricted to scheduled races. The Santa Chimney Racing and Santa Sack Racing games are a lot of fun and proved very popular over Christmas. Races last 12 seconds so customers can bet again and again. The games are interactive so players can switch between views and can bet in-race. Customers can also use the turbo option to fast forward to the final stages of the race straight away. Because the games are on-demand, they provide around six-times more betting opportunities than traditional, scheduled virtual racing games, meaning more revenue potential for bookmakers."

One of the main talking points for people on the stand was SIS Trading Services, a new service that offers bespoke prices on British, Irish, French and other international horseracing

along with Spanish Football and other additional sports and events.

SIS Trading Services provides pricing in tandem with SIS' established portfolio of high-quality pictures, data and streaming products, creating an easy-to-use, single destination that brings together data, streaming and pricing products.

Adam Conway, Head of Trading for SIS, said: "As a data provider, we've got the advantage of being at the sharp end of the pricing journey, delivering UK and international markets to operators quickly and accurately. We've already proved that our versatile picture, data and streaming products can provide an ideal solution for bookmakers of all sizes. With the addition of our comprehensive pricing service, SIS offers operators another piece of the betting puzzle. It's the perfect one-stop shop for bookmakers."

Mr. Graham added: "In the past we've just used the aggregate of all the bookmaker's prices, but we've now formed our own pricing team based in central London. We're not a bookmaker and we're not investing in risk. We feel that our prices can be completely unbiased to deliver true prices to the industry. We're making good use of modern technology giving operators a lower cost and customers a better quality. It also enables a lot more betting to take place."

Mr. Witten added: "Our aim at ICE was to showcase to current and prospective customers how our new, innovative and exciting products can be tailored to the needs of any bookmaker. It was great to see our products gaining real traction and enthusiasm from operators at ICE. SIS Stream, our versatile, low latency streaming service, continues to be well received by operators worldwide, and we are now truly a 'one stop shop' for operators globally, who are looking to optimise their betting and gaming customer experience."

Review

ICE TOTALLY GAMING 2016

SuzoHapp Reaches New Heights at ICE



SuzoHapp's Ryan Harris and Sim Bielak demonstrate the Pro Table to Jason 'Wolf' Rosenberg of iGaming Solutions at ICE

SUZOHAPP drilled home its message of being 'at the heart of gaming' at the ICE show in London. "Last year we said that the ICE was the best ever. Well, this year's ICE was better still," enthused Harald Wagemaker, Exec. VP Sales and Marketing of Gaming and Casino EMEA.

The stand was divided into three categories – OEM, operations and sports-betting, with SUZOHAPP team's experience in providing each and every customer with the products and services that best fit their needs, ensuring that customers could quickly find exactly what they were looking for.

"ICE is a very busy show and we wanted to ensure that our customers knew intuitively where to look. The challenge is to funnel down the entire product range into the specific solutions the customer is looking for. That is why we invested in our customer-centric approach and the feedback we received confirmed that we made the right decision," continued Mr. Wagemaker.

A wide array of COMESTERO change machines and the SCAN COIN banknote and coin counters / sorters were on display – placed together on the operator-dedicated part of the booth. The SHIFT Interactive Pro Table with greatly updated content could be found at both the operator and sports-betting sections of the stand. The revolutionary iDROP cash-handling solution for live gaming tables was integrated into a gaming table to especially demonstrate its features. OEM solutions included the latest ELO touchscreen monitors and the TransAct printers with Epicentral software. The SUZOHAPP toppers, hoppers, locks, LCD button display and much more were also on proud display.

"Please let me take this opportunity to thank all the visitors to our stand. It was great to see you all again. And I would like to extend a big thank-you to the entire SUZOHAPP team for their continued commitment in making this ICE extremely memorable", concluded Mr. Wagemaker.

APEX Adds a Touch of VIP Class to ICE

APEX gaming extended its gaming offer with the introduction of its VIP gaming machine, Pinnacle Premium. Two brand new models were introduced at ICE, the extra-large upper monitor either with a flat screen or a curved screen



Johannes Weissengruber and Kubilay Ozer with the new Pinnacle Premium VIP slot

APEX's games selection blossomed at ICE with the new EVO 3 games platform delivering games that sprang to life on the impressive widescreens of the Pinnacle Premium. These games include the new Book of the Seven Seas, Eye of the Dragon and new Fruit Games. Each game contains new features that capitalise on incorporation of 3D technology. Alongside such advancements, the APEX gaming team has added a traditional game to its repertoire, Bingo, where the player bets on a number of balls with their choice positively affecting the win.

The Pinnacle Premium completes the Pinnacle slot machine family from APEX. There were further innovations of the renowned Pinnacle SL 27 and Pinnacle NSL 27 Pinnacle slant-tops alongside the upright Pinnacle 24. The EVO games platform is available for all Pinnacle gaming machines. APEX gaming adds a splash of bling with a gold edition of the cabinet with a gold-plated front surrounding the gaming monitors, perfectly emphasising the LED lighting of the cabinet. Another innovation allows operators to include their own company logo on the Pinnacle, for signature branding.

The automated electronic roulette solution from APEX gaming – the APEX PLAYER STATION (APS) is the terminal-based roulette solution. New to ICE this year was the APS as a complete unit – presented with the corresponding infill panels between the terminals and a high-resolution 4k display that can show the roulette statistics of up to four separate wheels. The APS has a modern, fresh design and offers four games as standard – Roulette, Sic-Bo, Baccarat and the APEX-only game Quikker.

APEX slots games can also be enjoyed on the APS, with the APS linkable to a maximum of four roulette wheels – including live wheels. Another highlight is that the APS, slots games and APEX Mobile Slots can be linked together to create maximum gaming entertainment.

The possibility to incorporate mobile gaming on the casino floor is made possible via APEX mobile slots. Players access a tablet, for example, in the casino bar or restaurant, where players can join in the action via their tablet. APEX offers the technology to stream the live roulette wheel onto the tablet as well, with money simply transferred to the tablet or paid back from the tablet to the player when using the iDROPe.

The iDROP and iDROPe are cash-handling devices today's live gaming environment, enabling croupiers to accept cash, tickets or cards in exchange for jetons. Players no longer need to visit the cash desk to exchange their cash for jetons. Players can cash out their jetons at any time to receive the value printed as a ticket or placed on their card.

The iDROP is the solution embedded within the table, the iDROPe is the side-mounted system with larger dimensions, as it contains a note stacker with a capacity of up to 2,000 notes. Both solutions give operators a complete overview of their live table gaming operation, with the danger of shrinkage completely removed from the equation. Operators are able to reduce their reliance on the cash desk, while the integrated touchscreen makes for simple operation. The iDROP connects with SAS and can sync with any casino management system (CMS), providing clear and reliable instant reports on the drop.

"APEX is about taking gaming to the next level. Each solution we offer is a premium product. We invest in creating the best. That is why the Pinnacle Premium fits so well within our product range. Feedback at ICE was excellent for all the solutions we offer. Our in-depth knowledge of operations and manufacturing puts us at an advantage that we share with our customers", explained Kubilay Özer, Global Sales Director at APEX gaming.

CashBet offers to do the 'heavy lifting'

CashBet CEO Dr. Mike Reeves was at ICE exploring opportunities for California-based CashBet, a mobile-first, real-money gaming platform provider and turnkey operator, which allows operators to legally operate without the need to be licensed



CashBet already operates on behalf of multiple brands in Europe and licenses its proprietary mobile-first platform to operators worldwide. Some of the most unique, diverse and compelling games are 'Powered By CashBet.'

"Many games developers have a dearth of content but no way of acquiring players," Dr. Reeves explained. "There are also huge barriers to entry with the cost and time of the licensing process. By incorporating CashBet's software, game developers can launch online gambling games legally without needing to be licensed. We deliver player segmentation, bonus and campaign management to enable a profitable real-money gaming operation from day one. CashBet handles all the heavy lifting from multi-jurisdictional compliance to world-class network and physical security. We're licensed by the Alderney Gambling Control Commission and the UK Gambling Commission. 2015 was a great year for us after three years of testing the platform we brought it to market last year and saw revenue growth of 700 per cent."

Dr Reeves was at the London show having agreed a licensing partnership with PlayScreen for its hit real-money gaming app, Casino Cash. Available soon in the UK App Store, players have access to 17 games, including slots, bingo, roulette, and scratch cards within the app.

John Byrne, CEO of PlayScreen, said: "In the past, the biggest platform challenge we faced was the 'black box' approach, which provided us no transparency into the marketing spend driving traffic to our mobile app. CashBet offers complete visibility as well as many more tools to make the most efficient use of our marketing spend. We are so pleased to be working with a team that really understands real-money gaming. With the CashBet platform we can now fully optimise our acquisition and retention campaigns."

Dr. Reeves added: "We're steadily increasing our market share with flagship clients, like PlayScreen. At the same time, we're also heads down developing and releasing new features for our mobile-first real-money iGaming platform."

A Potent Blend of Style and Power from Amatic

The home of MultiGame got stronger at this year's ICE. Amatic Industries introduced exciting new games, including: Billy's Game, Flying Dutchman, Fruit Box, Grand Tiger, La Gran Aventura and Vampires



The Amatic sales team: Ron Babini and Thomas Engstberger

Amatic continues to exert its leading position in the market with its multigame portfolio. The synergy between hardware and software – cabinet and games – is a combination of two very different aspects of research and development, which is where the true strength of Amatic is demonstrated. The brand new Amarox C24 upright cabinet continues the company's focus on curved designs – already implemented in the successful Performer Grand Arc (PGA) slant-top. The Amarox C24 is available with either two or three monitors.

Amatic's stylish electronic roulette's complement both Amarox and PGA. New for this year's ICE was the Go For Gold feature, in which players place the 'Go For Gold' medal as a side bet on their chosen number and can optionally secure this number throughout their play as no other player may choose this number as their Go For Gold option. Should the number come up – then the player participates in the turning of a lucky jackpot wheel. The win will be multiplied against three different multipliers;

Bronze, Silver or Gold. The Roulette Grand Jeu can be linked to the PGA and Amarox, so that players can participate on the roulette game without having to leave the slot machine.

The Grand Jeu Double – with two integrated automated roulette wheels – can be played on both the PGA or Amarox – as both wheels are shown on the same game and the player can easily bet on both at the same time.

Such an exciting ICE was the perfect time to welcome an industry veteran to the sales team. Ron Babini joined Amatic Industries on February 1, making his ICE debut for the team. He commented: "I am so pleased to be part of such a great company. After only a few days I already feel like part of the Amatic family. The reaction from visitors was overwhelming. Many operators have stated that Amatic slots are just what they are looking for. The cabinet design and the games ensure that Amatic is the perfect choice for any casino location. The opportunities abound and I am filled with positive energy."

DLV's Diamond looking to sparkle

Latvian slot manufacturer DLV was unveiling its Diamond Excel slot at this year's ICE. The slot was shown with its two 27ins. touch screens from Elo Touch and 3M, the iVizion bill acceptor from JCM, FutureLogic Gen 2 ticket printer and Alberici Hopper Kid, plus LED buttons manufactured by Gamesman.

It is the latest cabinet in the Diamond range, which also includes Diamond DW and Diamond HD.



DLV's Julia Barbakadze

These new slots were exhibited alongside Diamond Quattro, the first in DLV's range of four-level

progressive multi-games.

Also on show was the three-level progressive Lab Creatures, which features three jackpot levels; green, blue and yellow. During the bonus game, pink balls hide molecules from which one of the creatures can be created. The player can select and open any pink ball. Each selected pink ball will reveal one of three types of molecules; yellow, blue and green. The bonus game continues until the player collects 7 green, 5 blue or 3 yellow molecules, filling one of the laboratory flasks.

Review

ICE TOTALLY GAMING 2016

Betrader Takes a 360° View of Sports-betting



The 360° theme developed and highlighted at Betrader's ICE stand was designed to showcase its position as the one-stop shop provider for betting and gaming operators with Betting Solutions, Content Solutions, Live Channel, Gaming and eSports all taking centre stage

Betrader Marketing Manager Chris Wedemeier explained that huge steps forward had been made in the area of Betting Solutions over the last two years, with a coverage increase of over 50 per cent in that time.

One of the focuses at this year's show was the company's Managed Trading Services, a risk management solution completely tailored to the needs of any individual operator that allows each operator to outline its needs and outsource labour-intensive risk management tasks to the company's industry experts.

This bespoke MTS offering works in conjunction with Betrader's Live Odds service, which covers up to 20,000 matches per month. Mr. Wedemeier said: "Our Managed Trading Services can support or even undertake any or all betting operations in a quick, efficient and cost-effective manner. It comprises a full suite of operational services from providing the odds, monitoring liabilities to settling the bets. There is no one-solution-fits-all, so via MTS we offer each operator a full and broad menu of solutions that, working closely with our staff, can be fully tailored to whatever needs the operator has. They can take as few of the services as they like, or they can opt for the complete turn-key betting solution. Whatever package they decide works best for their business, we are sure that the MTS will add value."

Betrader was also presenting its content solutions for the upcoming European Championship 2016 in France, including the full Live Channel product portfolio that offers customisable live streaming solutions for online, mobile and retail sports betting offers. The Swiss company also showcased its Virtual Gaming portfolio that consists of Football, Basketball, Tennis, Horse Racing and Dog Racing, while this year's ICE was definitely a clear platform for the

company to outline its eSports solutions for the first time.

The company recently partnered with ESL, the largest tournament organiser in the eSports ecosystem. This deal has seen Sportradar secure exclusive rights to process and distribute real time match data going deep into fantasy-level detail. In addition, Sportradar's Fraud Detection System will monitor markets across 450 betting operators around the world, as well as the key skin betting sites unique to eSports to ensure ESL has the best and broadest insight into any suspicious betting patterns and behaviours around its competitions. ESL and Sportradar want to harness the growing rise of betting in eSports, while addressing the challenges that come with it, taking an active stance to ensure integrity.

Sportradar CEO Carsten Koerl said: "Esports is without a doubt the fastest growing sport globally across all measurables: prize money, fan viewership, sponsorship revenue. We are incredibly excited to form such a trustful and comprehensive partnership with the leaders in this space. They are at the vanguard of this exciting sector. By partnering with us, they have made a clear statement that they want to be the eSports innovator with the most sophisticated, most engaging and most beneficial relationship with their data and those interested in that data. We will be processing and delivering data in accordance with our industry-leading standards, ensuring that end users get the fastest, most accurate and most engaging data possible. Having said that, the sport will struggle without a clear focus and commitment towards integrity. We are embarking on some exciting times, with CS:GO, Dota 2 and other titles all coming online in the next few months and we are proud that ESL chose us as their partners for the future."

Cammegh Polished its Halo at ICE

Roulette manufacturer Cammegh was polishing its Halo at this year's ICE, celebrating its best ever month of business in January along with the launch of its new roulette wheel; Aurora Halo

The Aurora Halo is discretely fitted with a sensor system along with LED lights which combine so that the LEDs light up to chase in the wake of the ball. Andrew Cammegh, Sales Director at Cammegh, said: "It's a simple yet spectacular innovation and one that has attracted plenty of operator interest. The product development we've been doing behind the scenes is really exciting with a roadmap of new projects already drawn out for the coming year."

The fruits of the last few years R&D are now in full bloom. "Spread Bet Roulette has proved very popular in the UK, where it is with several groups including Aspers, and its sister group Aspinalls, who have it on every live table in Mayfair. We have it in casinos as diverse as The Golden Horseshoe in London to Tsogo Sun's Monte Casino in South Africa. It's actually been very popular in South Africa and also India. Players like the mini-jackpots, whilst casinos like the increased house edge."

Also new for the show were the latest 23ins. Billboard displays that are available in an ultra-

slim design and feature customisable RGB LED strips. These include the Trend Box that displays any trends in the pit or on neighbouring tables.

There was also a collection of 27ins. and 32ins. single and double sided Billboard displays to accompany Cammegh's Eyeball camera technology and its side bets Double Shot and Lucky Symbols. These complemented its range of roulette wheels made up of Aurora, Mercury 360, Crystal Wheel, Slingshot 2 and Connoisseur.

The orders have been flying in for Cammegh so much so that it recorded its best ever month in January 2016.

"We've been working on projects near and far with some big projects in Russia, India and the United States. We've made huge strides in Las Vegas where we now supply a number of MGM Resorts properties including Aria, Bellagio, MGM Grand Las Vegas, New York New York, Monte Carlo and The Mirage. We've just got our licence to sell into Michigan where we're hoping



Richard and Andrew Cammegh with a customised Union Jack roulette wheel

to work with MGM Detroit, and we're working towards our licence for Maryland. South Africa has generated plenty of interest and orders have come in from Australia and across Asia where we've recently worked with Resorts World in Sentosa in Singapore and Genting Highlands in Malaysia."



ELO's Jason Krause and Mike Sigona showing the 90-series

ELO's 90-Series Open Frame is set to Revolutionise Slot Development

Touchscreen pioneer ELO promises a revolution in the gaming industry with the launch of its next-generation 90-Series Open Frame Touch monitors and displays

Mike Sigona, Regional Manager at ELO, said: "We firmly believe that what we're launching at this show will revolutionise the gaming industry more than any other product seen at this show. We've listened to the gaming industry, who has said that whilst our touch screens are the best, they are also the most expensive. We've invested more money in this project than any before it and as a result we're refreshing our entire line for the first time in our history. We're launching 12 models, featuring true-flat glass-to-edge surfaces and beveled options, in 10 sizes, from 10" to 27" giving 40 variations. The

fact that we're not just doing this for one style of unit, but every style of unit, means that this is also a major cost reduction exercise. We're looking to pass on that saving and address the second part of the industry feedback relating to cost. Now we're the world's best with cost savings that are extremely competitive. These monitors will revolutionise how slot machines are built."

The new monitors also address demands from gaming customers looking for affordable projected capacitive touch technology (PCAP)

platforms, to ensure better screen durability and performance. Designed with Elo's innovative 2-glass (2GS) PCAP solution, the 90-Series brings a new level of rugged, more sensitive, multi-touch monitors for enhanced player experiences, while casino operators can boost revenue-per-visitor numbers by attracting players with new design possibilities.

For those not ready to move to its state-of-the-art PCAP technology, Elo still offers designers IntelliTouch Zero-Bezel (iTouch), its innovative true flat glass-to-edge surface acoustic wave (SAW) solution, IntelliTouch (SAW), and AccuTouch resistive options. Existing customers looking to reduce costs can rely on the 90-Series to deliver a full product line of refreshed units, all designed to be mechanically standardised and backwards compatible to allow for drop in replacements of existing models. The common design, electronics and port layout of the touchmonitors allow for easy transition between sizes. All models are made from professional, commercial-grade components specifically designed to extend product life and suit any upright, tabletop or bartop application.

At the heart of the technology is 2GS PCAP which comprises two layers of glass without any plastic film for optimal image quality and long-term stability. As film PCAP comes with an increased risk of delamination and loss of sensitivity due to the expansion and contraction of plastic, and can yellow when exposed over time to the heat and humidity found in many gaming jurisdictions. However, by using two layers of glass, Elo's 90-Series will provide a more suitable and resistant option for varied uses and environments.

Jason Krause, Senior Product Manager at ELO said: "With our touchscreen design and manufacturing expertise, we've been able to bring the broadest offerings of touchmonitors to gaming and kiosk applications and using the highest quality PCAP technology at an affordable price-point the industry will appreciate. We're seeing increased demand for this technology, especially in gaming and kiosk applications where the lure of attracting younger, more tech savvy users has kept it on the wish list of many. We're providing customers with platforms to offer better interactive experiences and enhance engagement."

Until now, the gaming industry has relied on the same touchscreen technology for 30 years -- Surface Acoustic Wave (SAW) and traditional Surface Capacitive. Scaling PCAP to mainstream machines with screen sizes of 22 to 27-inches has traditionally priced out most slot developers. But as the industry evolves, Elo's 90-Series monitors will put the sought-after, high-grade 2GS PCAP within reach at a more affordable price. By upgrading, cabinet makers can benefit from modern true flat design possibilities and game designers can implement touch gestures and up to 10 simultaneous touches expected by younger players, both enhancing players' gaming experiences, without increasing costs.

The Elo Touch Solution's 90-Series touchmonitors will be available from May 2016, with drawings, samples and pricing available much sooner.

GSA lights the path forward for industry

The Gaming Standards Association was showing the path forward for technology and standards at this year's ICE.

GSA President Peter DeRaedt said: "This is a turning point in the gaming industry's history. We have a choice: utilise technology to advance the industry or let it overwhelm us. At GSA, we are encouraged about gaming's future, and stand ready to help the industry find the path forward.

"As an organisation, we want to further understand the European gaming industry's desire and support for holding regional meetings, thereby allowing these European



Ethan Tower, GSA's Protocol Director

companies to more actively participate in the identification, definition and development of gaming standards that serve our industry."



Ainsworth Brings 'A Reel Deal' to ICE 2016

The emphasis at this year's ICE was Ainsworth's A560SL cabinet. The A560SL is exclusively designed for a highly entertaining game range that has delighted players across Europe

The A560SL features a striking 32ins. high definition display, 19ins. LCD topper option for jackpot promotion, unique attract lighting stylized to each game, premium sound experience and breathtaking animations.

The highly successful and popular Sweet Zone brand was on display including player favorites Rumble Rumble, Jumbo Wilds and the debut of the brand new Sweet Zone title Grand Lions.

Another highly anticipated brand was Double Sweet Zone. Launching with three entertaining Order of the Dragon titles, Double Sweet Zone offers players the option to play the original 'Sweet Zone' for 50 credits or the 'Double Sweet Zone' for 50 credits plus 50 credit ante-bet. The 50 credit ante-bet for the 'Double Sweet Zone' buys a 5, 4, 3, 4, 5 game array and double 'red' sweet zones on reels 2 and 4.

Players' excitement levels were elevated to new heights with the debut of Sky High Stacks. This entertaining series of games contain a free games feature with an expanded 9 x 5 game array, increased wild multipliers and all symbols are stacked during the feature.

Many other highly entertaining A560SL products were notably featured at ICE 2016 including the recently released Firestorm, 5 Mega 7's - Fruit and Quad Shot titles Gold Zone, Golden Lion and Mighty Panther will also be introduced on the A560SL cabinet.

Ainsworth released a solid and exciting line up of themes for the core GamePlus library including new titles in the Play 100 Lines/Play 50 Lines/Play 40 Lines, Double Hit, High Denom and Quad Shot products. Attendees also had a chance to view new brands - Thunder Hits, Ultimate Choice, Ultimate Gold and the new link progressive Thunder Wilds.

Ainsworth revealed their vast range of phenomenal Multi-Game packages: Multi Win 6 - Multi Win 15 which includes an exciting array of games from Ainsworth's spectacular GamePlus collection.

Comtrade Launches New Version of iCore

Comtrade Gaming's eighth showing at ICE saw the Slovenian systems company launching a new version of iCore, its Enterprise Gaming Platform.



Comtrade's Sara Rotter

iCore version 2.0 is a major upgrade which includes three years of improvements from existing clients that have differentiated their offering through iCore's open innovation approach. The main focus of the new version has been on player engagement, as well as mobile channel and sportsbook support.

Marketing Manager Sara Rotter explained that whilst the gamification concepts were already introduced last year when 'Universal Free Spins' were released, they were now a part of a bigger Award Games suite, an extension of the iCore innovative Bonusing system.

"This is iCore's first major improvement since it was released three years ago," she said. "We've made it more suitable for websites with a lot of traffic and have added the Award Games Suite which allows operators to reward players with bonuses via attractive games, such as dice throwing and free spins, instead of the traditional 'deposit match' bonuses. Players are immediately rewarded during mobile or desktop game play increasing customer loyalty."

With 2.0 version, mobile became the prevailing channel, which means that new features are initiated on mobile first and later replicated to other channels as e13.

As a generic open platform, iCore is integrated to leading 3rd party content providers. Central bonusing and other value-added features of iCore depend on the quality of these integrations, and within 2.0 Comtrade brought the support for sports betting systems one level higher. While adding a lot of player engagement features that run in real time, a great deal of effort has been additionally spent on system performance optimisations to make sure that iCore's enterprise level performance has not been compromised and is suitable for most traffic intense sites.

Combining the gCore, the platform that allows quick game development and the WebGL and

HTML5 technology, Comtrade Gaming can engage players through bonusing games, such as dice throwing and free spins.

On the land-based side, their sCore is connecting the EGM terminals to a central server, from where they can be monitored and configured in real time. This year a new and improved auditor and player tracking app will be shown.

Comtrade has teamed up with names such as Virtual games specialist Kiron Interactive who recently signed a deal to offer its full suite of games. Using its recently launched Betman Online RGS solution, Kiron has made its portfolio available to Comtrade's sports betting and casino clients on an omni-channel basis via their iCore gaming platform. Comtrade has also tied in with Ainsworth and Amatic.

Sara Rotter highlighted two case studies that perfectly exemplify Comtrade's work. The company has long been associated with the Austrian government where it connects every machine in Austria to the Austrian federal Computing Centre. Last summer, its sCore G2S engine successfully upgraded WinWin's gaming machines, which had been running live in Austria since the start of 2015. WinWin is part of the Casinos Austria Group and currently operates 14 outlets with 641 terminals. Comtrade Gaming's sCore technology enabled WinWin to meet Austrian legislation requirements, where the operator's gaming machines have to communicate with the federal system via the Gaming Standards Association's G2S protocol. Comtrade now connects over 15,000 electronic gaming machines and video lottery terminals in Austria's casino and street venues.

On the online side, it has completed some impressive work with Genting Alderney, a UK online casino operator. Comtrade Gaming's iCore Enterprise Gaming Platform immediately allowed Genting a multi supplier, multichannel offering all via a seamless central wallet.

Casino Technology to Outpace Arch Rivals

Following the stampede of Casino Technology's Big 5 at last year's ICE, the Bulgarian slot stylist was relying on the elegance of the Arch to wow the slot purchasers at this year's exhibition

Arch is the latest evolution of the industry's first curved, full HD slot machine introduced by Casino Technology three years ago. Lyubomira Petrova, PR Specialist for Casino Technology, said: "The visionary idea to offer an immersive gaming experience via a curved full HD display was first introduced by Casino Technology back at ICE in 2013. It has now been developed into this brilliant, first of a kind Arch slot machine featuring a 42ins. horizontal, curved, gaming LED display. It comes with the latest collection of multi-games from the Gamopolis series which has been atop performer at many European, African and South American markets for more than 18 months now. It generated plenty of interest with many operators committing to installations at this show."

Arch was also the engine for the Hot Rod slot machine where the slot is built into an authentic red vintage car to bring North America's passion for 'hot-rodding' to the gaming floor. Released to its target market at G2e Las Vegas the slot car was turning plenty of heads in London too.

ICE also saw the launch of Speedway, a collection of games that has been added to the

multi-game series Gamopolis. Presented on the Aurora Upright Slot Machine on Casino Technology's newest platform Armstrong, it boasts HD graphics and enhanced gameplay that Casino Technology affects the 'key performance indicators by at least 25 per cent growth.'

The Speedway series is offered in version 70 and 71 both of which feature 40 unique titles and the copyrighted Easy find navigation tool, adopted for all of the recently released multi-game series.

In terms of interactive, Casino Technology was demonstrating how its Big 5 range of systems could be used across multiple channels. At this year's show it was adding to the existing components of Rhino, the group's casino management system, works in conjunction with Buffalo, the universal jackpot system, linking to Leopard, the group's online gaming platform, and Elephant, its remote game server as well as Lion, the money management system

Lyubomira Petrova explained: "The new add-on to the cutting-edge system architecture and



functionality showcased at ICE 2016 was the wide library of mobile and remote gaming content adapted to various online platforms. These utilise the latest HTML 5 software technology ensuring realistic gameplay emotions like graphics, speed, convenience, choice and intuitive navigation available for various range of hand-held and mobile devices."

Casino Technology was recently approved as one of the four vendors delivering video slot games to licensed online gaming operators in Spain.

DRGT enjoys its best ICE show ever (again)

Expansion into live table games; drInteractive places sports betting right into the slot machine and sparks flurry of ICE enquiries

New innovations were promised by DRGT at the ICE – and were delivered with overwhelming success. Operators can now choose between three versions of drScreen – the standard drScreen via the game screen, the 6.2" drScreenMini or the brand new drScreenMicro version on a 3.2" LCD touchscreen display.

DRGT's drInteractive technology enables a player to play on his or her favourite slot machine directly at their chosen gaming location. It is just as though the player is sitting right in front of the gaming machine – playing their gaming machine in the chosen location and no other.

drInteractive enables sports betting to be linked into the slot machine. Together with drScreen, the player can make use of both monitors and the player tracking screen – for example, the upper monitor to continue playing the slot, the lower monitor to place the sports bet and the player tracking screen to watch the match. Players have the possibility to choose how to continue monitoring the game / sports bet.



DRGT has expanded into the development and marketing of table games, with three games on display at the ICE. The key element in these new innovations is that the basic table game – such as Black Jack and Roulette – does not change. These are additions to the standard table game – that can be played as a side bet or not played at all. Blackjack II's makes use of the drSensor technology. The player chooses whether to play Blackjack II's by placing a chip on his drSensor. A player wins if the first two games come to the value of eleven.

The second card-based game is called MatchMaker. Again based on Black Jack, the player can place a side bet to participate. The display shows a virtual deck of games and upon the game then a virtual card is display. The player has the possibility then to have three games of the triple – so the pair from the real cards and the virtual card on top. The odds range from 2 TO 1 (mixed colour pair) to

1000 TO 1 (perfect trip – three Kings all of the same suit).

Both Blackjack II's and MatchMaker can be linked to a Mystery Progressive – that can be a local-area or wide-area progressive. In this way, the operator can link these games on all his tables in different locations – so increasing the game input and the value of the mystery jackpot. This is triggered at complete random – the drSensors each light up quickly one after each other, slowing down until the lucky winner is found.

The third new table game from DRGT is called Roul8. A dice game is added to the standard Roulette game. Indeed the three dice each have one 8 on them. Once the wheel is set in motion, the dice are automatically shaken. Getting one '8' multiplies the bet by 8, two '8's' multiplies the bet by 88 and all three '8's' multiplies it by 888.

Mr. Jorgen De Munck, CEO and co-founder of DRGT, explained the expansion of DRGT into table games as follows, "We began our systems focus on linking the slots. Our severless technology offers great advantages over server-based systems. Having expanded our connectivity to live tables, we put together our significant operator and manufacturer knowledge in making the standard live games more exciting by the possibility of placing side bets. The drSensor is key to the success. The initial feedback from the G2E Las Vegas last year was so overwhelming that we decided very quickly to expand this division and develop new table games."

Review

ICE TOTALLY GAMING 2016

Alderney Armed and Ready for Online

Alderney transmits more internet eGambling traffic than any other location on the globe and is in fact much larger than the combined activity of its three European offshore rivals



Susan O'Leary and Hannah Colley at ICE

Alderney had just four licensees in 2004, but has since grown to have over 100 licensees and certificate holders, many holding multiple licences. It has more online regulatory agreements in place than any other jurisdiction in the world with many more coming to imminent fruition. This work will reap significant benefits as the industry seeks ways to pool player liquidity and introduce other features such as cross-border jackpots etc

But the main thrust of Alderney's eGambling industry revolves around platform operators who provide services to either their own B2C businesses or to third parties. Susan O'Leary, Alderney's Director of eCommerce, said: "During the past four years this activity has driven the growth in Alderney and we host most of the major operators and service providers from Europe and the UK as well as US operators looking to service their international clients."

"There are five main reasons why Alderney is one of the largest jurisdictions in the world and why eGambling licensees benefit by making that all important move," she added. "Firstly, we help operators access the most important markets, secondly we build strong inter-regulatory relationships that help operators. Thirdly, we have a transparent low tax system. Fourthly, we provide an unrestricted, resilient and secure technical environment and finally, we promise a great place to live and work."

Alderney has always been a very cost-effective base for eGambling operations but Alderney has strengthened that further by introducing changes to its fees structure. "We have reduced the cost of Category 1 (B2C) and 2 licences (B2B) for start-up and new operators moving to the jurisdiction from £35,000 to £17,500 for the first 12 months. We recognised that our unique fee-based system, rather than a 'tax and duty' system, provides real benefit for established operators but could be improved for new businesses moving to Alderney," said O'Leary.

EGT Celebrates Best Ever Year

The ripple effect of mergers and acquisitions at the top end of the casino slot manufacturing sector has brought ample opportunity over the last year for medium sized slot manufacturers to compete for slot share



EGT's Radostina Ganeva with the company's Super premier range of slots

Bulgarian-based Euro Games Technology has profited as much as anyone, recording its best ever year in 2015 with global sales up a staggering 70 per cent and the company doubling its manufacturing capacity.

The celebratory feeling could be felt at ICE where a series of performances and shows brought a Saturday night feel to the stand. Shows included Brazilian and Cuban dances, a Moulin Rouge show, acrobats and a magician, complete with a laser and a levitation act. "We've had our best ever year," said Radostina Ganeva, Marketing Manager for EGT. "We wanted to celebrate this and show our new games in an atmosphere of a busy, vibrant casino."

It has been quite a year for EGT. The company sold over 12,300 gaming stations, 10,000 of which were new and 2,300 of which were refurbished from the rental services. The awards flew in too for its slot cabinet P-24/24 Up and the touch screen roulette table from its the Luxury series. New markets penetrated for the first time in 2015 included Italy, Spain, Portugal, Malta, Gibraltar, Slovakia and Montenegro in Europe. In Africa EGT entered Djibouti, Sierra Leone and Malawi. The group opened new offices in Spain and Belarus and started a successful partnership in Slovakia.

The facility of the company in Tanzania was set into motion to serve the needs of the local gaming market. In Latin America, EGT increased its market share in Panama, Suriname, Aruba, Dominican Republic, Curacao and St. Maarten, having delivered over 650 machines of its P-24/24 Up and P-24/24 St Slim slot cabinets, and Egypt Quest and Cat 4 Cash jackpot systems. Egypt Quest jackpot system also blew away local slot players in North America with Florida installations including the Isle Casino Racing Pompano Park, Magic City Casino, Mardi Gras Casino and Seminole Coconut Creek Casino. In California, the Hard Rock Rocksino Northfield Park in Ohio, the Margaretville Resort Casino in Louisiana and the Gold Strike Casino Resort in Mississippi all installed Egypt Quest.

Perhaps the icing on the cake though was the

company's debut in Monte Carlo. "We are proud of all our installs," said Radostina Ganeva. "But yes, our installs in Monte Carlo have certainly generated a lot of interest. Today, EGT has grown into a world-famous company. Our Premier slot cabinets are installed everywhere, as is Egypt Quest, which has proven to be our most successful jackpot system in a lot of markets. SBM Monaco has already said it wants to install more products from us in the future."

The company is certainly benefitting from its investment into R&D. New at this show, and perfectly demonstrating the levels at which EGT is now pitching itself, were the P-42V St and P-42V Up cabinets, the first curved models manufactured by EGT. Their 42-inch portrait-oriented monitor with integrated touch screen housed the 4 Happy Hits jackpot system that includes a symbol driven progressive and a mystery 4-level jackpots.

The P-27/2x42H St Curved slot model of EGT has been designed to appeal to the player who demands a VIP slot experience.

Radostina Ganeva said: "With two 42ins. landscape curved monitors, a 27ins. widescreen main touch screen display and an adjustable chair with integrated sound system and controls, this product brings the luxury and players' comfort to a next level."

The Collection Series of multi-games have been widened to include 48 titles each. Also generating plenty of interest at the show were the new Luxury Touch Table Lucky Circle Cash and the Premier R12 automated roulette demonstrating the high-end development EGT is bringing to the multiplayer sector.

Stanislav Stanev, Sales and Marketing Director for EGT, added: "Our guests were mainly from European countries, but we had also casino operators from Africa, Asia, South America and the Caribbean. They all commented how stunning the booth and the products look. We got so much positive feedback for our debuting models and games. I'm sure that the event will have a long-term impact."

Crown Technologies seal deal with BGT at ICE for SlimChange

Crown Technologies cooperated with sports betting technology provider BGT, with the Crown SlimChange Sports Betting making its debut at ICE



Dr. Frank Vietze, Head of Development at Crown Technologies, Michael Mikesch, Chief Commercial Officer at BGT and Crown Managing Director Heiko Busse

Crown Technologies, part of the Novomatic Group of Companies, seized the opportunity to cooperate with Austrian Sports Betting software provider, BGT – Best Gaming Technology at the ICE show in London.

Crown has, together with BGT, further developed its existing SlimChange cash recycling unit to bring it in line with the retail sports betting environment.

The compact, yet efficient changer attracts users with a variety of functions, such as paying out of settled bet tickets, purchase of value tickets, deposit into and withdrawal from customer account via customer card, balance-display and money change function. Operators receive the service from a single source, from the paying in at the beginning of a session, right up to the ticket and payout management.

Heiko Busse, Managing Director of Crown Technologies explained the cooperation between the two companies: "The Crown SlimChange with its enhanced features is already successfully field-tested in the casino-area.

"By cooperating with the market leader BGT we like to give the sports betting operators an insight into the advantages of the changer and to develop further customer segments. Thus we developed the SlimChange Sports Betting, a machine ideally suited for the BGT retail platforms."

Best Game Technology Managing Director, Dr Armin Sageder, further commented on the agreement with Crown Technologies: "The Crown SlimChange Sports Betting provides opportunities which will perfectly complement our BGT customer card. At BGT we pride ourselves on our seamless omni channel experience, therefore we place our trust in experienced producers like Crown whose high quality hardware suits our very high standards."

Smartgames makes smart move with 'live' poker machine

Russian entity Smartgames Holdings could be on the verge of a breakthrough poker product for the UK casino market with a poker machine that is actually classed as a live game

Smartgames is a company that flourished in the Russian slot market prior to its 2009 closure and who has since then concentrated on providing the software for the Russian state lottery.

It could well have found a niche for itself in the British casino market as well as the Native American Tribal gaming market. In charge of Business Development, Eddie Ford, is helping to ease Smartgames into both jurisdictions.

Mr Ford explained: "Poker as content has struggled in the UK compared to other international markets due to the restrictions on numbers of slot machines allowed onto British gaming floors. The traditional poker machine is classed as a slot machine and with the vast majority of British casinos restricted to the 20 machines outlined under the 1968 gaming Act, therefore operators have preferred to operate slots. However, this machines compliance circumnavigates those restrictions by being classed by British legislation as a live game."

Crucial to the game's legal standing, is the way the result is delivered. Mr Ford added: "The result is based on the outcome of 52 physical lottery balls. It is currently by legal opinion deemed compliant as an Automated Machine, thus similar in category to "Automated Roulette", however the difference in play is that the player activates the Random Number Generator by pressing play. Each of the 52 balls equates to a playing card being dealt from the deck, meaning



Aleksander Bazdarev, Konstantin Ter-martirosyan and Edwin Ford of Smartgames pictured at ICE

any variant of one-deck Casino approved card games can be played. We are continuing the machines development with input from the British casino operators and with further advisement to assure its continued compliance with the Act as recognised by the British Gambling Commission. Of course it has yet to be tested in a customer facing environment, but we are confident that the game will go live in the UK in the second or third quarters of the year."

In terms of the US Native Indian market, Mr Ford said the machine is the purest version of a Class II game around. "It is impossible to get any more video lottery than a video game that sees its results delivered by the outcome of a live lottery," he explained.

"The lottery draw takes place right in front of the player. We will be presenting the concept at NIGA in Phoenix in March, where, if we get the same market response as we have at ICE, we will be delighted. This is a product that the UK has wanted for years and we feel that North America will feel the same."

The current Gravity of Gold game is just the start of the product's life. "This is very much a prototype," Mr Ford added. "We see future development outside of the variety of one deck Poker games and hope to develop and introduce carousels offering more content such as Blackjack and Baccarat, all using multiple versions of the same RNG."

Axiomtek showing its foursight at ICE 2016

Axiomtek Gaming was in London to launch its AGPI00-130, capable of running up to four of AMD's latest x86 64-bit Excavator CPU cores along with AMD Radeon graphics

This new platform drives two DisplayPort 1.2 with up to 4K resolutions while having one DVI-D output for 1080p game content. Moreover, the AGPI00-130 is fully-featured with eight USB ports, up to seven COM ports, power by DC +12V, Audio Amplifier, and 32 Digital Input and Outputs. In addition, AGPI00-130 comes with Axiomtek Gaming's proprietary security functions verified by GLI



called TrustedBoot and TrustedData. Both are technology modules verified to match technical standards required by worldwide jurisdictions to enhance security features, speed up game development, and adapt to EGM's for time to market requirements leading to higher profitability.

The modules are found across other Axiomtek Gaming's gaming products adapted for Windows and Linux environments. It is an ideal product for VLT and casino EGM's.

Preview

ICT TOTALLY GAMING 2016

Should We Stop Talking and Thinking About Channels?

OpenBet's Head of Marketing, Olivia Gillibrand, explained at ICE 2016 why product is at the heart of any strong omni-channel offering

Once again omni-channel was a buzzword at this year's ICE.

But the question of how to push forward the area and provide a better experience across all channels is now the focus for us at OpenBet.

We understand that product must be at the heart of any truly omni-channel solution. It is not enough to talk about abstract concepts which involve linking online with retail. There needs to be an engaging offer to back it up.

Omni comes from 'omnis' meaning 'all' and if we are truly talking omni-channel we need to assume it means all channels as a matter of course. UNIFY provides the link between the channels, so if we assume we mean all channels, it's now time to start really talking about products. It is the products that the player engages with, not the channel.

With Cheltenham and the National fast approaching, we put horse racing at the forefront at ICE. A bet on the National is many punter's primary interaction with a bookmaker each year, so we have to make sure that experience is a flawless one, regardless of where it takes place. It is vital our omni-channel offering delivers increased customer satisfaction.

At last year's Cheltenham Festival, a record 63% of bets were placed via mobile devices. That number will likely rise again this year, so it is important to offer customers engaging products solutions which allow them to participate via whichever channel they prefer to bet and play. It is also important to remind ourselves at this point that omni-channel doesn't mean one size fits all, it is about the right product for the right person at the right time.

At ICE we launched an in-venue companion app, which mirrors the popular "click and collect" principle, which has proved so popular and enduring in the retail sector.

The app means that for the first time betslips can be compiled and saved on a mobile device and then scanned at the till, allowing in-venue cash players to enjoy the convenience and benefits of an online account but allowing them to pay in cash or at a venue they know and trust.

We have already built a comprehensive omni-



channel infrastructure upon which new products such as this can sit. In this case, the app will link up with our UNIFY solution which lets players pay for their bet using their online account.

The days of channel-specific development are numbered, and it would not surprise me to see the most successful products of the future built from the bottom up with omni-channel in mind.

And it is not just all about devices, this year we are seeing a revised focus on in-venue. Operators with large estates are always looking for ways to extract more value from their complete offering. There are plenty of ways online can breathe new life into retail.

Retail cash-out, which launched in the second half of 2015 with Coral, has proven to be a great success. Promote, our in-venue content management solution, will come into its own during the Euros providing an almost cinematic in-venue experience for customers to enjoy the beautiful game – perfect for driving footfall and increasing time spent in store.

For OpenBet, the consumer is at the heart of our product development with a focus on player understanding and engagement designed to deliver our omni-channel vision. For us it is not just a buzzword or ICE campaign but central to our strategy for growth.

Rio Ferdinand helps launch StakeLogic's Football Gladiators

StakeLogic, the 3D slot development studio of Novomatic's iGaming division Greentube, drew in the crowds at ICE with the launch of Football Gladiators, a game starring former Manchester United footballer Rio Ferdinand, who was on hand to oversee its launch

Launched simultaneously for desktop, mobile and land-based, Football Gladiators is a 3D, animated 25-line, 5x3 reel video slot that combines the ancient sport of gladiator fighting with modern football that allows players to choose their favourite footballers to fight against beasts in the Colosseum, race against The Dark Knight on the chariot race track, plus much more in this new game.

Starring alongside Rio Ferdinand, pumped up and in gladiator gear, were Dutch footballer Robin van Persie, Germany's Toni Kroos and Italian soccer star, Pirlo.

"The number of visitors and the huge positive response exceeded our expectations by far," said StakeLogic CEO Ruben Visse. "This will



form the basis for the further growth of our organization and gives a boost to the creativity and innovation in our team.

"Obviously Football Gladiators generated the most attention but we are also launching another 16 games, some using our core 3D technology but others using our revolutionary Slots 360° technology and advanced MOBi mobile gaming platform, which help us to differentiate the games from the competition," said Mr. Visse.

BetConstruct Declares Open Season at ICE as Spring Gives Way to the Garden of Freedom

Spring, the platform launched at last year's ICE, was in full bloom on the lush and foliage-friendly BetConstruct stand, where the Garden of Freedom theme was hiding an industry first amongst its hedges, trees and general shrubbery

The freedom theme was reflecting the huge news that the core of BetConstruct's Spring Platform would be released as open source in 2016 as part of the aptly named 'open source initiative'.

"Opening the core of our Spring platform and allowing our partners to build on it is a first in the betting industry," said BetConstruct's Paul Davison. "We have always taken a very collaborative approach in terms of building websites with our partners and now we're doing the same with our platform. With open source access to the code, our partners will be able to take the core and add elements of their own to differentiate their offering and build a unique player experience. This greater degree of freedom and flexibility is something the industry wanted and something we're delighted to offer. In essence we will create a community platform for gaming developers and allow them to implement their own ideas and experiences."

The company is also making Spring Platform's Swarm API public on a dedicated API gateway, designed for developers worldwide. As part of the open source initiative BetConstruct will release fully commented and documented source code to allow developers to modify and extend the code base. Additionally,

Via this initiative, BetConstruct will allow operators to build their own unique capabilities that can differentiate them in the marketplace, and provide development efficiency and scalability through the use of community code and the ability to employ third party systems integrators.

"All interface code needed to connect the Gaming Management System with other gaming products will be made open source. This means that by using these open platforms, developers can build their own software-as-a-service application and connect to BetConstruct's infrastructure. We will also set-up an online community where developers share ideas and ask each other questions," said Mr. Davison.

The success of Spring has even surpassed BetConstruct's expectations. It provides a single gaming management environment that supports multiple products. This environment carries out a range of management functions covering player management, accounts, payment systems, back office users, permissions, currencies, languages, main reports and business performance.

The margin and limits management tools, alongside the liabilities views, provide our partners with greater transparency and increased capabilities to grow their business.

Partners have greater freedom to choose which sports, competitions and markets they offer to players as well as the ability to affect the competitiveness of their odds. They can also set



Paul Davison and Anna Gyulkhasyan

the display order, bet limits, differentiate between pre-match and live.

Within BetConstruct's Sportsbook, were new capabilities such as a new Asian view and the incorporation of eFootball and eBasketball into the live completions offered. These new competitions contribute to the total of 26,000 live matches available a month to both Sportsbook and Odds Feed partners.

To enhance the level of engagement experienced by players, BetConstruct was showing its live sports video streaming service incorporating 2,500 exclusive matches as well as additional 2,000 eSports matches each month. This service

BETCADE RELEASES INITIAL APP STORE DESIGNS AT ICE 2016

Betcade, the first app store for gambling on Android, has released initial designs for the store in collaboration with Fantasy, one of the world's leading UX design agencies. The Betcade team revealed the designs for the first time at ICE.

Betcade will launch the first and only app store for gambling apps on Android in 2016, providing casino operators with a unified, branded destination for gaming app distribution and management, and players with a trusted source for gaming app discovery and downloads.

Once players install Betcade, they can easily download unlimited apps on their devices, and updates and management are seamless.

The store will also feature in-app deposits to reduce

is also available with an optional live event data service allowing bookmakers to provide fast and accurate odds to their players.

To complement its Sports betting offerings BetConstruct exhibited a broad casino offering featuring slots and RNG games from the leading names in the gaming industry including NetEnt, Microgaming and BetSoft to name but a few. Additionally, BetConstruct's live dealer casino offering has been expanded to include Russian Poker, the first time this game has been offered in any live dealer casino offering.

For companies wishing to enter the online betting and gaming market quickly and at a low initial price point, BetConstruct offers a comprehensive white label offering. This offer not only includes access to Sportsbook and other product verticals, but also the option to be licensed in a number of jurisdictions. Additionally all partners are provided access to a comprehensive services offering provided free to all partner operators. These award-winning services include account management, player support for the players of our partners, book making and risk management.

The company was also outlining a recent deal with Lottotech.

The strategic partnership is seen as a win-win game for both parties. Lottotech has provided BetConstruct with a tailored online lottery solution including access to a wide variety of famous lotteries from around the world, advanced back office, and exclusive features to maximize the cross-selling capability of their current offerings.

"The online lottery vertical shows enormous potential. We chose Lottotech as our lottery platform provider because they were able to offer an easy-to-integrate, scalable and reliable solution with the level of flexibility to perfectly match our requirements and goals," explained BetConstruct CEO Vahe Baloularian.

consumer friction and provide a better user experience while simultaneously improving operator KPIs.

Streamlined, modern, and inviting, Betcade's friendly and easy to navigate design will make it easy for players to find what they're looking for. Betcade will deliver a familiar app store experience where players browse categories or search for apps, and view a consistent set of information and reviews for every app. The store will also feature rankings, editorial picks, and promotional spots. Additionally, players can opt to have selections targeted to them based on their interests and behaviors.

"We selected Fantasy because a world class UX design is vital to delivering a best-in-class entertainment experience and an important step in our mission of creating a thriving and profitable ecosystem specifically created for Android players and where operators can succeed," said David Chang, CEO of Betcade.



Reports

EMEA - THE NETHERLANDS

Reflecting on future market opportunity

From past to present, G3 explores the shifting nature of The Netherlands' journey towards legislation of its online gaming sector



It has been a long road for online gaming regulation in the Netherlands and with a surprise announcement earlier this year that the government now seeks to change the proposed tax rate it is unclear just how successful Holland's new gaming act will be if it is eventually approved. All the same the market is a potentially lucrative one with Dutch gamblers spending an estimated €450m to €500m a year on offshore internet gambling sites. This is despite the fact that games of chance or promoting games of chance without a licence is prohibited according to The Dutch Gaming Act of 1964.

While the 1964 act has been amended since its introduction all forms of gambling are still illegal, unless specifically authorised by the state. This has not stopped local operators from having an online presence or offshore operators from offering their services locally even though the only types of licence available are those laid out and expressly stated in the Gaming Act. The current law lists the specific games for which a licence can be granted and this naturally does not include online gaming.

However, there has been a distinct shift in

policy when it comes to online gaming since 2009 with pressure coming from both the European Court of Justice and from within Dutch institutions. In September 2009, the Dutch government announced that it was going to establish an advisory committee to investigate the best way for it to regulate online gaming in the context of EU law. Before then the government was strongly opposed to online gaming. The government's argument for the online gambling ban was that it would help curb gambling addiction in the nation. However, just as the Dutch government was pursuing online operators in the courts it was actively increasing spending on advertising gambling run by the state.

This was an increasingly hard stance to defend and the EU has been instrumental in the shift in Dutch policy towards liberalising the market. This was after the Dutch sports betting market was investigated by the EC after a number of eGaming companies complained about Netherlands' rules when it came to online gaming. Initially the government refused to bow to pressure from the European Court of Justice and defended its online gambling policies to the

European Union's highest court while Dutch courts argued that the gaming act was compatible with European legislation.

However, Ladbrokes, Betfair and the UK government all made formal complaints about Holland's gaming laws. In August 2009, the UK government wrote to the Dutch government to protest against plans to pressure banks to refuse online gambling deposits after the government asked banks to stop accepting payments to online casinos.

This was after the decision by the Dutch Ministry of Justice to make it illegal for banks and credit card companies to facilitate Dutch citizens gambling on foreign gaming sites and the emergence of a 'blacklist' of websites that banks were asked not to transact with.

Ladbrokes was also involved in a seven year long dispute with sports betting monopoly holder DeLotto over the compatibility of Dutch gambling legislation with EU law. Only DeLotto has a license to organise sport betting in Holland and DeLotto organises a limited number of sports bets mostly revolving around football. DeLotto had asked a Dutch court to stop residents from using British bookmaker





Ladbrokes' online gambling operation as it was not licensed in the Netherlands.

A Ladbrokes appeal to the Dutch Supreme Court was passed to the European Court of Justice in 2010. However, the Court ruled that while Dutch gaming legislation was technically a restriction on EU rules guaranteeing freedom of movement and freedom to provide services a restriction was justified. This was because there was no harmonisation when it came to regulation of the online gaming industry in the EU and as a result it was up to national

authorities to decide on measures to provide adequate safeguards to their citizens.

The court in its ruling summarised that: "Such a restriction may be justified, in particular, by the objectives of consumer protection and the prevention of both fraud and incitement to squander money on gambling, as well as the need to preserve public order." The court cited the same rationale for a case with its ongoing dispute with Betfair which had also been in a legal long running battle with the Ministry of Justice over the same issue.

Betfair argued that under the principles of the European Treaty, it was entitled to accept bets from consumers in the Netherlands because Dutch consumers are allowed to bet online with the Dutch state operators and Betfair is a licensed operator in the European Union. However, the European Court of Justice ruled that member states can prohibit internet gambling firms from operating within their borders if local courts rule that a ban works against fraud and crime. The European Court did however question the way in which De Lotto

1 The Kansspelautoriteit Market Analyse–Online 2015 report estimates 3.1 per cent of the Dutch population (between 242,000 and 437,000) play online. The share of online players is similar or lower than in Norway, Italy, UK and Denmark.

2 The online gambling market in the Netherlands is estimated to have a GGR of around €140–800m versus the land

based market of around €500m. It is thought there were some 565,000 online gambling users in 2011.

3 About five percent of players play once a day, 20 percent once a week, 28 percent once a month and 28 percent a few times a year. Some 49 percent play sports betting, 40 percent poker games, 24 percent slots, 20 percent casino and 14 percent bingo.

Reports

EMEA - THE NETHERLANDS



Elections had brought a new coalition government into power between the PvdA (Labour) and VVD (Liberal) parties in Holland and on 29 October 2012 the government stated that it would reform and modernise gambling policy in the country.

received its reappointment as the only lottery provider without any competition.

With pressure mounting a significant and surprising turnaround came in 2011 not from the European Court but from the Dutch Council of State which ruled in favour of Betfair. Based on the advice given by the European Court of Justice, the Dutch Council of State ruled that the Dutch Ministry of Justice's refusal to grant Betfair a license in the Netherlands was illegal and that the licensing procedure then in place was against European Union law. This decision had a significant effect on subsequent government policy when it came to opening up the market.

THE LIBERALISATION OF THE MARKET

The liberalisation of the market was also helped by a significant shift in opinion in local courts and within the government itself. In August 2010, the Dutch Games of Chance via Internet committee recommend the legalisation of online poker. The committee stated that over half a million Dutch had gambled online in the previous 12 months and that poker was the most popular form of online gambling, followed by

casino games. The committee also found that in order to protect Dutch residents who were playing poker online that online poker should be regulated under Dutch law. This led to a much wider debate on online gambling.

Soon afterwards in October 2010, Dutch media reported that the Netherlands would regulate all forms of online gambling. These plans were fuelled by the final ruling of the Dutch Council of State when it came to Betfair and its previous complaint to the EC regarding gaming policy in the Netherlands.

In March 2011 the State Secretary of Security and Justice Fred Teeven outlined proposals to parliament, in which not only the online market would be opened up to offshore operators, but the land-based monopoly on casino gaming would also come to an end. Throughout the many debates that followed the government emphasised that they would adhere to the three current guiding principles of gaming policy as already enshrined in the original 1964 act and these would continue to apply when it came to the online space. These were: consumer protection, the prevention of problem gambling and the prevention of criminal activity.

Crucially the new law would also bring an estimated 80 per cent of consumers into the licensed marketplace and would raise much needed tax revenue in an increasingly difficult economic climate.

So that the government would be able to regulate the industry it was announced that a newly formed gaming board the Games of Chance Authority (KSA) would be formed on 1 April 2012. After elections in March 2012, when the incumbent Prime Minister Mark Rutte formed a new coalition government, it was also announced that licenses for interactive gambling would be issued before the end of their new term.

Elections had brought a new coalition government into power between the PvdA (Labour) and VVD (Liberal) parties in Holland and on 29 October 2012 the government stated that it would reform and modernise gambling policy in the country.

Leader of the coalition Mark Rutte has been a long time supporter of establishing a legal gaming regime in the Netherlands and the coalition's policy regarding online gaming were part of an initiative to raise taxes in the face of a





THE DUTCH MARKETS – COMPARISON CHART FOR REVENUES

Sector	Licensee	Sales	Prizes	GGR	Charity	State funds	Tax
Lottery	Nederlandse Staatsloterij	€772.6m	€466.2m	€306.4m		€123.6m	€63.9m
	Holding Nationale Goede Doelen	€827.7m	€298.7m	€638.1m	€413.8m		€41.3m
	Samenwerkende Loterijen	€25.3m	€0.7m	€24.6m	€19.2m		€0.1m
	De Lotto	€253.1	€144.3m	€162.5m	€59.6m		€20.4m
	De Lotto	€53.7m	Included in the figures above...				
Sports betting	Sportech Racing	€23.1m	€16.9m	€6.2m	€1.6m		€0.4m
	Holland Casino			€209m			€60m
Casinos	Holland Casinos			€242.5m			€70.9m
Slots	Slots halls			€769.3m			€223.1m
TOTAL				€2.35bn	€494.2m	€123.6m	€480.1m

difficult economic climate in the Netherlands. The government announced plans to cut €16bn in government spending by 2017 and these cuts came on top of an existing austerity program which was aimed at reducing government spending by €12bn. The government looked at two jurisdictions in particular: Belgium and

Denmark. Under Belgian law gaming companies from EU member states looking to offer online gambling services must already hold or apply for a license for a land-based gambling operation in Belgium. Meanwhile in Denmark foreign operators may apply for a Danish gambling license provided they agree to pay a 20

per cent fee on gross revenue. The Danish system allows all foreign operators to apply for a licence and has full approval of the EU Commission.

In November 2012 local press reported that Teeven was working on draft gambling law, which was based on the more liberal Danish

Reports

EMEA - THE NETHERLANDS

- 1 The Dutch online market in 2014 saw €275m in gross profit. For 2015 it was estimated to reach €296m. The online market has grown significantly between 2003 and 2015 and today represents 13 percent of the total gambling market in Netherlands. Biggest sectors are sports betting (31 percent), lottery (23 percent) casino (22 percent), poker (12 percent) and bingo/other gaming (12 percent).
- 2 Players are mostly men, highly educated and between 20 and 35. There are an estimated 3,000 young people (aged 14-18) who have managed to play online.
- 3 Many Dutch participate in illegal online gambling via foreign websites and it is estimated that around one million Dutch already gamble online.
- 4 Eight of the largest international players are currently B2C providers (business to consumer) whilst two are B2B (business to business) providers/game developers.

model as opposed to the Belgian model. In May 2013 The Netherlands published draft legislation for online gambling for a launch date of January 1, 2015.

It was further announced that license applications would cost between €35,000 and €50,000 and that licences would be valid for five years. In addition operators wishing to receive a license would have to be registered in a European Union or European Economic Area state. Operators would be allowed to offer a full range of gaming products including sports betting, poker and casinos.

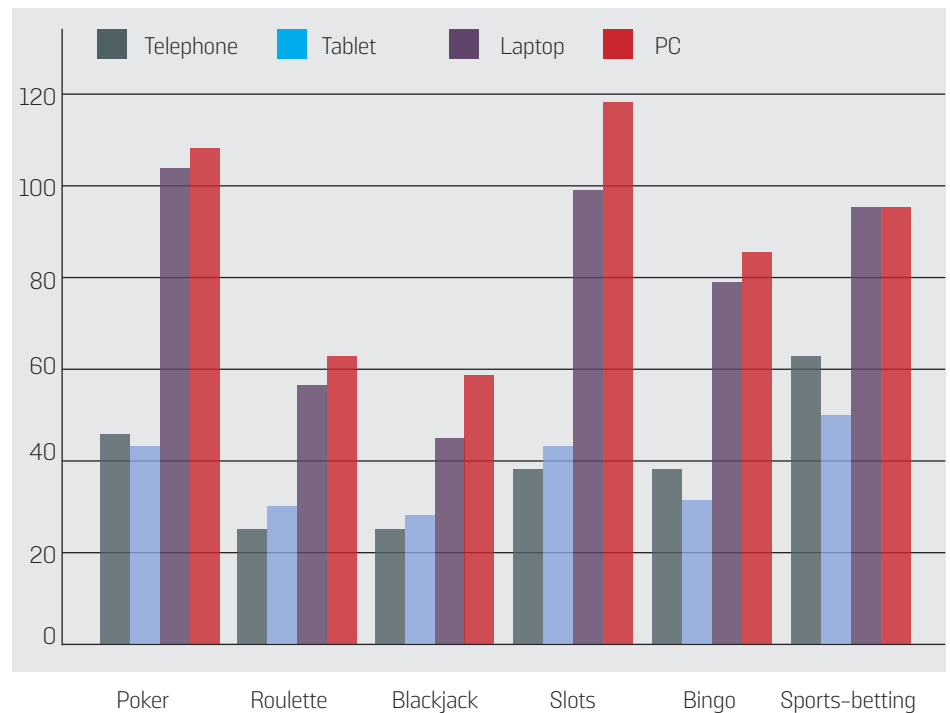
TAXATION

In early 2013 the proposed tax rate was set at 29 per cent of GGR. This was the same tax which is currently in place regarding the brick-and-mortar Holland casinos. However, the 29 per cent tax rate would have made it difficult for operators to make a profit. Indeed most operators expressed their concerns about the





TYPE OF DEVICE GAMBLING PLAYED ON ONLINE - 2015



The Council of State questioned why remote lotteries should be banned and criticised player protection measures, as combined they added to a disproportionately high duty of care imposed on the government when compared to other member states.

rate suggesting a taxation rate of 15 per cent to 20 per cent of GGR would be more practical.

Operators were asked to meet government officials in January 2013 where they were asked what would be the preferred option. Most operators pointed out that key to the future success of the industry was the tax rate and that a lower tax rate was necessary for gaming operators to be able to offer games with payouts attractive to players and at the same time be able to compete with unlicensed competitors.

In July 2014 the government confirmed that a gambling tax of 20 percent on gross gaming revenue would be imposed on online operators. However, operators would also have to contribute 0.5 per cent of turnover to a fund aimed at curbing addiction to gambling as well as a further 1.5 per cent on turnover, which would go to the newly established KSA.

DELAYS

After the draft legislation was published, the KSA asked for feedback from operators with a deadline set for January 2014. In addition the KSA allowed a further 60 days for operators to study the draft version of the bill and provide feedback. An amended version of the bill was then sent to the Council of State in February 2014 – an advisory body to the Dutch Government. The council of State must be consulted by the cabinet on proposed legislation before a law is submitted to parliament for approval.

After the advice of the Council of State in May 2014, significant amendments were made to the draft bill and in July 2014, the State Secretary of Security sent the bill to parliament. However in May 2014 the Council of State published a

negative opinion on the second version of the new online gaming bill, and notified its opinion to the European Commission. While Teeven addressed these concerns he decided to send the latest version of the remote gaming bill to parliament.

The Council of State questioned why remote lotteries should be banned while other types of online gaming were allowed. The council also criticised the player protection measures as combined they added to a disproportionately high duty of care imposed on the government when compared to other member states. The council was also very critical of the new tax rate (20 per cent GGR) compared to the land based gaming rate of (29 per cent GGR) which they said could be considered as unjustified unequal treatment.

Other problems arose around those operators who had offered their services to locals before the passing of the new act. In June 2014 the State Secretary further discussed a motion which had been put forward in parliament which would have banned those offshore operators which were targeting the Netherlands from being granted a licence in the future. This was in response to questions in the Dutch Parliament about the amount of online sports betting advertising during the World Cup.

However, Teeven refused to say definitively whether those operators offering their services would be banned in the Netherlands indefinitely once the new act was passed. He did say however that “they are playing with fire.”

He went on to say that while this may give an indication that they were unreliable, not every operator who had offered their services to locals before the new act should necessarily lead to that conclusion. He also made a clear distinction

Reports

EMEA - THE NETHERLANDS

Reformation of Dutch gaming laws to encompass online gaming was initially justified by the government as it would mean that players would be able to play safely and responsibly with supervised providers.

between what he termed "opportunistic and irresponsible operators" and well known listed companies with a licence to operate in the EU.

It was initially hoped that the state's regulated market would be able to meet its initial launch scheduled for January 1, 2015. However, it wasn't until July 2014 that the Dutch Remote Gaming Bill was finally submitted to the House of Representatives. After the bill was sent to parliament the MPs on the parliamentary committee dealing with security and justice matters provided their written comments on the bill.

On 2 April 2015 the newly appointed State Secretary for Security and Justice Klaas Dijkhoff published his response to these questions and comments. The State Secretary once again justified the tax rate saying that it was necessary to attract operators to the market and draw at least 80 per cent of Dutch consumers to play via licences sites. The State Secretary also emphasised the fact that fixed-odds, live betting and betting exchanges would all be permitted as would betting on events in games which "do not influence the outcome of the competition."

Crucially he also addressed the "Bouwmeester motion." This motion states that those who had targeted the market before the passing of the new act should be penalised. But Dijkhoff, as Teeven had done so previously, expressed his opinion that just because an operator had offered online gaming in the Netherlands in the past did not give an indication as to its reliability in the future when it came to abiding with Dutch rules once they were in place. He also argued that there was a clear difference between those sites that were licensed and established in the EU and other sites which were not.

In December 2015 the State Secretary answered the second round of questions regarding the Dutch remote gaming bill. Once

again he rejected proposals to change the tax rate to 29 per cent arguing that it was necessary to ensure that a sufficient number of online players gambled via Dutch licensed sites. He also argued that the potential size of the online market had been exaggerated in a report published by Holland Casinos and that the impact of the remote gaming bill on the Dutch lottery market would be limited.

The minister's response was welcomed by industry insiders who said that it was clear that the government had learned from past mistakes from other jurisdictions which had set the tax rate too high making it hard for operators to make a profit and had discouraged players from playing via licensed sites.

However, just as it seemed as if the road was finally clear for regulation a major setback for the industry came in January 2016 when members of the ruling coalition parties added a new and surprise proposal regarding the tax rate. Members of the coalition put forward amendments which would increase the tax rate from 20 per cent GGR to 29 per cent. This is the same tax rate which was initially considered back in early 2013 and reflects the rate which is currently in place regarding the brick-and-mortar Holland casinos. The new tax would

mean an initially uniform tax rate of 29 per cent for both online and land based operators. This would gradually be reduced to 25 per cent three years after online gambling is legalised.

Lawmakers claim that the uniform tax rate would create fairer market conditions. However the new tax rate will undoubtedly be unpopular with those looking to get involved in the online market place and could lead to a large number of operators withdrawing their support all together. Operators had already expressed their opinion that the 29 per cent tax would make it extremely hard to make a profit and the new amendments would result in a less attractive product for players.

Reformation of Dutch gaming laws to encompass online gaming was initially justified by the government as it would mean that players would be able to play safely and responsibly with supervised providers. Gambling addiction would be reduced, consumers would be protected and the new law would be instrumental in combating fraud and other crime. However the success of the new law will undoubtedly depend on the new tax rate. With a proposed 29 per cent tax on GGR as opposed to the earlier tax rate of 20 per cent it may mean that the government fails in its





primary goal of channelling the market into the regulated online space.

THE KSA

As part of the preparation for the liberalisation of the market the newly established regulatory body the KSA started operating on April 1 2012 as successor to the Netherlands Gaming Control Board. The KSA is responsible for issuing, revoking and supervising all Dutch licenses. Meanwhile the Ministry of Safety and Justice still has responsibility when it comes to the formulation of gaming policy.

The KSA is also able to impose significant fines for non compliance in both the online and land based sectors. After the KSA was established it was also agreed that the government could publish a blacklist of unlicensed operators once the new act was passed. In November 2014 the KSA signed an agreement with payment institutions to block payments to unlicensed gambling sites.

The KSA will also be responsible for monitoring and maintaining advertising codes when it comes to gaming. In preparation for anticipated regulation in April 2013 the body issued a total of forty letters ordering operators offering their services locally to cease doing so.

In the meantime the KSA announced that it was increasing the minimum fine for unauthorised online gambling activity by €50 thousand to €150 thousand which went into effect on Aug. 1, 2015 with penalties now of up to €810 thousand for those who have been found to be operating without a licence. The KSA has been extremely active and has fined a number of operators for breaking local laws. In particular the body has been active in prosecuting those online sites which have been found to be offering games of chance on a website with a .nl-extension, those that have offered remote gaming on a website available in the Dutch language and those that have advertised their services via local media.

THE NEW ACT

While the act lists a number of games which will be permitted rules will be added which will encompass other types of games of chance which are not currently considered by the bill. For the time being the games which are covered in the new act are casino games such as poker, roulette, blackjack, baccarat, punto banco and keno and slots. Sports betting will also be allowed including fixed odds, pari mutual betting and live betting.

In addition all games of chance offered to Dutch players must be via a website with an .nl extension so that players know that they are playing via an operator regulated by the Dutch authorities while the operator will have to pay between €45,000 to €50,000 in order to register with the board. The act also puts a great deal of emphasis on player protection. In order to provide player protection the KSA will create a central registry that will temporarily exclude problem gamblers. The new law also ensures that the operator is under the obligation to prevent and limit gambling addiction as far as it is possible to do so.

THE ONLINE MARKET

In October 2014 the chief executive officer of the KSA Marja Appelman asked national and international operators interested to join the country's upcoming legalised online market to "pre apply" for a license from December 1, 2014. According to Appelman, this would allow operators to work closely with the Dutch authorities and to receive regular updates regarding the licensing process.

It is estimated that the Netherlands is the seventh largest EU gambling market when it comes to gross win. If online gambling is

Reports

EMEA - THE NETHERLANDS



A survey carried out by Holland Casino in November 2015, suggested that up to 1.5m Dutch adults gamble online, spending an average of €26 per month for a total annual spend of around €500m a year.

regulated the market could produce up to €200m and €370m in GGR in its first year. The most popular products it is believed would be sports betting, followed by online lottery, online poker and online bingo.

A survey carried out by Motivaction on behalf of Holland Casino, the findings of which were released in November 2015, suggested that up to 1.5m Dutch adults gamble online, spending an average of €26 per month for a total annual spend of around €500m a year. According to the report, 700 thousand Dutch adults play bingo,

poker, roulette, blackjack or sports betting via online sites three times or less per year, while another 800 thousand play four times or more. The size of the market could be even bigger with Holland Casino suggesting that the Netherlands' online market could be worth over €1bn per year.

KSA's annual report in early April 2015 reported that over 200 new operators had already expressed an interest in applying for a licence from the KSA once Dutch regulation went into effect. While this would imply a high



level of interest and player compliance once a regulated market goes live, figures vary widely as to just how large the online Dutch gaming market actually is. In addition players may well continue to play via unlicensed betting sites even after the new act is passed due to higher percentages in pay outs offered by those operating outside the regulated space due to lower running costs.

If the new amendment is abandoned and the law is passed with the 20 per cent tax rate as opposed to the 29 per cent tax rate, the KSA

- 1 The division in the land based sector is split with lottery comprised of 46 per cent, slots (29 per cent), casinos (24 per cent) and betting (1 per cent).
- 2 It is estimated that interactive gross gambling win will spiral to €250m by 2016 (onshore) and €100m (offshore).
- 3 Once legalised the plan is that after three years 80 per cent

of gross profit from online gambling will be from legal entities.

- 4 The gaming industry in the Netherlands saw a total gross turnover of €770m in 2013/14. Slots account for 50 per cent of this sector whilst sports betting had a one percent share of the gambling market.



estimates that around 76 per cent of the online market will be via Dutch licensed operators by 2020. However, estimates vary regarding revenues currently being generated by the grey market with some estimates putting it as low as €250m while others put it as high as €800m per year. However, according to the latest estimates released by the KSA, Dutch gamblers spend an estimated €450m to €500m a year on offshore internet gambling sites with some of the largest operators in the world offering their services to Dutch players. In addition gaming via offshore operators is rising. According to the KSA in a report released in October 2015 about 437,000 out of a population of about 17 million people in the Netherlands take part in online gaming and profits in online gambling have risen and now stand at around 13 per cent of the entire online gambling market in Holland.

OPERATORS

There is no shortage of sites that continue to offer online services to Dutch players. In addition Dutch players can for now play without the fear of prosecution. The Dutch generally have good knowledge and understanding of the

English language and the majority of operators targeting the Dutch market are fully registered in Malta and accept payment methods acceptable to the majority of Dutch players such as MasterCard, Skrill, paysafe cards and Visa. In addition a number of sites targeting the Dutch market accept iDEAL – an e-commerce online payment processor. Nearly every leading Dutch bank works with iDEAL to process online payments. iDEAL processes over US\$70m in transfers each year in the Netherlands.

There are 158 online casinos which accept players from the Netherlands. 20 poker sites, 20 online sportsbook, 29 online bingo sites, 24 online mobile casinos sites and 3 online lotto sites according to gamingzion.com. However, a very small handful of sites specifically target the market and offer a Dutch language website.

For now a good number of sites exist in the grey market and advertise their services to locals via gaming review sites in Dutch. Indeed a search for casino gaming or sports betting via local search engines will lead directly to review sites and links to sites offering their services to locals.

Dutch language sites act as a portal to online

gaming sites and provide reviews and links to gaming platforms. Generally speaking the larger operators are making their presence less felt ahead of the new gaming act in order to avoid jeopardising their prospects of being granted a licence once the Remote Gambling Act is passed.

Betsson

The biggest providers of online casino gaming directed to Dutch players are Oranje and Kroon, which operate primarily Dutch-facing sites Oranje Casino and Kroon Casino. In February 2014, Kroon Casino and Oranje Casino, which were owned by the Maltese based Kroon and Oranje Group, were purchased by Betsson. It is believed that Betsson could add poker and sports betting options to both sites. After the deal Betsson CEO Magnus Silfverberg said the acquisition would make his company “one of the biggest players on the Dutch market.”

krooncasino.com

Now owned by Betsson one of the most predominant Dutch language options available is krooncasino.com. Krooncasino.com utilises Net Entertainment (NetENT) and BetSoft

Reports

EMEA - THE NETHERLANDS

- 1 Today sports betting is run by two organisations – De Lotto which operates sports betting of all sorts (except horse racing and trotting) and Sportech Racing BV which runs the totalisator for pari-mutuel betting on horse trotting and racing.
- 2 Sportech Racing is a subsidiary of the UK's Sportech PLC company operating in the Netherlands under the name Runnerz. It is the sole licensee in the Netherlands for the organisation of bets on horse races at home and abroad via the tote method. This has operated since 2010 via Sportech Racing. The licence for operating bets on horse racing runs until 2016.
- 3 Dutch revenues for Sportech were £5.1m in 2014 compared to £5.3m in 2013 with an EBITDA of £0.3m.
- 4 In 2013 the combined turnover of the two licensees for sports betting was €77m divided between €53.7m (De Lotto/toto) and €23.1m (Sportech-Runnerz) compared to €45m and €25m in 2012 respectively.

software for their online games. Krooncasino has an nl facing website. The live casino option, meanwhile, is operated as a separate section of their main site and is powered by Evolution Gaming – a supplier of live casino games.

Oranjecasino.com

Oranjecasino.com also now owned by Betsson offers online casino games as well as a live casino option. It also advertises Dutch croupiers twenty four hours a day and has a Dutch language only website and describes itself as the first real Dutch legal online casino. It was created in 2004. It offers online casino games which run on Swissgame, Net Entertainment and Evolution Live Gaming.

Olympic Entertainment Group

In March 2013 Estonian operator Olympic Entertainment Group (OEG) acquired Netherlands-registered holding company Siquia Holding B.V. OEG is a leading provider of gaming services in the Baltic States. OEG

established and registered two companies – Gametech Services Ltd. and Gametech Licensing Ltd. – in Jersey. CEO Madis Jääger explained that the moves were intended to create a legal platform for the expansion of OEG's online gaming business.

TMG Landelijke Media

In 2014 the Dutch division of global television producer Endemol entered into a joint venture with TMG Landelijke Media to develop online gaming when the Dutch market opens. TMG Landelijke Media is one of the largest Dutch media groups. Endemol Games designs online betting games based on popular television programmes that have been created by its parent company, the Netherlands-based production studio Endemol.

Endemol Nederland CEO Laurens Drillich said the market offered "many opportunities" for content creators. Together the companies plan to work on the design of "bingo concepts" as well as "online gaming game concepts."

Jackpot City

Registered in Malta Jackpot City offers a live dealer, features its services in Dutch and advertises itself on its website as the Netherlands No.1 Gaming Destination and offers more than 500 games. All these games are designed and developed by Microgaming as is their live dealer option.

Klavercasino.com

Klavercasino.com offers its services to locals and offers bonuses which are only valid for new Dutch players. It hosts a NetEnt casino powered by Net Entertainment software, a Playson online casino and live dealer site that offers live tables as well as a large number of online slots. The site supports English and Dutch.

The site offers a wide variety of live casino games including a number of live roulette blackjack and punto banco. The site has a twitter and facebook page updating its promotions in Dutch.





Polder Casino

Polder Casino is an online casino based in Malta and regulated by the Maltese government. Polder Casino has a focus on Dutch players, as most of its games and content are available in the Dutch language. It also features a very Dutch background with a windmill along with other symbols often associated with the Netherlands on its site. A live casino has also been incorporated into the platform. Casino systems and games are supplied by NetEnt. The site offers 24/7 live casinos from a studio in Malta and from the Oracle and Portomaso Casino on Malta from 10:00 to 05:00 each day.

888

888 is expected to be one of the first companies to apply for a licence and the company announced that it had already stopped all its marketing activities in August 2014. The site offers a wide number of games including sports betting, bingo, and casinos games.



There are 158 online casinos which accept players from the Netherlands. 20 poker sites, 20 online sportsbook, 29 online bingo sites, 24 online mobile casinos sites and three online lotto sites. However, a very small handful of sites specifically target the market and offer a Dutch language website

William Hill

William Hill will also likely be one of the first companies to apply for a licence. In December 2014 William Hill's International PR Manager Rupert Adams said that the company had decided to momentarily pull out of the Dutch market and would no longer offer its services to citizens located in the Netherlands so as not to jeopardise the group's chances at a Dutch gaming license, once the new regulations come into force.

Ladbrokes

In 2005 the Dutch Supreme Court prohibited Ladbrokes from offering web-based gambling services in the Netherlands and in 2004 Ladbrokes was ordered to stop offering sports bets to consumers in the Netherlands leading to a long running battle in the courts. Ahead of the opening up of the market Ladbrokes has now restricted its online offer. While Holland is not on the list of its "Restricted Territories" according to the company website when it comes to Holland Ladbrokes accepts "bets on Horse Racing and Greyhound Racing and play on Casino, Vegas and Poker. However, no bets will be accepted on any other Sports, or play on Lottos, Scratch Cards and any Fixed Odds Games."

Unibet

Unibet will undoubtedly also be one of the first operators to apply for a licence. Unibet was the focus of some controversy in April 2015 when a judge in Holland rejected an attempt by a Dutch online gambler to be paid back the €178,000 he had lost playing at Unibet.com claiming that these sites were not yet legal in Holland. Unibet offers a wide number of games including sports, casinos games and poker.

BetFair

One of the prime movers when it came to challenging Dutch gaming rules in the courts was Betfair. Betfair's prime focus is on sports betting but it also offers a wide number of other games including casinos games and bingo.

Mr Green

Mr. Green offers online casino games, and the latest slots from NetEnt, Microgaming, IGT as well as other major game providers. It is one of the most present live casino gaming options as reviewed and linked to via Dutch search engines and review sites despite the fact that the dealers do not speak Dutch. Mr Green's live casino option is powered by Evolution Gaming.

Reports

EMEA - THE NETHERLANDS



HOLLAND CASINO AND NEW LEGISLATION

Holland Casino (official name National Foundation for the Exploitation of Casino Games in the Netherlands) is the exclusive licensee for casino gambling. Holland Casino has fourteen casinos located in city centres and tourist zones with profits going directly to the Dutch treasury. Holland Casino is under government control and the members of the Supervisory Board are appointed by the Minister of Finance. The body responsible for advising and supervising Holland Casino on behalf of the government was until 2012 the Netherlands Gaming Control Board. However the Netherlands Gaming Control Board was replaced by the KSA in April 2012.

The government is now set to privatise Holland casinos and open up the market to other operators and in January 2015 draft legislation was put forward by the Dutch Ministry of Security and Justice to modernise the casino sector and open up the market. Holland Casino will be sold and competition will be created by allowing other operators to apply for a casino licence.

A total of 10 Holland Casinos will be sold to one operator which will continue to use the brand name while the remaining four casinos will be sold. Two more casino licences will be on offer in 2017.

HOLLAND CASINO ONLINE

For some years Holland Casino had reported diminishing revenues but at the end of 2014 the company recorded a €12m profit. The company will also benefit from new conditions which will allow it to offer online gaming - something it has been lobbying for since 2008. While the move initially had the backing of the House of Representatives the Dutch Senate voted against it in April 2008. The private gaming machine sector had been strongly opposed to the measure as it was feared that an online licence for Holland Casino would have constituted an unfair competition for the Dutch state monopoly.

Now that the market will be liberalised Holland Casino has been looking to launch online once again. In early 2012 it was announced that Holland Casino was searching

for a partner to help it offer online games. In 2014 Holland Casino announced that it had selected online gaming giant Playtech as its service provider. The agreement will see Playtech develop an online gaming platform for the Holland Casino, supplying software for poker, roulette, blackjack, slots, and bingo. Playtech was selected by Holland Casino following a competitive tender process and Playtech's entire gaming product will be launched on the newly developed Holland Casino site.

SPORTS BETTING

The gaming industry in the Netherlands saw a total gross turnover of €770m in 2013/14. Slots account for 50 per cent of this sector whilst sports betting had a one percent share of the gambling market.

Today sports betting is run by two organisations - De Lotto which operates sports betting of all sorts (except horse racing and trotting) and Sportech Racing BV which runs the totalisator for pari-mutuel betting on horse trotting and racing.



Sportech Racing is a subsidiary of the UK's Sportech PLC company operating in the Netherlands under the name Runnerz. It is the sole licensee in the Netherlands for the organisation of bets on horse races at home and abroad via the tote method. This has operated since 2010 via Sportech Racing. The licence for operating bets on horse racing runs until 2016.

Dutch revenues for Sportech were £5.1m in 2014 compared to £5.3m in 2013 with an EBITDA of £0.3m.

In 2013 the combined turnover of the two licensees for sports betting was €77m divided

between €53.7m (De Lotto/toto) and €23.1m (Sportech-Runnerz) compared to €45m and €25m in 2012 respectively.

Runnerz sells half of its tickets through physical betting shops and has 56 locations in Netherlands.

The sports betting monopoly is run by De Lotto with the brands Lotto, Toto, Lucky Day, Krasloten (Scratch Cards) and Euro Lotto Jackpots. It donates to the fields of sports and culture, social welfare and health. The Lotto is held every Saturday with jackpots as high at €7.5m. Lucky Day is a unique lottery that

players can play every day except Sundays.

Bets can be placed on sporting events in shops and via the Toto website. The market is quite restricted with betting available on football, hockey, cycling, formula one, basketball, baseball and tennis. The most popular sport is football followed by hockey.

The largest online gaming providers are: 888.com, Betfair, Betsson, Bwin, Ladbrokes, Paddy Power, Pokerstars, Unibet and William Hill.

The largest provider of betting exchange is Betfair with five million transactions per day.

- 1 Runnerz sells half of its tickets through physical betting shops and has 56 locations in Netherlands.
- 2 The sports betting monopoly is run by De Lotto with the brands Lotto, Toto, Lucky Day, Krasloten (Scratch Cards) and Euro Lotto Jackpots. It donates to the fields of sports and culture, social welfare and health. The Lotto is held every Saturday with jackpots as high at €7.5m. Lucky Day is a lottery that players can play every day except Sundays.
- 3 The largest provider of betting exchange is Betfair with five million transactions per day.

Reports

EMEA - THE NETHERLANDS



In 2014 Holland Casino announced that it had selected online gaming giant Playtech as its service provider. The agreement will see Playtech develop an online gaming platform for the Holland Casino, supplying software for poker, roulette, blackjack, slots, and bingo.

SPORTS BETTING COMPANIES HOLLAND

COMPANY CONTACT HQ SECTORS	Runnerz (Sportech) www.sportechplc.com UK Sports betting Racing and Digital, Sportech venues and football pools. Sole licensee for horse race tote betting until 2016.
No. of VENUES MARKET VALUE	56 Runnerz locations €23.1m turnover 2014. Revenues for Sportech Holland £5.1m in 2014. (£5.3m in 2013). EBITDA of £0.3m.
COMPANY CONTACT HQ SECTORS	Toto (de Lotto) www.delotto.nl Netherlands Sports betting (toto.nl); lottery (lotto.nl), scratchcards (krasloten.nl); Lucky Day (luckday.nl) and

No. of VENUES
MARKET VALUE

INFO

Eurojackpot
(eurojackpot.nl)

€53.7m turnover 2013 (company total €306.8m). Toto saw sales growth of 20 per cent in 2014.

140 employees. Strong growth in 2013 of toto.nl due to new sports, sharper odds and extra game options. Toto ready for online gambling. E-commerce sales growth was 37 per cent and retail sales grew by 16 per cent bringing total revenue growth at 20 per cent.

GLOBAL SPORTS BETTING COMPANIES

COMPANY
HQ**William Hill**
UK

SECTORS

MARKET VALUE
BRANDSBetting, casino, poker, games, bingo
€4.99bn
Sportingbet, centrebet, tom waterhouseCOMPANY
HQ
SECTORS**Paddy Power**
Isle of Man
Betting, casino, poker, games, bingo
€3.42bn

MARKET VALUE

COMPANY
HQ
SECTORS**Betfair**
UK
Betting, poker, casino, betting exchange
€3.13bn

MARKET VALUE

INFO

Betfair poker not successful, players migrated to Ogame Network with Bwin.

COMPANY

Amaya



HQ	Isle of Man
SECTORS	Poker, casino, betting
MARKET VALUE	€3.12bn
BRANDS	Poker Stars, Ful Tilt
INFO	Pokerstars is the worlds largest poker site
COMPANY	Ladbrokes
HQ	UK
SECTORS	Betting, casino, poker
MARKET VALUE	€1.57bn
COMPANY	Betsson
HQ	Sweden
SECTORS	Betting, scratch cards, poker, casino, bingo, games
MARKET VALUE	€1.45bn
BRANDS	Betsson, betsafe, casinoeuro, oranjecasino, kroncasino
COMPANY	Unibet
HQ	Malta
SECTORS	Betting, scratch cards, poker, casino, bingo, games
MARKET VALUE	€1.42bn
BRANDS	Betchoice, Eurosportbet, Eurosport Poker, Bet24, Thunder Kick
COMPANY	BWIN

HQ	Gibraltar
SECTORS	Betting, poker, casino, games
MARKET VALUE	€1.13bn
BRANDS	Party Gaming
COMPANY	888
HQ	Gibraltar
SECTORS	Betting, poker, casino, bingo, games
MARKET VALUE	€0.8bn
BRANDS	Cassava Enterprises, Dragonfish
INFO	B2B segment offers full gaming services under Dragonfish.
COMPANY	Bet365
HQ	UK, Gibraltar
SECTORS	Sports betting, poker, casino, games, bingo
MARKET VALUE	N/A

LEADING PROVIDERS OF B2B SECTORS

COMPANY	Playtech
HQ	Isle of Man
OFFER	Casino, betting, poker, games, bingo, lottery, binary options, social gaming, e-marketing

MARKET VALUE	€3.32bn
COMPANY	Net Entertainment
HQ	Sweden
OFFER	Games for mobile and desktop use, live casino, pooled jackpots
MARKET VALUE	€1.12bn
COMPANY	Mircrogaming
HQ	UK
OFFER	Casino, bingo, betting, poker, mobile games, live casino
MARKET VALUE	n/A
COMPANY	Novomatic
HQ	Austria
OFFER	Casino games, poker, bingo
MARKET VALUE	n/A
COMPANY	RealTime Gaming
HQ	Curacao
OFFER	casino
MARKET VALUE	n/a
COMPANY	WMS
HQ	Chicago
OFFER	Casino
MARKET VALUE	€1.23bn (part of Scientific Games)

Reports

EMEA - THE NETHERLANDS

“We expect the competition to be substantial. On the other hand although there is no formal regulation market it would be naïve to think there is no online gambling in the Netherlands already.”



HOLLAND CASINO STATISTICS

COMPANY CONTACT OWNER LOCATIONS

Holland Casino

www.hollandcasino.nl

Holland Casino/Ministry of Finance

Zandvoort, Valkenburg, Scheveningen, Rotterdam, Amsterdam, Breda, Groningen, Nijmegen, Eindhoven, Schiphol Airport, Utrecht, Enschede, Venlo, Leeuwarden.

GAMES REVENUES

426 gaming tables, 6,037 slots

€GGR 2014: €521.2m (€503.5m 2013), Gaming Tax: €137.1m (29 per cent) (€1309m 2013), Net Revenue: €384.1 (€372.6m 2013), Table game revenue - €213.9m (41 per cent), Slot machine revenue - €258.8m (50.5 per cent)

HOLLAND CASINO

On December 17 1975 the Dutch government issued the first and of course only, casino licence to the De Nationale Stichting tot Exploitatie van Casinospelen in Nederland (National Foundation for the Operation of Casino Games in the Netherlands) or less formally known today as Holland Casino.

In March 1976 the company opened its head office at Schiphol airport and in October of the same year opened its first casino in Zandvoort. This was followed by two casinos in the popular tourist resorts of Valkenburg (1977) and Scheveningen (1979), which was further followed by a major expansion between 1985-1989 with five city centre casinos opening in Rotterdam, Amsterdam, Breda, Groningen and Nijmegen.

Later casinos in Eindhoven (1993), Schiphol (1995), Utrecht (2000) and Enschede (2002) would join the list and the company had reached the target level stated in the government's policy document of 1995.

In 2005 Holland Casino was granted permission to open a further two locations in Venlo which opened in 2006 and Leeuwarden which opened in 2007.

Holland Casino is under government control and the members of the supervisory board are appointed by the Minister of Finance. The Netherlands Gaming Control Board advises the casino company on behalf of the government. The casino group currently operates 14 casinos.

2014 saw a new strategy aimed at establishing a new financial basis for the opening up of the gaming market. This included a reorganisation and 1,200 slot machines modernised. The company employs 2,963 people.

Under draft bill Holland Casino is allocated 10 of 16 casino licences and will therefore compete with several other licensees in the future. It is now looking at privatisation and which four casinos it will loose is still being discussed. Visit figures in total were 5,465 in 2014 with 1,088 visitors (down four per cent). Expenditure

per visit was up two per cent to €95. Some 77 per cent of guests visited Holland Casinos between one and three times a year.

Amsterdam is the most profitable in terms of GGR with 15.9 per cent of revenue in 2014. This is followed by Rotterdam (12.8 per cent), Breda (10.2 per cent), Utrecht (9.8 per cent), Scheveningen (9.3 per cent), Venlo (8.9 per cent), Valkenburg (8.2 per cent), Nijmegen (five per cent), Eindhoven (4.8 per cent), Enschede (4.8 per cent), Zandvoort (four per cent), Groningen (3.8 per cent), Leeuwarden (2 per cent) and Schiphol (0.6 per cent).

Online gaming licence is welcomed and aims to strengthen their position in the Dutch market. Holland Casino is working with Playtech on the online gaming environment and aims to offer a connection between landbased casino and online platform. Guest registration will be linked and accumulated credits can be used in both environments. Free online play currently available for testing.

Holland Casino told us: “We are in the process of developing our online casino in which a wide variety of games will be offered. Our online casino will be ready before the opening of the online market (probably early 2017). There is a big interest in the online licences from different fields including other land-based gambling parties, new and entertainment parties and hotel/leisure parties. We expect the competition to be substantial. On the other hand although there is no formal regulation market it would be naïve to think there is no online gambling in the Netherlands already.”

MAKE YOUR MOVE. NEXT STOP ASIA

ASIA GAMING BRIEF

Your gateway to Asia

Gaming News & Updates | Comprehensive Business Insights | Market Research & Intelligence



AGBRIEF DIGITAL EDITION

Reaches over 8000
gaming executives globally



AGBRIEFINGS PRINT EDITION

Published alongside major gaming
shows; reaches key individuals &
businesses in the region.

ASIA GAMING BRIEF

AGB's daily news briefs and weekly insights provide worldwide executives with the up-to-the-minute knowledge they need about the Asian gaming industry. Our extensive network of regional advisors ensures that the intelligence you receive is real, topical and based on fact.

Crossing the chasm in 2016

Marketing literature enthusiasts can most likely recall the excellent read that is "Crossing the Chasm". Geoffrey Moore offers the explanation that in any disruptive innovation market, a critical chasm exists between the period when a market attracts its first early adopters and the moment when it finds a way to reach the early majority.



Valery Bollier,
CEO, Oulala Games

In other words, a company aiming to offer a new high tech product to mainstream customers must first secure an effective strategy that allows them to cross this chasm; a feat that Moore considers to be a challenge in itself.

The DFS sector in Europe has been facing this chasm for two years now, and thus far, our team at Oulala is pleased with what we have achieved by successfully building our own share of bridges over it. One such bridge arrived in the form of Oulala's official partnership with Leicester City, the current leader of the Premier League. Nevertheless, we are fully aware that without a number of significant changes in the market ecosystem, the process of crossing the chasm may prove to be exceedingly difficult.

We entered 2016 with plenty of aspirations as well as several resolutions. Remarkably, a significant number of them have already come into fruition, not even eight weeks into the beginning of the year. Thus, we can anticipate that 2016 will indeed be the year where the chasm will be crossed. The following outlines the way this process is unfolding.

LEGISLATORS ARE FINALLY TURNING THEIR EYES TOWARDS DFS

In most European countries, DFS lacked a licence that would enable them to flourish successfully and was therefore only considered a "grey activity". Such non-recognition presented a critical obstacle in the way of our sector's healthy development.

Italy, France, Denmark, the Czech Republic... the list of the European countries that have begun to permit DFS (or will very soon) is steadily growing. This legislative wave is rapidly becoming a major green light for our industry.

Certainly, in most cases, DFS is considered to be iGaming. This means that we will need to direct an extensive measure of energy towards clarifying and convincing legislators of the specific nature of our industry. The latter primarily comprises a monetised skill game that requires a specific licence. Malta itself will soon be issuing a specific licence for DFS. Nevertheless, this is a giant step towards the democratisation of DFS in Europe.

LET'S WELCOME DRAFTKINGS

Another key element was the expansion of DraftKings into the UK at the very beginning of February. Up until now, there have been no European operators who were successfully able to invest the required budget that would lead to a

massive evangelisation of the targeted consumers.

The arrival of DraftKings is therefore excellent news for our very young European industry. In the same way that they did in the USA, DraftKings will invest an unprecedented marketing budget, starting with their announced partnership with major UK clubs, including Liverpool, Arsenal and Watford.

As a result, public awareness of our sector will rise exponentially in the next couple of months, offering promising benefits for operators.

DFS, THE NEXT POKER?

The ICE London event was an amazing success, as always. This year, however, the event was abuzz with discussions on the rise of DFS in Europe. This could easily be considered a prelude to a major shift due to the growing establishment of DFS as the next big thing!

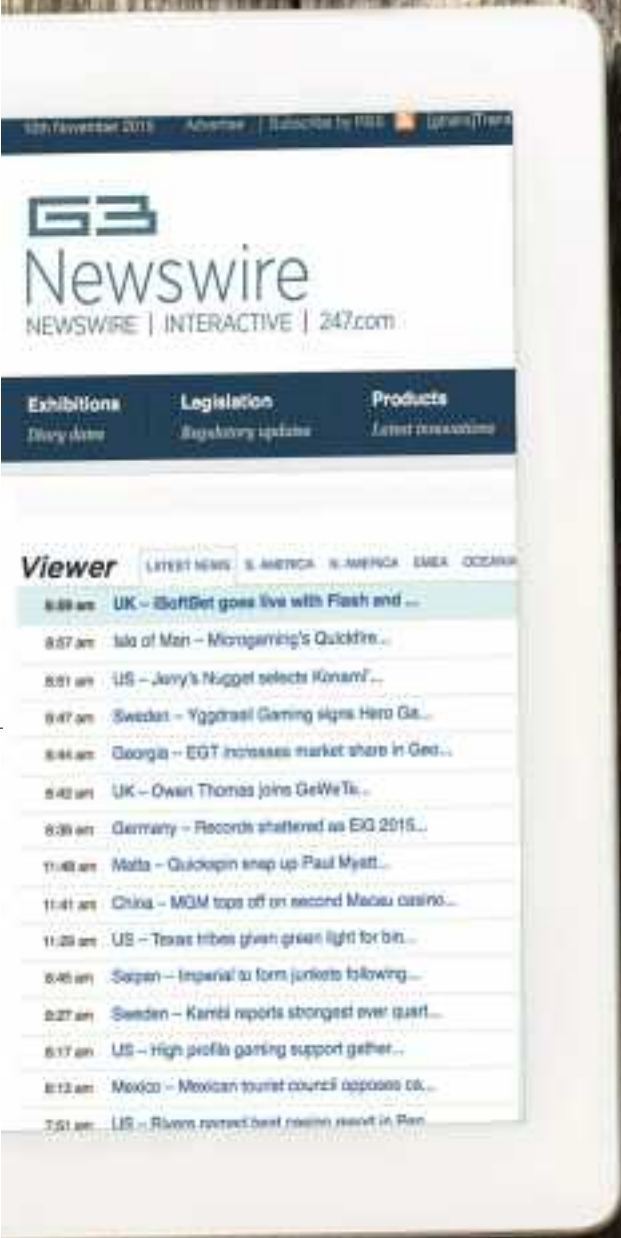
THE ZERO-RISKS ADVANTAGE OF A WHITE LABEL SOLUTION

Finally, companies like Oulala have begun to offer a white label version of their Fantasy Sports game to iGaming operators aspiring to enter this new market. Before the end of the year, there will be an abundance of sports betting punters and poker players who will be able to try DFS directly on their usual iGaming sites. There is no doubt that the market will benefit very strongly from this BtoB strategy.

When considered individually, any of the four changes discussed earlier provides substantial input to the European DFS sector. Combined, they are indisputably a major game changer that will allow the market to cross the chasm before the end of the year.

G3
Newswire

START THE DAY
FULLY BRIEFED



G3Newswire.com – the international
gaming industry's daily portal for news

Interact with G3 via...



Connect with us

 A dynamic international daily news website that simplifies the reading of global gaming news by headline, region and industry to deliver the fastest 'relevant' news items	 The G3Newswire App is available to download for iOS and Android devices, carrying the latest news updates directly from the G3Newswire website to tablets and smartphones	 The G3Newswire e-Newsletter is sent to an unrivalled international database of over 10,000 industry contacts every Monday, Wednesday and Friday	www.G3Newswire.com The essential daily news site for the international gaming industry
 G3-247.com website is a repository of every magazine feature and report G3 has covered over the last decade, with digital magazines and articles available to download for free	 Every report compiled across 13 years of reporting on the international gaming industry is available to both view and download as PDFs directly from the reports section of G3-247.com	 The G3-247.com blog combines thought-leading articles from the gaming industry's leading minds and a series of video interviews conducted with CXOs from all sectors of the business	www.G3-247.com A repository of gaming industry reports, statistics and deep-mined data
 Gaming Publishing launched its G3i App in August 2011 (the first of its kind in the industry). 7,300+ subscribers have now installed the App and download G3 each month.	 The G3i App provides readers with instant access to their favourite gaming magazine wherever and whenever they want. We have added Amazon and Android to the original iOS functionality	 In addition to downloading G3 magazine directly via our Apps for iOS, Android and Amazon devices, readers can also view the latest issues of G3 magazine via interactive Flash and HTML5	G3i App - iOS & Android Read past and present issues of G3 magazine on your favourite digital devices
 The LinkedIn Gaming Publishing (G3 Magazine) Group is now followed by over 600+ gaming executives and members from across the world, sharing stories and news with the G3 team	 Since establishing G3Newswire in June 2012, we have tweeted 1,607 stories (since Nov 2013) and established 1,572 followers of the G3 twitter feed, posting five news stories per day	 G3's Facebook page and links to G3Newswire.com allows users to view the latest exhibition photos, 'like' the latest news stories posted online and interact with the team	Social Networking Connect with G3 across every type of social networking tool

SUBSCRIBE at www.G3-247.com to print and digital editions

Subscribers have 24/7 access to the complete G3 reports back catalogue, reduced rates for the latest market reports, access to the complete G3 back issues library, discounts on commissioned reports, discounted events/conference access passes and attractive subscription rates for the monthly G3 magazine and special issues. Subscribe to G247 to receive a series of unique benefits.

G3Newswire.com delivers daily international gaming industry news and information, with the G3Newswire newsletter circulated three times per week to a 8,000+ database of gaming industry influencers

Disclaimer: All contents © Gaming Publishing Limited 2016. No part of this publication may be reproduced in any form without the express permission of the publisher. While we make every effort to ensure that everything we print in Global, Games and Gaming (G3) is factually correct, we cannot be held responsible if factual errors occur. Advertisements are accepted by us in good faith as correct at the time of going to press.

Printing: Manson Group, 8 Porters Wood, Valley Road Industrial Estate, St Albans, AL3 6PZ

Advantech-Innocode P35

www.advantech-innocode.com

Ainsworth Gaming Technology P31

www.ainsworth.com/au

Amatic Industries P11

www.amatic.com

Apex Gaming Technology P5

www.apex-gaming.com

Aristocrat Technologies P100

www.aristocratgaming.com

Austrian Gaming Industries P9

www.novomatic.com

Cammegh P2

www.cammegh.com

CPI P6

www.cranepi.com

Crown Technologies P37

www.tcrown-tec.de

DRGT P39

www.drgt.com

e-gaming P33

www.e-gaming.cz

EGT P17

www.egt-bg.com

Elo Touch Solutions P27

www.elotouch.com

Gaming Laboratories Int. P21

www.gaminglabs.com

JCM Global P4

www.jcmglobal.com

Nanoptix P43

www.nanoptix.ca

Playtech P19

www.playtech.com

Patir P15

www.patir.de

PST Gaming Furniture P39

www.pstseating.com

SuzoHapp P7

www.suzohapp.com/eu

Weche P29

www.weche.com.tw


Gaming Publishing
Samson House,
457 Manchester Road,
Manchester M29 7BR,
United Kingdom
G3Newswire.com
G3-247.com
Company registration
Number: 7342069
Vat No: 995 913852



John Slattery
Commercial Director
john@gamingpublishing.co.uk
+44 (0)7917 166471



James Slattery
Advertising Executive
james@gamingpublishing.co.uk
+44 (0)7917 166471



Alison Dronfield
Advertising Executive
alison@gamingpublishing.co.uk
+44 (0)1204 410771



Jennifer Pek
Subscriptions Manager
jennifer@gamingpublishing.co.uk
+44 (0)161 724 8716



Lewis Pek
Editor
lewis@gamingpublishing.co.uk
+44 (0) 1942 879 291



Karen Southall
Associate Editor
(Spain - Malaga)
karensouthall@gmail.com



Phil Martin
News Editor
phil@gamingpublishing.co.uk
+44 (0)7801967714

JUEGOS MIAMI

SE CELEBRARAN EN MIAMI,
LA CAPITAL DE AMÉRICA LATINA!

AN EXCLUSIVE INVITATION TO THE
SHOWCASE EVENT FOR THE LATIN
AMERICAN AND CARIBBEAN
GAMING COMMUNITY



JUEGOSMIAMI.COM

LIGHTNING LINK™

TAKING THE GAMING WORLD **BY STORM.**

Introducing Lightning Link™ – Aristocrat's first player-selectable multi-denomination progressive range. Players will love the multiple game themes – and they'll be on the edge of their seats waiting for the free games and Hold & Spin bonuses to strike. Especially when a single bonus spin could award both multiple progressives and bonus values.

Add more flash to your floor today!



ARISTOCRAT

© 2016 Aristocrat Technologies Australia Pty Limited.

Aristocrat Technologies Europe Limited
25 Riverside Way, Uxbridge, Middlesex UB8 2YF (UK)
Telephone: +44 (0) 1895 618500
Web www.aristocratgaming.com