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Comment

JANUARY 2016



I know what Sheldon Adelson thinks of online gaming – his views are well-known, if not renowned. A staunch advocate of bringing back the Wire Act of 1961 in the US, Mr. Adelson campaigns to see a complete gaming ban on online play reinstated across every state in America. He talks about online gambling in isolation from land-based, suggesting that online promotes under-age play and criminality, while seeking market protection for his considerable land-based empire. What I'd like to know is... what are Mr. Adelson's views on omni-channel? I'm guessing he's against it, but for what reason?

In December I visited the Dragonara Casino in Malta, which is also home to Evolution Gaming Malta, for the launch of Dual-Play Roulette, the perfect link between land-based table gaming and Live Casino online. The set-up is simple to understand, though more complex in application, whereby an Evolution camera system is installed on the land-based casino floor that beams live, real-time gaming footage from the roulette wheel and table to online and mobile devices. Online and mobile players can place their bets on the live table separate to the bets placed by visitors to the Dragonara.

Describing this combination of offline and online gaming in our article 'The Missing Link,' Evolution and Dragonara have answered a problem that's causing as many

issues in Europe as it is in the US, namely – how do land-based casinos engage with a younger player-base – the elusive 'millennials'? At Dragonara, casino customers can play at the tables or on their mobile at the bar, or on a tablet while in transit, or PC while at home – the essence of multi-channel gaming. For the online player, they can experience the unique atmosphere of playing on a real roulette, with a microphone capturing the ambient sound and real dealer calls of the Dragonara.

Not only does the Dragonara brand and gaming footprint reach new markets and new players, but its core players, the tourists visiting Malta, can play with their favourite location on their favourite table, with their favourite dealer, wherever and whenever they choose. Mr. Adelson – how is that not win-win?

**WHAT ARE MR.
ADELSON'S
VIEWS ON
OMNI-CHANNEL?
I'M GUESSING
HE'S AGAINST IT,
BUT FOR WHAT
REASON?**

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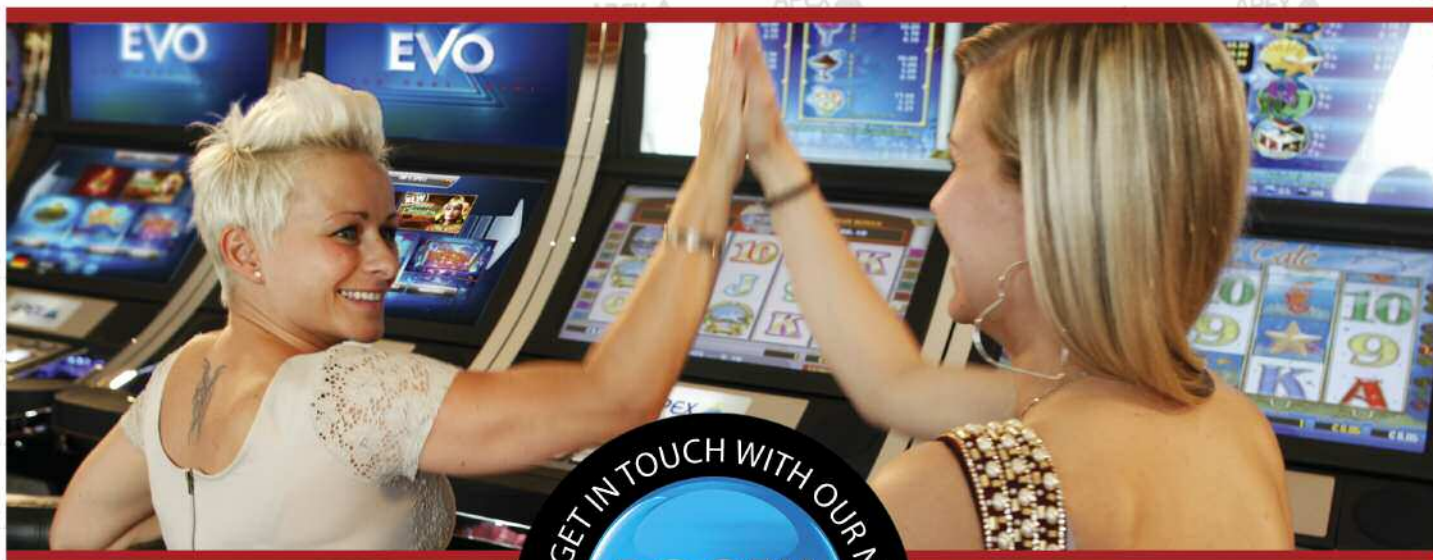
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AL5 4AY
Tel: +44 1582 767254
Contact: karencooke@eagexpo.com
Email: +27 86 427 4944
Web: www.eagexpo.com

January 20-21, 2016

Mobile Games Forum London 2016

Location
155 Bishopsgate, London
EC2M 3YD, United Kingdom
Organiser
Osney Media
64 Great Eastern St, Shoreditch

London, United Kingdom
EC2A 3QR
Contact: Will Robinson
Tel: +44 20 7336 4600
Email: will.robinson@osneymedia.com
Web: www.mgflondon.com

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London

United Kingdom
SW6 3JW
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Web: www.icetotallygaming.com/conferences

February 2-4, 2016

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February 4-7, 2016
London Affiliate Conference 2016

Location Olympia London, Hammersmith Rd, London, W14 8UX Organiser iGaming Business Electric Word, 2nd Floor 5 Thomas More Square London	United Kingdom EIW IVW Contact: Alana Jones Tel: +44 207 265 4153 Email: alana@igamingbusiness.com Web: www.igbaffiliate.com/events/london-affiliateconference/
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February 25-26, 2016
Georgia Gaming Congress 2016

Location Tbilisi, Georgia Organiser Smile Expo 11/10 Letnikovskaya Str Moscow Russia, 115114	Schedule: Conference: February 25, Business Tour: February 26. Contact: Lyudmila Machuskaya Tel: +7 495 212 1128 Email: lmachuskaya@smileexpo.ru Web: www.g3congress.ru/en
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March 1-2, 2016
The Cash Handling Show Africa 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 Tel: +27 11 516 4015 Email: katherine.marriott@terrapinn.com Web: www.terrapinn.com/exhibition/cash-handling-africa/index.stm
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March 1-2, 2016
Irish Gaming Show 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 Tel: +353 (0)87 609 0109 Email: info@irishgaming.ie Web: www.irishgaming.ie
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EL COMITÉ ESPECIAL SOBRE DESARROLLO

Nacional ha aprobado el proyecto de ley del Senado de Brasil 186/2014 que aspira a establecer un marco regulatorio para legalizar el juego tanto terrestre como online. El Comité aprobó el proyecto de ley, que actualmente se está debatiendo como parte de la «Agenda de Brasil», un nuevo conjunto de leyes impulsado por el Presidente del Senado, Renan Calheiros, y que se trata de una agenda propicia para las empresas y diseñada para proporcionar el tan necesario impulso al crecimiento económico.

UNA EMPRESA QUE OPERA UN CASINO EN LA CIUDAD

de Colonia del Sacramento (Uruguay) está evaluando la posibilidad de devolver el casino al Estado tras haber registrado unos pobres dividendos. La empresa está manteniendo negociaciones con la Dirección General de Casinos Estatales, lo que podría motivar la salida del casino del denominado «sistema mixto».

EL INSTITUTO PROVINCIAL DE LOTERÍAS Y CASINOS

de Misiones (Argentina) ha lanzado un sitio web de apuestas deportivas denominado «MisionBet». El sitio se puso en marcha en diciembre de 2015, y permite a los habitantes locales jugar online tanto con créditos como con premios gestionados a través de los puntos de venta de lotería locales.

LA MINISTRA DE TURISMO DE URUGUAY, LILIAN

Kechichian, ha anunciado que habrá un proceso de licitación para el Argentino Hotel Casino & Resort de Piríapolis. El nuevo operador dirigirá el hotel y también actuará como operador parcial del nuevo casino conforme al régimen de sistema mixto.

EL GRUPO DE JUEGO ESPAÑOL EGASA, QUE GESTIONA

actualmente el Casino Antay en la ciudad de Copiapó, está avanzando en su proyecto de construir el mayor casino de Arica, la capital de la región XV. La inversión propuesta para el proyecto asciende a 100 millones de dólares.

EURO GAMES TECHNOLOGY HA ATRAÍDO A OTRO

cliente clave en Bielorrusia, al instalar consolas P-24/24 Up de la serie Premier en el casino Shangri La de Minsk. A lo largo de ya casi dos años, Euro Games Technology es el único fabricante capaz de ofrecer máquinas de juego certificadas en Bielorrusia.

EL PRIMER COMPLEJO RECREATIVO INTEGRADO DEL

Reino Unido, Genting Resorts World Birmingham, ha abierto las puertas de su casino con numerosas mesas, equipamiento y accesorios de TCSJohnHuxley. A fin de equipar el casino con equipamiento vanguardista, se eligió a TCSJohnHuxley para suministrar 40 mesas de juego que incluyen ruleta americana, black jack y bacarrat. El equipamiento también incluía cinco pantallas de 21" e-FX Portrait Baccarat, 14 Chipper Champ 2s y muchos otros accesorios de juego.

UCRANIA HA PUBLICADO UN PROYECTO DE LEY

para legalizar el juego en el país. La legislación regularía los casinos, las apuestas deportivas y el juego online, y se ha colgado en el sitio web del Ministerio de Finanzas.

INTRALOT AUSTRALIA HA IMPLEMENTADO EL

primer programa de compromiso previo voluntario bajo la marca YourPlay para una red de 28 500 máquinas de juego electrónicas por todo el estado de Victoria, incluido el Casino de Melbourne.

SENATE APPROVES NEW GAMING BILL

Brazil's Special Committee on National Development has approved Senate Bill 186/2014 that greens lights gaming

Brazil - Legislation

The Special Committee on National Development has approved Senate Bill Brazil 186/2014 which seeks to establish a regulatory framework for the legalisation of both land based and online gaming. The Committee approved the bill which is now being debated as part of "Brazil Agenda" a set of new rules put forward by the President of the Senate, Renan Calheiros – a business-friendly agenda which is designed to provide a much needed boost to economic growth.

The report on the text was introduced by Senator Maggi with Senators voting on the bill (Wednesday 9th). It was approved by eight votes in favour, two against with one abstention. However the bill was not without controversy and a number of amendments were made to the draft which means that the committee will need to vote again on the bill.

Senator Maggi introduced some changes in the text and ratified the amendment of Senator Benedito de Lira which bans politicians from owning gambling houses. In addition, the text includes a restriction, which is that only those people showing full tax compliance with local laws may participate in the operation of gaming.

Senator Cristovam Buarque opposed the bill, arguing that gaming encouraged illegal practices such as drugs and prostitution while Senator Gleisi Hoffmann announced that he would abstain from voting saying that he had "many doubts" about the project and felt that it should be discussed more deeply. He also added that "gaming encour-



ages other activities that may cause a negative impact on society."

Meanwhile, Senator Flexa Ribeiro suggested that casinos only be allowed in less developed regions and outside of the capital. However his proposed amendment was rejected.

The bill is a revised version of a bill initially put forward by Senator Ciro Nogueira in 2014 which proposes the legalisation of casinos, bingo halls, slot parlours and the popular "Jogo do Bicho" or "Animal Game." The text defines the types of gaming that can be played in Brazil, the criteria for how licences are to be granted and the rules for the distribution of prizes as well as how gaming is to be taxed in the future.

The text of the new version of the bill would allow for 35 casinos, with at least one per state while some states would be permitted to have as many as three, depending on the population and the economic outlook in each state. Casinos will only be permitted in hotel leisure complexes with venues for meetings and events, restaurants, bars and shopping centres.

The bill in its new form will now need to go before the Committee for approval a second time where it will in all likelihood be approved again soon. The commission has a special mandate and carries more weight which means that once approved it will go straight for analysis in the Chamber of Deputies.

Company wants to hand casino back to the state

URUGUAY

A company that operates a casino in the city of Colonia del Sacramento in Uruguay is evaluating the possibility of returning the casino to the state after it reported poor returns. Conrado Diaz, legal advisor and spokesman of the company Tirley SA, explained that the firm is in "negotiations" with the Directorate General of State Casinos, which could lead to the casino opting out of the so called mixed system.

"In the process of negotiation, which I understand to be in a quite advanced stage and is not closed, the Directorate General of State Casinos intends to keep the gaming room and directly exploit

it on behalf of the state," he said.

The representative of Tirley SA which operates both the casino and the Radisson hotel described a "pretty" deficient economic performance for the casino, which had led to the company's decision. The Head of The Uruguayan Casino Control Board Javier Chá said the board is holding a number of meetings with the licence holder and confirmed that there was an option on the table to return the casino licences back to the state. He also said that he would consult with the Finance Committee of the Chamber of Deputies over the issue later on this week.

According to the Secretary of the Association of State Casinos

Officials, José Alberto Avenatti the company plans to "deliver" the casino to the state although exactly when is unclear. "Officially we have nothing, but we know it is imminent," he said.

The news could have a direct effect on the debate over Uruguay's gambling laws. Deputy Jorge Gandini said that the failure of the casino is a clear example that the mixed system is not working and said that the system was running into difficulties especially in Uruguay's interior. He also said that he would bring this up during the debate and that a number of recent openings had been "questionable."

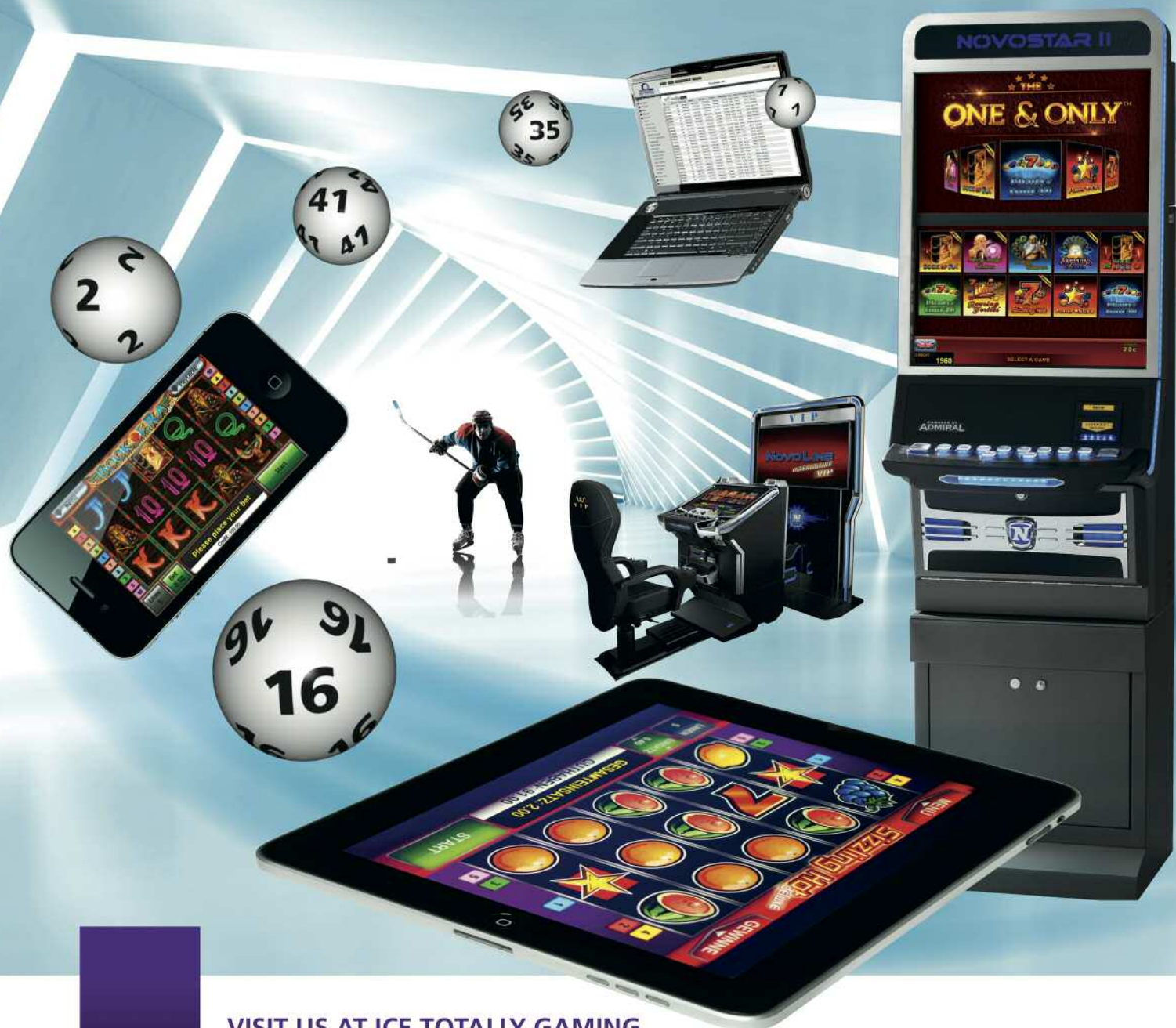
Under the mixed system private investors can set up a casino in a hotel but it is the state that manages and runs the casino for which it receives in return between 35 per cent and 45 per cent a percentage of casino profit.

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accedido a comprar el operador de casinos y salas de juego estonio AS MC Kasiinod (AS MC). En virtud de la adquisición revelada, OEG asumirá el 100% de la propiedad de los activos y las filiales de AS MC, incluidos los proveedores estonios de máquinas de juego OÜ Oma & Hea.

LA MARCHA TRIUNFAL DE JCM GLOBAL PROSIGUE EN

España, ya que la empresa ha sido nombrada ahora como proveedor preferido del Casino Costa Meloneras, el Casino Gran Canaria y el Casino Antigua. Adicionalmente, los tres casinos han seleccionado al galardonado validador de billetes iVIZION de JCM como su aceptador preferido.

KGM, SCORE GAMING Y ALFASTREET CELEBRAN

juntos la instalación de la primera mesa de juego interactiva de carreras de caballos Royal Derby de Norteamérica en el Fantasy Springs Resort and Casino.

GAN HA LANZADO UNA EXPERIENCIA ONLINE DE

juego simulado para Maryland Live!, un casino líder de Maryland que opera aproximadamente 4000 máquinas tragaperras y más de 200 juegos de mesa.

EL SERVICIO PARA INVERSORES DE MOODY'S HA

declarado que el reciente boom de inauguraciones de casinos en la zona noreste de Norteamérica ofrecerá oportunidades de ventas de aprox. 20 000 máquinas tragaperras para los fabricantes de equipos, pero conllevará más cierres de casinos en Atlantic City.

EL FUTURO CASINO DE 250 MILLONES DE DÓLARES

previsto para Antigua y Barbuda y encabezado por James Packer y Robert De Niro ha avanzado un paso después de que el Gobierno aprobara el proyecto de ley Paradise Found, que podría allanar su camino.

GENTING SE DISPONE A INVERTIR OTROS 450

millones de dólares en Resorts World Bimini, su proyecto en las Bahamas. Conforme a esta inversión, Genting añadirá al proyecto otro hotel con un mínimo de 200 habitaciones. También tiene planes para prolongar la pista de aterrizaje del aeropuerto de Bimini hasta 9000 pies, así como renovar la terminal y las instalaciones de vuelo y construir una terminal de taxis acuáticos en la orilla de la laguna donde se encuentra el aeropuerto, además de una estación de aterrizaje para naves anfíbias y un helipuerto en el resort.

SYNOT HA ANUNCIADO SUS PRIMERAS

instalaciones en la provincia vietnamita de Nghe An, donde un nuevo casino ha abierto sus puertas a finales de noviembre de 2015. Este casino de lujo está equipado exclusivamente con tecnología de juego del Synot Group. Para ser más precisos, el casino ha instalado ruletas y la gama de terminales de video-olotería de Synot (Synot VLT System).

LOS CUATRO CASINOS DE SRI LANKA SE VERÁN

afectados por el incremento en los impuestos destinado a hacer frente a la abolición de la tasa de entrada introducida anteriormente en el año 2015. No obstante, las tasas de las licencias de casino se duplicarán como resultado, y también se introducirá un nuevo impuesto del 25 por ciento sobre los beneficios derivados del juego.

MISIONES GRANTS ONLINE LICENCES

The Provincial Institute of Lotteries and Casinos of Misiones has launched an online betting site called MisionBet

Argentina - Licensing

The Provincial Institute of Lotteries and Casinos of Misiones (IPLyC) has launched an online sports betting site called "MisionBet." The site went live in December 2015 and allows locals to play online with both credits and prizes managed through local lottery outlets. The platform is managed in conjunction with company Sistemas Integrados S.A. and will offer those living in the province of Misiones the possibility of betting on a wide number of sports as well as the chance to play a wide variety of casino games online.

Only locals may take part via the www.misionbet.com.ar website. The presentation for the new sports betting portal took place last Wednesday at the Maitei Posadas Hotel & Resort. Speaking at the presentation President of the IPLyC Eduardo Torres welcomed the launch of the new site saying that online gaming has long been on the IPLyC's agenda. However, he said that online gaming had met with little support and several challenges over the years and had met with a lukewarm response with land based casino operators when the board had initially approached them with the idea of launching online gaming.

"We did not have the necessary support so we took our concerns to the Association of Lotteries, Pools and Casinos of Argentina (ALEA) and we debated and struggled over the issue for a long time so that all lotteries could assume a role that was right for them," Mr. Torres said. Betting via offshore betting sites is still, he pointed out, an issue with more than 7,000 sites which allow locals to make a bet. He went on to say that the



state and State Lottery not only had the "the responsibility to regulate the activity of gambling but must also control who are playing, other provinces have avoided that responsibility" he said and that was the reason why the IPLyC had ultimately withdrawn from the ALEA.

"When we granted a permit for a licence holder to operate we had a problem with the National Lottery which took us and the website to court but they never took measures against the hundreds of illegal gambling sites which take bets in an irresponsible manner," he said.

Online gaming in Argentina has long been a contentious issue where it is limited and only a very small number of local interactive betting sites are permitted to offer their services and then only in the province where they operate. Only a handful of online gaming sites have been licensed to offer their services to locals. Generally speaking these sites have faced a number of legal problems and in most cases have been closed soon afterwards.

The first legally established online sports book went online in Argentina in March 2006 in the state of Formosa but its licences was revoked shortly afterwards as was the case with vcapuestas.com.ar which was licensed to operate in the province of Misiones. The site was run and owned by Gibraltar-based online gaming company Victor Chandler which announced in 2006 that it had been awarded a licence to operate online gaming websites in the province.

Supreme court rules in favour of city in floating casino dispute

ARGENTINA

The Supreme Court of Justice has ruled that it is the government of the City of Buenos Aires that should have control over the operation of casinos operating in their district after reversing an injunction ordered by a Federal Appeals Court. The new ruling overturns the injunction which had ordered that the city government should not interfere when it came to the activities carried out on the "floating casinos" the "Princess" and "Star of Fortune" as well as land adjacent to the mooring of those ships run by companies Casinos de Buenos Aires S.A and Compañía de Inversiones en Entretenimientos.

The court case began after both

companies claimed that it should be police forces run by the city government and not federal police that should be in charge of security. However, the appeals court ordered that the city government could only be responsible for the monitoring of building safety and could not interfere when it came to the activities of the casinos.

The Supreme Court ruled in favour of the city by referring to an earlier decision made in 2011, which held that city government control over gaming had been recognised in the third clause of the agreement between the National Lottery and the Institute of Games and Gambling of the City. That agreement provided

that the Institute had jurisdiction, along with other authorities of the City, to verify that the concessionaires of the National Lottery were exploiting the casinos located on the ships "Princess" and "Star of Fortune" – and were in full compliance with local regulations. The court also pointed out that there had not been a conflict of federal and city powers as assumed by the appeals court, but rather there had been a lack of coordination between both in relation to the operation of existing gaming halls and that the vessels did not violate any provision of the constitution.

The decision finally resolves the long running dispute over the two "floating casinos" moored permanently alongside each other to the city harbour downtown and could finally open the door to allow the city the right to tax gaming in Buenos Aires.

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BRAZIL - GREEN LIGHT TO GAMING IN 2016

The President of the Brazilian Institute of Legal Gaming (Instituto Jogo Legal) Magnho José has said that gaming could be a reality in Brazil in 2016. Speaking at a tourism and trade meeting held to discuss the issues affecting the development of tourism in the state of Bahia he said that there was now wide consensus on the issue on gaming in both houses and that casinos would be a stimulus to Brazil's tourism industry.

In a speech entitled: "Brazil and the Return of Casinos" he said: "We have a historic delay of more than 70 years when it comes to the legalisation of casinos in Brazil. The country is now the largest exporter of players in the world because casinos have not been legalised. This is one of a number of activities which need to be legalised such as the animal game and bingo... What we understand is that with the discussions taking place in the legislative branch, the executive and in society, that the sector could be legalised by the first quarter or first half of next year." Mr. José went on to highlight the generation of jobs and income in a number of countries where the industry has already been regulated and said that if gaming were to be legalised then it could initially generate R\$16.5bn in tax income for the state.

Chairman of the Tourism Commission of the House of Representatives Alex Manente agreed saying that: "Brazil receives six million foreign tourists, a number which is far short of our potential. It is high time for the country to discuss and legalise gambling in Brazil, to generate income and jobs," he said. Calls for change were echoed by other government officials present at the meeting including Secretary of the Bahia Tourism Board Nelson Pelegrino who said that: "Gaming can create a new tourism product in Brazil. The tendency of Congress is that it is heading for regulation."

Consensus would seem to be growing for giving the green light to gaming as Brazil's current crisis worsens. President Dilma Rousseff sought out the opinion of lawmakers on their stance on the issue, with the Senate recently giving the latest bill the green light (see lead story on Page 8).

CHILE - ASSOCIATION PRESIDENT JOINS JUEGOS MIAMI

Juegos Miami, the bespoke business event for the Pan-Latin American and Caribbean gaming industry, has made a major statement of intent, with the appointment of respected business figure and President elect of the Chilean Casino Association, Marcelo D'Amato as the event's non-executive Chairman. The inaugural Juegos Miami, which is being jointly organised by Clarion Events and Urban Expositions, will take place at The Biltmore, Coral Gables, Miami, 31 May–3 June '16.

Explaining the significance of the appointment, Julian Graves, Chairman of the Gaming Division at Clarion Events stated: "I have personally been involved in the research, planning and creation of Juegos Miami for more than a year. Throughout our discussions with the community of stakeholders, we made it clear that our vision was to create an event which met the very specific needs of business in what is a vitally important region for gaming."

PLAN FOR PIRIÁPOLIS CASINO LICENCE

Uruguay's Minister of Tourism has announced a tender process for the Argentino Hotel Casino & Resort

Uruguay - New Licences

Uruguay's Minister of Tourism Lilian Kechichian has announced that there will be a tender process for the Argentino Hotel Casino & Resort in Piriápolis. The new operator will run the hotel and will also be part operator of the new casino under the mixed system. The licence to run the hotel will be for 30 years and is open to both Uruguayan and international companies, while the casino licence will be valid for fifteen years.

Work on the surrounding area has already begun. "It is a project that the local government has made a strong start on with the reconstruction of the promenade, the expansion of the port as well as sanitation work... There are a number of investments in Piriápolis which are providing developmental continuity in order to position the spa both nationally and internationally as one of the best destinations," said the minister.

The tender process will begin on March 30, 2016. The fee paid by the investor may not be less than 1 per cent of the operating income from the hotel. "In the bidding process we are going to incorporate obligations for refurbishment and enhancement of the building, and obviously the maintenance of its architectural as well as its



historical and heritage value," the minister said.

The Head of The Uruguayan Casino Control Board Javier Chá explained that the licence holder will be a private operator, "who is in charge of everything to do with infrastructure, gaming equipment marketing, and everything to do with casino advertising and services that strengthens the operation of the casino." However the operation of the casino itself will remain in state hands.

"Officials are responsible for the operation of the treasury... What the private operator does is provide the rest of the infrastructure. In return, on a lease of 15 years (which is the maximum under current rules), the state pays a price that is a percentage of the gross income of the casino," he said. The percentage payable will, he said, be part of the negotiation process and will depend on the amount the operator plans to invest in the venture.

The hotel is a well known landmark in the coastal resort and was designed by French architect French Pedro Guichot. It took 10 years to build and opened on December 24, 1930. There has been a casino at the hotel since 1960.

New details emerging over large scale casino in Arica

CHILE

Spanish gaming group EGASA which currently manages the casino Antay in the city of Copiapó, is moving ahead with its project to build the largest casino in Arica the capital of the XV region. Proposed investment for the project stands at US\$100m.

The new complex will encompass an area of 2,900 square meters and will house both table games and slot machines. The initiative also includes the first five star hotel in the city, which will have 129 rooms, a convention centre for 1,000 people, a shopping boulevard with 40 shops, a supermarket, two restaurants, bars and a gym.

"It is the largest investment in recent years and the largest in the history of Arica. We are confident of the enormous tourism potential of the region and its close relationship with the

neighbouring countries of Peru and Bolivia," said Project Manager, Peter Müffeler.

The casino is expected to become operational in the second half of 2017, while the hotel will be operational by 2018. In the construction phase, the project will provide 500 jobs and 500 permanent positions when it opens for business. The casino will be part of the firms Luckia Casino brand. The Casino Luckia will include 350 slot machines, 12 gaming tables as well as 60 bingo seats.

There are some concerns over the fact that it will be located less than 100m from the municipal casino which currently holds one of the 17 casino licenses in the country. This means that the city could be home to two large scale casinos within a short distance from each other.

But the Mayor of Arica, Salvador

Urrutia has welcomed the project saying that two major casinos and so close together could create a mini Las Vegas in Chile.

"The new casino will also give part of their profits to all municipalities in the region. Then, if things go well, our commune will have a new inflow of resources that could be higher than it is at present," said the mayor. "The current casino building is ours and we want a casino to always be there. The fact that there are two casinos is very favourable for Arica as a whole. It's like Las Vegas, where people play in the casino in the hotel where they are staying but also go to other casinos. If this offer means more tourists come to Arica then it can mean more revenue for the city," he said.

New rules extend the municipal licenses until December 2017. After this date those municipalities will continue to be a home to a casino for a total of three periods of fifteen years each and licences will be open to tender from the private sector.

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DAS SPECIAL COMMITTEE ON NATIONAL

Development hat der Gesetzesvorlage Brazil 186/2014 des Senats zugestimmt, wonach ein regulatorischer Rahmen für die Legalisierung von sowohl herkömmlichem Glücksspiel als auch Online-Glücksspiel erstellt werden soll. Der Ausschuss stimmte dem Gesetzesentwurf zu, der jetzt als Teil des neuen Regelwerkes „Brazil Agenda“ diskutiert wird, die vom Präsidenten des Senats, Renan Calheiros, eingereicht wurde und bei der es sich um eine unternehmerfreundliche Agenda handelt, die dem Wirtschaftswachstum den dringend benötigten Schub geben soll.

EIN UNTERNEHMEN, DAS EIN KASINO IN COLONIA DEL

Sacramento in Uruguay betreibt, prüft zurzeit die Möglichkeit, das Kasino an den Staat zurückzugeben, nachdem dort nur schwache Erträge erwirtschaftet worden waren. Das Unternehmen führt gerade „Verhandlungen“ mit dem Directorate General of State Casinos, was dazu führen könnte, dass das Kasino aus dem so genannten gemischten System aussteigen könnte.

DAS ARGENTINISCHE INSTITUTE OF LOTTERIES AND

Casinos of Misiones (IPLyC) hat eine Sportwetten-Website unter der Bezeichnung „MisionBet“ eröffnet. Die Seite ging im Dezember 2015 an den Start und ermöglicht es örtlichen Einwohnern, an Online-Spielen teilzunehmen, wobei Gutschriften und Preise durch lokale Lotterieverkaufsstellen gemangt werden.

LILIAN KECHICHIAN, MINISTERIN FÜR TOURISMUS IN

Uruguay kündigte ein Ausschreibungsverfahren für das Argentino Hotel Casino & Resort in Piríapolis an. Der neue Betreiber wird das Hotel führen und darüber hinaus als Teilbetreiber des neuen Kasinos im Rahmen des gemischten Systems fungieren.

DER SPANISCHE GLÜCKSSPIELANBIETER EGASA, DER

aktuell das Kasino Antay in der Stadt Copiapó managt, setzt sein Projekt zum Bau des größten Kasinos in Arica, der Hauptstadt der Region XV fort. Die geplanten Investitionen für das Projekt belaufen sich auf US \$ 100 Mio.

EURO GAMES TECHNOLOGY HAT EINEN WEITEREN

Großkunden in Weißrussland gewinnen können, der P-24/24 Up Gehäuse der Premier-Serie im Kasino Shangri La Minsk aufstellt.

DIE ERSTE INTEGRIERTE FREIZEITKOMPLEX-

Destination des Vereinigten Königreiches, Genting Resorts World Birmingham, hat die Pforten ihres Kasinos geöffnet und bietet zahlreiche TCSJohnHuxley-Tische, -Equipment und -Zubehör. Für die Ausstattung des neuen Kasinos wurde TCSJohnHuxley mit der Lieferung von 40 Spieltischen für American Roulette, Blackjack und Baccarat beauftragt. Zur Ausstattung gehören auch fünf 21" e-FX Portrait Baccarat-Displays, 14 Chipper Champ 2s sowie umfangreiches sonstiges Glücksspielzubehör.

DIE UKRAINE HAT EINEN GESETZESENTWURF ZUR

Legalisierung des Glücksspiels in diesem Land veröffentlicht. Dieses Gesetz sähe die Regulierung von Kasinos, Sportwetten und Online-Glücksspielen vor und wurde auf der Website des Finanzministeriums veröffentlicht.

KGM, SCORE GAMING UND ALFASTREET FEIERN

gemeinsam die Einführung des ersten nordamerikanischen interaktiven Royal Derby Pferderennen-Tischspiels im Fantasy Springs Resort and Casino.

MINSK SHANGRI LA PREMIER EVENT

The Shangri La Casino in Minsk has installed the latest Premier series P-24/24 gaming machines from EGT

Belarus - Installations

Euro Games Technology has attracted another key customer in Belarus, installing P-24/24 Up cabinets of Premier series in Shangri La casino in Minsk. The gaming establishment is known for its luxury and comfort, opulent décor, service and professional staff. The installation of P-24/24 Up slots are equipped with Premier Multi-3 multi-game mix of 39 different themed game titles, as well as with all traditional merits of the model – ergonomic features, quality stereo sound and stylish design.

“We are very satisfied with P-24/24 Up's performance and our expectation that it would help us expand our players circle proved correct,” commented Tatyana Grebneva, slot machine manager at casino Shangri La in Minsk.

For almost two years Euro Games Technology is the only manufacturer being able to offer certified gaming machines in Belarus. At the moment the company has homologated its cabinets Premier P-24/24 Up and Vega Vision + Slant Top with the multi-game mix Premier Multi-3 and just few days ago the Vega R8 roulette and the STORK



multiplayer terminal were also approved for sale till 2025 from the local authorities. Undergoing standardisation are the Egypt Quest jackpot system and the Premier Multi-4 and Multi-5 game libraries.

“Currently, EGT has a unique advantage over its competitors having certified its equipment in Belarus and our local office is constantly strengthening its positions on the local market. Our company is partnering with prestigious casino chains like Maxbet, Princess, Winbet, etc. More and more operators are willing to get EGT products on their floor and in the next few weeks there are more installations to come,” commented Boyko Boev, Director of EGT Belarus.

UK

John Kelly has been appointed as Ladbrokes' new Chairman of the Board with immediate effect, after Peter Erskine stepped down from the Board on 3 December. In addition Ladbrokes has also appointed Mark Pain as a Non-Executive Director and chairman of the Audit Committee with immediate effect. John Kelly's appointment follows the announcement on 7 May 2015 that Peter Erskine intended to step down from the Board during the year. Having delivered a successful shareholder vote for the proposed merger with the Coral Group, Mr Erskine formally left the Board and handed over the role to John Kelly, who will also be the chair of the proposed merger entity Ladbrokes Coral Plc.



TCSJH outfit the new Genting Resorts World Birmingham

UK

The UK's first integrated destination leisure complex, Genting Resorts World Birmingham, has opened its casino doors with an abundance of TCSJohnHuxley tables, equipment and accessories.

To outfit the new casino with state-of-the-art equipment, TCSJohnHuxley was chosen to

supply 40 gaming tables covering American Roulette, Blackjack and Baccarat. Also included within the fit out were five 21" e-FX Portrait Baccarat displays, 14 Chipper Champ 2s and numerous other gaming accessories. To ensure that the most advanced cash handling system was also integrated into the gaming tables, TCSJohnHuxley worked alongside third party supplier iDepsys.

Working extensively with Genting's Product Development team, TCSJohnHuxley was also commissioned to design a bespoke multi-gaming podium for running live table games for remote players within the casino and across the UK, via Inspired Sabre Terminals. The modern, multi-gaming podium has been built for 3-5 Multiwin Poker, Baccarat and American Roulette and features the UK's first installation of Saturn Auto Roulette wheels.

TCSJohnHuxley's Senior Business Development Manager, Steph Nel commented: “We're extremely proud to have been able to play a part in the Resorts World Birmingham casino installation. Working with Genting to help make their vision become a reality has been a truly rewarding experience for the entire TCSJohnHuxley team.”

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DIE OLYMPIC ENTERTAINMENT GROUP (OEG) HAT DER Übernahme des estnischen Kasino- und Spielhallenbetreibers AS MC Kasiinod (AS MC) zugestimmt. Bei dem noch nicht bekanntgegebenen Kauf wird OEG die Vermögenswerte von AS MC und die Tochtergesellschaften einschließlich des estnischen Spielautomatenherstellers OÜ Oma & Hea zu 100% übernehmen.

JCM GLOBAL BEFINDET SICH IN SPANIEN WEITERHIN auf der Siegerstraße und erhielt den Status des Vorzugslieferanten von Casino Costa Meloneras, Casino Gran Canaria und Casino Antigua. Darüber hinaus machten alle drei Kasinos den preisgekrönten iVIZION-Banknotenprüfer von JCM zu ihrem bevorzugten Geldscheinprüfer.

GAN HAT FÜR MARYLAND LIVE!, EIN KASINO IN Maryland mit annähernd 4.000 Spielautomaten und mehr als 200 Tischspielen, ein Online-Erlebnis im Bereich Simulated Gaming an den Start gebracht.

MOODY'S INVESTORS SERVICE STELLTE FEST, DASS eine neue Runde von Kasinoeröffnungen im Nordosten von Nordamerika Absatzmöglichkeiten für Gerätehersteller in einer Größenordnung von ca. 20.000 Spielautomaten mit sich bringen würde; andererseits würde sie auch zur Schließungen von Kasinos in Atlantic City führen.

DAS FÜR ANTIGUA UND BARBUDA VORGESEHENE und von James Packer und Robert De Niro konzipierte US \$ 250 Mio. Kasino ist durch die Zustimmung der Regierung zum Gesetzesentwurf Paradise Found, der den Weg ebnen könnte, einen Schritt vorangekommen.

GENTING INVESTIERT WEITERE \$ 450 MIO. IN SEIN Projekt auf den Bahamas, Resorts World Bimini. Im Rahmen dieser Investition erweitert Genting das Projekt um ein weiteres Hotel mit mindestens 200 Zimmern. Geplant sind darüber hinaus die Verlängerung der Landebahn am Bimini-Flughafen auf 9.000 Fuß, die Modernisierung des Terminals und der Abfertigungseinrichtungen, der Bau eines Wassertaxiterminals auf der zur Lagune gelegenen Seite des Flughafens, eine Landemöglichkeit für Amphibienflugzeuge und der Bau eines Hubschrauberlandeplatzes für die Anlage.

SYNOT HAT ERSTE EINRICHTUNGEN IN DER vietnamesischen Provinz Nghe An angekündigt, wo Ende November 2015 ein neues Kasino offiziell eröffnet wurde. Dieses Luxuskasino ist ausschließlich mit der Glücksspieltechnologie der Synot Group ausgestattet oder – um genau zu sein – das Kasino hat die Synot Video Lottery Terminals (das Synot-VLT-System) und Synot-Roulettes installiert.

SRI LANKAS VIER KASINOS WERDEN VON DER erhöhten Besteuerung betroffen sein, um der Abschaffung der Anfang 2015 eingebrachten Eintrittsgebühr entgegenzuwirken. Die Lizenzgebühren für Kasinos werden sich im Endeffekt dennoch verdoppeln, da eine neue Steuer auf Glücksspielgewinne in Höhe von 25 Prozent ebenso eingeführt wird.

INTRALOT AUSTRALIA HAT DAS ERSTE VOLUNTARY Pre-Commitment-Programm unter der Bezeichnung YourPlay für ein Netz von 28.500 elektronischen Spielautomaten (EGM) im gesamten Bundesstaat Victoria, einschließlich des Melbourne Casino eingeführt.

UKRAINE PLAN TO LEGALISE GAMING

Ukraine's Finance Ministry is proposing to legalise the gambling business in country six years after the complete gaming ban

Ukraine – Legislation

Ukraine has published a bill to legalise gambling in the country. The legislation would regulate casinos, sports-betting and online gaming, and has been posted on the website of the Ministry of Finance.

Gambling in Ukraine has been banned since July 25, 2009. Yulia Tymoshenko, the Prime Minister of Ukraine at that time decided to ban casino games in the country after the tragedy of May 7, 2009 when a sudden fire killed nine people in the salon of slot machines in Dnepropetrovsk.

The Ministry has proposed the creation of a National regulator to organise and control gambling in the country and issue licences to gaming firms. The bill dictates that Ukrainian companies with statutory capital of over €2m, can apply for a licence. The cost of a one-year land-based casino licence would sit between €300,000 and €1m, with an online casino licence costing €1.5m. A single lottery operator would be created, with that licence issued via a tender process. Bookmakers would have to contend with serious restrictions concerning the place where their business is operated in terms of location. What is more, they would be forced to acquire two licences, the first a bookmakers license at €1.5m per annum and the second for each shop paid from €1,500 to 3,000 each. Online sportsbook will be available under the license.

Ukraine's economy is currently languishing in response to the country's conflict with Russia, but officials hope that after the Minsk Agreement it can now be brought back to life. While the foreign assistance Ukraine presently receives is appreciated, the



country needs to quickly organise the recovery of its private sector. To do this requires three initiatives, being (1) identifying sectors where significant economic growth is presently feasible and facilitating foreign, as well as domestic, investment in these sectors, (2) providing for political risk insurance for such investment, and (3) better rule of law protection for investment in Ukraine, principally by creating a legal ombudsman to stop abuses of law and allow investors to feel much more secure legally.

In addition to direct tourism, it is hoped that cities such as Odessa should, like Batumi in Georgia, Varna in Bulgaria and Constanta in Romania, seek to attract the international cruise line industry. To accommodate such increased tourism, hotels and resorts need to be built and regulated gaming can help finance such hotel and resort development, as Batumi, Georgia, has done.

The Ministry of Finance believes that gaming can serve as a mechanism for increasing by UAH 1bn (US\$42.2m) the revenues from state lotteries and gambling in 2016. The documents were published on November 30, 2015. According to the Ministry of Finance the bill will be a single document regulating gambling in Ukraine. The office documents also mentions plans to launch an electronic monitoring system that "will provide control in real time over the activities in the field of gaming, registering winnings, payments made and returns to players."

Storm Int. reacts to Ukraine gaming bill announcements

UKRAINE

After long debates held by the Ukraine government and the parliament, the new draft law has been proposed. Storm International previously announced its interest in entering the Ukrainian market should proper legislation be enacted. In the opinion of Storm's directors, the current draft law has its benefits but also some weak points.

After reviewing the new draft gaming law Storm International's CEO Darren Keane stated: "We do not believe that casinos should be only restricted to four and five star hotels with more than 200 rooms as there are too few hotels that match these criteria in the Ukraine. The size of the opera-

tions is also an issue. Limiting casinos only to hotels will first limit the maximum amount of tables and slots possible. This will in turn limit the amount of taxes payable on both areas and will give less space for casino restaurants, relaxation areas and concert facilities. Other issues will arise due to space and conformity of working within the given hotels such as car parking, independent kitchens and bars. Without additional services it will also be difficult to reach the 250 minimum requirement of staff."

On the license fee issue and taxation Mr. Keane said: "The proposed yearly license fee is a fair price that should be paid yearly in the local currency. Failure to do

so should mean immediate closure. The proposed annual table and slot taxes are acceptable numbers and are in line with neighbouring countries tax codes. These should be paid on a monthly or quarterly basis to give the operator the flexibility of adding or removing equipment."

However Mr. Keane was very surprised with the huge license fee for the online license: "When you compare it to both Armenia and Georgia, two developed gaming markets, the €1.5m proposed in Ukraine dwarfs them by a 7:1 ratio. It does seem too high a price to pay to enter that market."

In general Storm International welcomes this new law as it will bring legality back to gaming in the Ukraine and hopefully put a stop to the criminal elements that operate the illegal casinos at present.

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UK - R.FRANCO LAUNCHES OMNI-CHANNEL CLIENT

One of the more interesting operators to participate in Spain's recent online gaming licence applications was none other than market leading slots manufacturer, R.Franco, who are currently celebrating 50 years in the industry.

As leader in the class B market in Spain and with successes overseas, it was a bold move for the traditional B2B company to venture into the online B2C market and launch the latest offering in the growing, but competitive Spanish market with Wanabet.es.

Partnering with Mediatech Solutions, R.Franco was able to deliver a world-class offering, with the best of breed content and payment providers. With fixed odds and live sports betting from BetConstruct, live casino from Evolution Gaming, table games and slots from Microgaming, slots from NETENT and NYX Gaming Group, and payments from Teleplay, Skrill, PaySafeCard and Paypal, the offering is diverse and shows the power of using a powerful and flexible platform such as Mediatech Solutions'.

Building on these successes, the two companies went a step further by leveraging 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 frictionless experience.

BELGIUM - GAMING1 TO LAUNCH NEW TERMINAL

Online casino specialist GAMING1 has unveiled a new high-performance betting terminal that it claims brings together online and offline gaming.

The terminal will feature a sportsbook with more than 20,000 live events each month across 50 sports, as well as a full HD wide-angle screen, industrial-grade computer and high-precision code reader.

GAMING1, a member of Circus Group, will offer the terminal as a white-label, with options to personalise with a logo or tailor to fit the needs of local brands.

Sylvain Boniver, chief executive of GAMING1, said: "We understand what different betting customers want and have built this leading-edge terminal to satisfy player demands for comfort, playability and intuitive betting.

"GAMING1 offers versatile products that can succeed in any number of markets, with personalisation at the heart of what we can give customers."

TABCORP PARTNER WITH NEWS UK

Australia's Tabcorp has formed a partnership with News UK, owners of The Sun newspaper, to create Sun Bets in 2016

UK - Online Partnerships

Tabcorp Holdings Limited and News UK have signed an agreement to partner in the launch of a new online wagering and gaming business in the UK and Irish markets. The business will be known as Sun Bets and will launch in 2016.

The new business will bring together Tabcorp's capability in global wagering with News UK's vast customer base and market-leading media assets, including The Sun newspaper (print and digital properties) and associated sports and racing products (such as Dream Team FC, Favourite and Goals).

The agreement is structured as a revenue share arrangement with News UK undertaking internal and external media promotion of the business. In return, Tabcorp will provide News UK with a share of the revenue from the new business each year. The agreement is subject to Tabcorp obtaining the necessary licences and regulatory approvals and runs for an initial term of 10 years, with extensions subject to performance.

Tabcorp Managing Director and Chief Executive Officer David Attenborough said: "Entering the UK



market in partnership with News is an exciting opportunity for Tabcorp as we take our capability into the A\$7 billion UK online gambling market. The Sun has more than 10 million readers per week and over 1 million football fans actively engaged through The Sun Dream Team FC fantasy football competition.

"This partnership provides us with the opportunity to create a leading online bookmaker in the UK market under the Sun Bets brand over the coming years and fits with our strategy of pursuing close-to-core international opportunities."

Rebekah Brooks, CEO, News UK said: "This deal with Tabcorp marks a pivotal moment in the digital transformation of the company, creating a world-class online sports book that will engage and entertain the betting public in the inimitable style of The Sun. The two powerful brands of The Sun and our Dream Team fantasy football competition already have incredible reach and I have every confidence that this will be a rewarding partnership, which will see Sun Bets firmly established as a key player in the online betting business."

EMEA

Virtual games specialist Kiron Interactive has struck a deal to supply its popular virtual sports products to Best Gaming Technology (BGT). The agreement will see the provider's games made available on over 8,000 self-service betting terminals in regulated markets including Scandinavia, Eastern Europe, Italy, Holland, and Spain. Among the products to make their debut in the roll-out are Kiron's virtual racing games and the Fantastic League football game, developed in partnership with VSoftCo.



Olympic extends home market dominance with Kasiinod buy

ESTONIA

Olympic Entertainment Group (OEG) has agreed the purchase of Estonian casino and arcade operator AS MC Kasiinod (AS MC). The undisclosed acquisition will see OEG take 100% ownership of AS MC assets and subsidiaries including Estonian gaming machine suppliers OÜ Oma & Hea. In 2014, MC Kasiinod's rev-

enue stood at €3m and the company employed 65 people.

On the completion of the transaction OEG will own 24 casinos in Estonia. OEG extends its leading presence within the Estonian market which will see it gain a further 4 'slot casinos' with a total of 160 machines. OEG governance detailed that AS MC casino

assets would be re-branded under the Olympic Casino name.

The full acquisition of AS MC will be dependent on gaining the authorisation from the Estonian Competition Authority. Issuing a statement OEG detailed that the transaction of AS MC would be reviewed by NASDAQ OMX regulators as the acquisition would have no direct impact on its ongoing financial performance.

OEG governance and its supervisory board members of OEG are not personally interested in this transaction in any other way.

The casinos to be acquired will be brought into compliance with the quality standards of OEG within one year, after which they will be rebranded as Olympic Casino. Before acquiring MC Kasiinod and its subsidiary Oma & Hea, Olympic Casino had 20 casinos in Estonia with 817 slot machines and 20 gaming tables.

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**SPAIN – ALL FUN & GAMES FOR R.FRANCO TEAM**

Alejandro Casanova, Head of New Business Development and Digital for R. Franco, recently took part in a roundtable project concerning funding in the gaming industry, and was a member of the jury of the talent contest, including a wide programme of activities and events being held in Bilbao's Fun & Serious Games Festival.

"Fun & Serious Games Festival" is a referent in the video game industry within Europe. The most important meeting point and focus for synergies and networking intended for independent research, start-ups, video game developers, investors and the general and specialised media, it also includes a wide programme of roundtables, networking, workshops and conferences aimed both at companies and at the general public. And all of this is clearly oriented towards searching for talent, creativity, marketing, visibility, communication and funding.

R. Franco takes a very active role in this focus, as Alejandro Casanova highlighted in the roundtable about project funding, commenting that "R. Franco is going to be committed towards entrepreneurship and innovation within the digital economy. This clear vocation will materialise in the announcement, to be made soon, of our own talent projects."

**RUSSIA – ORACLE HOTEL AND CASINO FOUR STARS**

HOTEL "Oracle", located in the "Azov-City" gaming zone was categorised in November as a four star resort. Azov-City is the most successful gambling zone in Russia at present. The first casino Oracle was built by the Kazan company Royal Time Group in January 2010. Back then, the casino occupied around 4,000sq.m. In September 2010, the company launched the second phase of its development project, and on November 1, 2014 the third phase of the project was finalised with an opening of an entertainment complex.

Today, Oracle occupies an area of 7,900sq.m., which includes new casino halls for 40 gaming tables and 850 slot machines, plus a hotel with 90 rooms and SPA center. Investment Company Royal Time Group was established on the February 12, 2008. Rashid Taimasov is the company's CEO. The photo shows Dietmar Michael Redhammer of C&C, Kresimir Licitar, MSfG and Damir Chagaev and Rael Fattakhov of the Royal Time Group on the floor of the Oracle.

**CLARION ACQUIRE IGAMING BUSINESS**

Clarion Events is to expand its gaming portfolio with the purchase of iGaming Business magazine and conferences

UK – Exhibitions

Clarion Events is the final stages of acquiring iGaming Business from Electric Word Plc.

iGaming Business specialises in providing high level information to the online gaming and affiliate marketing sectors through its magazines, events, websites and reports. Its market leading Affiliate Conferences take place annually in London, Berlin and Amsterdam.

Combining iGaming Business with Clarion's gaming portfolio will further the vision of both companies to provide a comprehensive events and information platform for the sector. Explaining the acquisition, Clarion's Gaming MD, Kate Chambers, who has overseen the development of leading brands, notably ICE Totally Gaming, EiG and GiGse, said: "We are really excited about cementing our relationship with iGaming Business. Alex Pratt,

Michael Caselli and the team have established an important niche within the online gaming space and are regarded as providers of high quality industry analysis and focussed events. Clarion already works closely with iGaming Business and this acquisition will enable us to combine the strengths within the two groups."

"Both companies aim to facilitate business through information and interaction in the gaming industry. Clarion's portfolio complements iGaming Business' and this acquisition benefits our combined clientele," said Michael Caselli of iGaming Business, who added: "This deal contributes toward the development of the industry."

Alex Pratt added: "Clarion is widely regarded as the leading event organiser in gaming and we will be harnessing its expertise in order to improve customer engagement across our events. Becoming part of Clarion will add value to our current brands and provide an opportunity to take new products to emerging markets. Bringing the biggest business-to-business and affiliate events closer will, I am certain, deliver enhanced benefits to delegates and exhibitors alike."

Latvia

As a part of securing Evolution Gaming's opportunities for efficient future expansion of studio floor space, the Board of Directors has decided to acquire the company that owns the building which accommodates the majority of its operational activities in Riga. The purchase price amounts to €12.4m and will provide both strategic and financial benefits, and is not expected to affect the company's objective to distribute at least 50 per cent of the net profit for the year. Evolution has been a tenant in the building, located just outside central Riga, since 2011 and currently rents more than half of the total office space. The need to further expand the studio floor over the coming years is being assessed in order to manage the high demand for the company's product. As the landlord has not been able to provide guarantees for further expansion, Evolution has conducted a review of different alternatives with the acquisition of the building considered to be the best option both strategically and financially.

Comtrade and Ganlot reveal new gaming collaboration**SLOVENIA**

Comtrade Gaming and Ganlot, have announced their future collaboration as a recognition that the two companies share common goals and objectives.

Both parties expect this collaboration will provide clients with a better player experience by combining Comtrade Gaming's state of the art technology and G2S protocol with Ganlot's embedded converter board technology and total solutions.

The first result of this collaboration is expected to be announced at the ICE Totally Gaming 2016 event.

Olive Chuang, Senior Director of Ganlot said, "Comtrade Gaming is a trusted and professional partner in protocol, server-based architecture and online gaming development. We are happy to collaborate with Comtrade Gaming to achieve synergy in providing total solutions for our customers. With

our common vision in helping customers smoothly pass the legacy period of the player tracking module into the G2S era, Comtrade's G2S protocol together with our converter board solution will offer operators new benefits of monitoring and saving development time."

Aleš Gornjec, General Manager of Comtrade Gaming, commented about the collaboration: "Partnership with Ganlot is strengthening our mission to help gaming vendors and operators modernise their products and solutions. It is our great pleasure to work with the best in the industry."

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Manuel Martin, GM for Casino Costa Meloneras, Casino Gran Canaria, and Casino Antigua and Jaime Bonet, JCM EMEA Sales Manager

SPAIN – PREFERRED SUPPLIER CASINO MELONERAS

JCM Global's winning ways continue in Spain as the company has now been named the preferred supplier to Casino Costa Meloneras, Casino Gran Canaria, and Casino Antigua. Additionally, all three casinos named JCM's award-winning bill validator iVIZION as their preferred bill acceptor.

This is the latest in a string of wins this year for JCM in Spain, where JCM's iVIZION is now the preferred product, protecting hundreds of slot games throughout the country.

This latest deal was struck after a 12-week live test of iVIZION on the casino floor at each of the three casinos. Previously, the casinos used JCM's WBA and UBA products, along with other competitive products. After the successful test, each casino is exclusively using iVIZION.

Manuel Martin, General Manager for Casino Costa Meloneras, Casino Gran Canaria, and Casino Antigua said, "We have been using JCM bill validation products for many years, and we have always been impressed with the product quality and service. As we tested iVIZION on our floors, we realised how far bill validation products have evolved, and the high quality, combined with service and support were exceptional."

JCM EMEA General Manager Payam Zadeh said, "We are very pleased to have been named the preferred supplier to these three exciting casinos. Operators throughout Spain, across Europe, and the world are seeing for themselves that iVIZION is clearly the best bill validator on the market today."

SLOVENIA - COMTRADE BECOME WLA MEMBER

Comtrade Gaming has revealed that it has become an associate member of the World Lottery Association (WLA), the global authority for the lottery sector.

The software company, which provides open gaming platforms and professional services to the online and land-based gaming sectors, is also an active member of the Gaming Standards Association (GSA).

Aleš Gornjec, general manager at Comtrade, said the company is "committed" to helping the industry develop and the new endorsement will support this ongoing effort.

"Digital transformation of lotteries business that is taking place in various states around the world requires open platforms that unify management and control of all content and data across all distribution channels," Gornjec said.

DRGT COMPLETE LEOGRAND INSTALL

Belgium's DRGT has installed a selection of gaming machines at the new Casino Leogrand in Batumi, Georgia

Georgia - Installation

The Casino Leogrand opened its doors in July 2015 with 280 slot machines on offer in the casino that covers two floors over almost 3,000 sq.m. The management had very specific requirements for its systems requirements. Batumi attracts visitors from throughout the world.

Fatih Güner, Purchasing Manager at Casino Leogrand, explained: "We wish to offer our guests the best time possible. Our guests are both international and local. For us it goes without saying that we want to ensure that our guests feel at home with us. A precondition to create this feeling in the casino is to be able to accept the varying currencies.

Being situated near to the Turkish border yet based in Georgia, we wish to offer our guests the possibility to play in their own currency. That means we need to accept both our local currency and the Turkish lira. Apart from that our welcoming philosophy led us to decide to offer two other further currencies – namely the euro and the US dollar. DRGT proved its knowledge and experi-



ence in handling multi-currencies for our slot machines as systems supplier.

The installation was carried out quickly and professionally and we are very pleased with the results."

Joost van Egeraat, Sales Director Europe for DRGT, added: "It has been a pleasure to work with Mr. Güner and his team. Their clear goals to attain and maintain optimal customer satisfaction placed great challenges on the systems requirements. We have the experience and the knowledge to answer all these challenges and we are proud to see that Casino Leogrand is accepting four different currencies on its slots machines that are managed by our system."

Sweden

Following a vigorous tender process, TCSJohnHuxley was recently chosen to supply 30 e-FX Portrait winning number displays to Casino Cosmopol across their operating sites in Sweden. This order endorses e-FX displays as an outright winner against its main competitors on all accounts regarding quality, reliability and price. The e-FX Portrait display is part of the world-renowned range of e-FX products. Available in single or double sided versions and utilising its entire screen, e-FX Portrait displays presents a spectacular and realistic winning number sequence. Highlighting key betting periods/messages ('no more bets', 'good luck' and 'place your bets') and winning numbers during active game play, its high impact animations attract and retain player attention in any venue. Available for Roulette, Sicbo or Money Wheel and with options to add LED trend/call lights on the side as well as 10" topper modules for a camera or additional screen, the e-FX Portrait provides the complete display solution for any casino.

Playtech launches dedicated live dealer solution for Coral

UK

Playtech has launched a dedicated live dealer area for long-standing partner Coral. The multi-channel area contains the widest range of classic live casino titles available online and on any mobile device including Roulette, Blackjack, Hi-Lo and Baccarat and is focused on the European market. It includes two new dedicated Blackjack tables and two new dedicated roulette and Hi-Lo tables respectively.

Playtech offers cutting-edge, value-added solutions to the industry's leading operators

with an enhanced live platform, four global networks and best-of-breed products and games combining to create the most authentic and complete omnichannel live gaming experience available on the market today.

Shimon Akad, COO, Playtech, said: "Playtech works in partnership with the world's leading operators to deliver unique branded customer experiences for maximum performance. Coral are one of our most valued licensees and they join a growing list of tier one customers that are opting for a dedicated live area.

"The dedicated area and Playtech's new Live platform, with both enhanced operator and player functionality, means that we have the most powerful omnichannel live dealer solution on the market today," Akad added.

Mark Kemp, Gaming Director at Coral, said: "Our industry leading online and mobile growth has been driven by our strategy of providing the best gaming products with an entertaining and seamless experience for our customers.

"Our new dedicated Coral Live Casino is the next important element of our gaming proposition and working with Playtech we expect the new solution to enhance this further."



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OPAP TO SUE GREEK GOVERNMENT FOR OVER €1BN

Greek gaming giant OPAP has confirmed that it will now take legal action against the Greek government for moving the goal posts on its agreed VLT deal.

The rollout of Greek operator OPAP's first wave of VLTs had been delayed following new stipulations from the Hellenic Gaming Commission on how the machines must work introduced on June 12, which included lower jackpot levels, daily loss limits and length of play time allowed. OPAP said since then it has attempted to 'arrive at a reasonable and balanced' with the government but that no changes have been made.

OPAP said it will now sue for more than €1bn in damages following the government rolling out a series of 11th hour regulatory changes creating 'unprecedented restrictions.'

The company has filed a request for arbitration with the London Court of International Arbitration.

OPAP said there had been a 'radical change of circumstances in the project's implementation.'

"The existing regulatory framework now contains a number of unprecedented restrictions, which defy international best practices of responsible gaming and render OPAP's VLT business no longer economically viable," it added. "OPAP assures its investors, its partners and its employees that it remains absolutely focused on its investments and shall continue to take

"The existing regulatory framework now contains a number of unprecedented restrictions, which defy international best practices of responsible gaming and render OPAP's VLT business no longer economically viable. OPAP assures its investors, its partners and its employees that it remains absolutely focused on its investments and shall continue to take all appropriate actions to arrive at a reasonable and balanced legal framework that secures public interest and public revenues and, at the same time, restores OPAP's rights and the economic viability of OPAP's business as guaranteed under OPAP's exclusive licence agreements with the Hellenic Republic."

all appropriate actions to arrive at a reasonable and balanced legal framework that secures public interest and public revenues and, at the same time, restores OPAP's rights and the economic viability of OPAP's business as guaranteed under OPAP's exclusive licence agreements with the Hellenic Republic."

OPAP has already invested €560m to build its first 50 VLT halls. The loss of the future VLT sector would wipe off €300m from the government's tax in 2016.

OPAP added: "The new regulation, decided by the Gaming Commission only a few days prior to the scheduled launch of the VLTs, and without prior consultation with OPAP, contains a number of unprecedented restrictions, which defy international best practices of responsible gaming, render the project no longer economically viable and contain technical requirements that make timely implementation impossible.

The government wanted the new VLT sector to generate €38.7m in tax revenue in 2015 and €225m in 2016.

The new stipulations limited daily loss limit to €80 a player and restrict the amount of time people can play to 10 hours a week and 32 hours a month. Maximum jackpots have been reduced to €20,000 from the previous €100,000.

OPAP wanted to have 16,000 VLTs in operation in its own Play branded gaming halls by the end of 2015 with a further 19,000 available to sub-contracted operators.

OPAP has also expressed its concern to the Greek Finance Minister over what it says is a violation of shareholders' and agents' rights both regarding Internet betting and the introduction of a tax of €0.05 per bet.

OPAP said of the new tax: "It constitutes discriminatory handling of the company at its expense and to the benefit of other suppliers of games of chance in Greece."



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LE COMITÉ SPÉCIAL SUR LE DÉVELOPPEMENT

national vient d'approuver le projet de loi du sénat "Brazil 186/2014" qui cherche à établir un cadre réglementaire pour la légalisation des jeux virtuels et traditionnels. Le comité a approuvé le projet de loi qui est actuellement débattu en tant qu'"Ordre du jour pour le Brésil", un ensemble de nouvelles règles établies par le président du Sénat Renan Calheiros. Il s'agit là d'un ordre du jour favorable aux entreprises et conçu pour dynamiser une croissance économique nécessaire au pays.

UNE ENTREPRISE GESTIONNAIRE D'UN CASINO DANS

la ville de Colonia del Sacramento en Uruguay envisage actuellement la possibilité de le céder au gouvernement suite à des résultats peu satisfaisants. L'entreprise est actuellement en cours de négociations avec la Direction Générale des Casinos d'état ; le casino pourrait opter pour un régime soi-disant mixte.

L'INSTITUT PROVINCIAL DES LOTERIES ET CASINOS

de Misiones (IPLyC), en Argentine, vient de lancer un site de paris sportifs en ligne appelé "MisionBet". Le site a été mis en ligne en décembre 2015 et permet aux habitants de la région de jouer en ligne. Les crédits et les prix sont gérés par des points de vente de jeux locaux.

LE MINISTRE DU TOURISME URUGUAYEN LILIAN

Kechichian vient d'annoncer qu'un appel d'offres sera émis pour l'Argentino Hotel Casino & Resort à Piripatins. Ce nouvel opérateur gèrera l'hôtel et fera également partie des collaborateurs du nouveau casino dans le cadre du système mixte.

LA SOCIÉTÉ DE JEUX ESPAGNOLE EGASA QUI DIRIGE

actuellement le casino Antay, dans la ville de Copiapó, poursuit son projet de construction du plus grand casino d'Atica, la capitale de la région XV. L'investissement proposé pour le projet s'élève à 100 millions de dollars US.

EURO GAMES TECHNOLOGY COMPTE DORÉNAVANT

un autre client important en Biélorussie avec l'installation de cabinets de jeux P-24/24 Up de la gamme Premier au Shangri Casino, situé à Minsk. Euro Games Technology sera pour presque deux ans le seul fabricant pouvant fournir des machines de jeux agréées en Biélorussie.

LE PREMIER COMPLEXE DE LOISIRS INTÉGRÉ DU

Royaume-Uni, le Genting Resorts World Birmingham, vient d'ouvrir ses portes et compte une pléiade de tables, équipements et accessoires de la marque TCSJohnHuxley. TCSJohnHuxley a été choisi pour fournir des équipements dernier cri au nouveau casino, avec ses 40 tables de jeux comprenant Roulettes américaines, Blackjack et Baccarat. Ces équipements comprennent également cinq écrans 21 pouces de Baccarat e-FX Portrait, 14 tireuses de jetons Chipper Champ 2s et de nombreux autres accessoires de jeux.

L'UKRAINE VIENT DE PUBLIER UN PROJET DE LOI

pour légaliser les jeux d'argent dans le pays. La législation visant à réglementer les casinos, les paris sportifs et les jeux en ligne vient d'être publiée sur le site Web du Ministère des Finances.

OLYMPIC ENTERTAINMENT GROUP (OEG) VIENT DE

conclure un accord pour l'achat du casino et opérateur de jeux d'arcade estonien AS MC Kasiinod (AS MC). Par le biais de cette acquisition, dont le montant n'a pas été dévoilé, OEG va détenir 100% du capital d'AS MC et de ses filiales, dont les fournisseurs de machines de jeux estoniens OÜ Oma & Hea.



ROYAL DERBY OUT OF STALLS IN US

AlfaStreet's Royal Derby horse racing multiplayer has been installed at the Fantasy Springs Resort and Casino

California - Installations

KGM, Score Gaming and AlfaStreet are jointly celebrating the installation of North America's first Royal Derby interactive horse racing table game at Fantasy Springs Resort and Casino.

It took international teamwork and collaboration to bring this innovative, 10-station horse race game to the American market. The game was designed by Slovenia-based game creators AlfaStreet, and brought to life by KGM of Philadelphia, the exclusive United States manufacturer of AlfaStreet games. Score Gaming serves as the California distributor for KGM.

"We launched Royal Derby this past Friday and our players are really loving the game," said Dan Casper, director of slot operations for Fantasy Springs. "With its colourful signage, large physical presence and galloping mechanical horses, this game introduces a whole new level excitement on casino floor."

This one-of-a-kind game, currently without competition on the market, captures the thrills of live racing at the horse track. The realistic horse race game challenges players to predict which horse or group of horses will finish in the top three positions. With an integrated sound system, special sound effects and a unique layout that places players around an authentically-detailed center racetrack, Royal Derby creates a truly immersive experience.

Royal Derby players have access to a rich statistical database that serves a function much like racing forms at a live horse track. The database provides information about the individual horses participating in each race, including their strengths, weaknesses and other valuable details. Previous race results can be viewed and evaluated to place the perfect bet. The whole race is filmed with a moving camera and a real-time feed is displayed above the track and on the playing terminals.

"In addition to the Royal Derby game install, we launched North America's first AlfaStreet R5 automated roulette game at Fantasy Springs," said Jason Peters, President of KGM. "These games excel at encouraging socialisation among casino players while increasing profits for casino operators through automated play."

Maryland gets social with GAN Simulated Gaming Experience

MARYLAND

GAN has launched a Simulated Gaming online experience for Maryland Live! a leading casino property in Maryland operating approximately 4,000 machine slots and more than 200 table games. It is GAN's fifth major land-based casino client of the company's enterprise-level Simulated Gaming designed specifically for land-based casino operators in the US.

The deal replaces the existing free-to-play website operated by Maryland Live! Casino located at www.myliveonlinecasino.com since April 2012 with all players'

online accounts successfully migrated from the free-to-play system into GAN's GameSTACK Internet gaming system powering Simulated Gaming

It has been integrated with the Maryland Live! Casino property loyalty program reliant upon the company's unique patented iBridge Framework technology for issuing reward points credited consequent to certain online activities.

Robert Norton, President and General Manager of Maryland Live! Casino commented: "Social Casinos, many of them owned by

casino equipment manufacturers, have established direct relationships with our casino patrons online. GAN's Simulated Gaming offers those casino patrons a superior value proposition: Engage online as well as on-property and receive actual value delivered on-property via our existing loyalty program. Maryland Live! Casino now has the opportunity to extend our patron relationships online and grow Simulated Gaming nationwide and internationally."

Dermot Smurfit, GAN CEO said: "GAN's enterprise-level technology solution enables Maryland Live! Casino to unlock the online income dormant within their land-based gaming business and offer their patrons a compelling alternative to social casinos."



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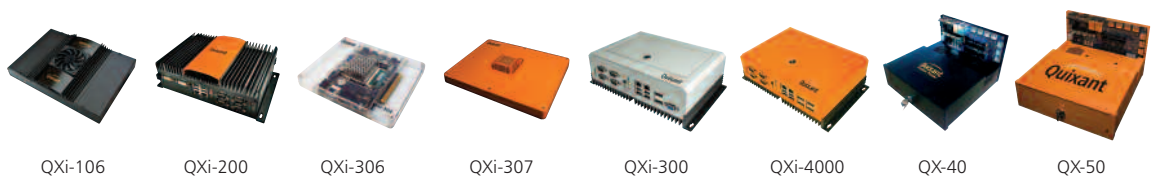
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LE SUCCÈS DES SOLUTIONS JCM GLOBAL SE

poursuit en Espagne puisque l'entreprise vient d'être nommée fournisseur principal du Casino Costa Meloneras, du Casino Gran Canaria et du Casino Antigua. Ces trois casinos ont en outre désigné le très prisé validateur de billets iVIZION de JCM comme validateur de billets préféré.

KGM, SCORE GAMING ET ALFASTREET CÉLÈBRENT

actuellement ensemble l'installation de la première table de jeux de courses de chevaux interactive Royal Derby au Fantasy Springs Resort and Casino, en Amérique du Nord.

GAN VIENT DE LANCER UN SIMULATEUR DE JEUX EN

ligne pour Maryland Live I, un important casino du Maryland qui gère environ 4000 machines à sous et plus de 200 tables de jeux.

MOODY'S INVESTORS SERVICE AFFIRME QUE

l'ouverture d'un tout nouvel ensemble de casinos dans le Nord Est de l'Amérique du Nord constitue pour les fabricants d'équipements une opportunité de vente d'environ 20 000 machines à sous mais entraînera davantage de fermetures de casinos à Atlantic City.

LE PROJET DE CONSTRUCTION D'UN CASINO À

Antigua et Barbuda pour un montant de 250 millions de dollars US, projet soutenu par James Packer et Robert de Niro, vient de passer un nouveau cap avec l'approbation du projet de loi Paradise Found par le gouvernement.

GENTING DEVRAIT INVESTIR 450 MILLIONS DE

dollars US supplémentaires dans son projet de complexe Resorts World Bimini, aux Bahamas. Grâce à cet investissement, Genting se verra doté d'un autre hôtel d'au moins 200 chambres. Ce projet prévoit également d'allonger la piste de l'aéroport de Bimini pour atteindre env. 2750 mètres, d'améliorer la qualité des infrastructures des terminaux et de son espace aéroportuaire, de construire un terminal pour bateau-taxi sur le lagon qui longe l'aéroport ainsi qu'une zone d'amerrissage pour avions amphibies et un héliport au sein du complexe.

SYNOT VIENT D'ANNONCER LA PREMIÈRE

installation d'un casino de la marque dans la province vietnamienne de Nghe An, province dans laquelle un nouveau casino a officiellement ouvert ses portes fin novembre 2015. Ce casino de luxe est exclusivement équipé des technologies de jeux du groupe Synot, dont, pour être plus précis, les terminaux de jeux de loterie vidéo (Synot VLT System) et de roulettes Synot.

LES QUATRE CASINOS DU SRI LANKA SERONT SOUMIS

à une hausse des taxes pour compenser la suppression du droit d'entrée entré en vigueur plus tôt courant 2015. Les frais de fonctionnement du casino seront ainsi doublés avec une nouvelle taxe sur les bénéfices de 25 % qui va également être introduite.

INTRALOT AUSTRALIA VIENT DE DÉPLOYER LE

premier projet volontaire de pré-engagement de la marque YourPlay pour un réseau de 28 500 machines de jeux électroniques (EGM) dans l'ensemble du territoire de l'Etat de Victoria, y compris au Melbourne Casino.

ISLE OF CAPRI SWING TO Q2 PROFIT

Isle of Capri Casinos reported a profit in its Q2 due to the welcome combination of higher revenue and lower expenses

US - Operations

The St. Louis-based locals operator, Isle of Capri, which has 14 casinos in Colorado, Florida, Iowa, Louisiana, Mississippi, Missouri, and Pennsylvania, reported net revenues for the current quarter of \$236.3m compared to \$234.5m in the prior year quarter, up 0.8 per cent. Consolidated Adjusted EBITDA was \$48.4m for the quarter compared to \$44.3m in the prior year quarter, up 9.3 per cent.

Virginia McDowell, the Company's President and CEO, commented: "We grew Adjusted EBITDA for the seventh consecutive quarter with 11 of 14 properties reporting Adjusted EBITDA increases. This quarter marks an important achievement in our continuing efforts to optimize our marketing reinvestment. As we continue to target our marketing dollars toward more profitable customers, we strategically reduced promotional allowances nearly 10 per cent during the quarter, which also resulted in a slight reduction in our gross revenues. Nonetheless, in combination with prudent expense management, we grew Adjusted EBITDA by 9.3 per



cent, resulting in flow through of more than 200 per cent and a 160-basis-point increase in operating margins.

"We continue to use our free cash flow to invest in our properties and de-leverage our balance sheet. We are renovating hotel rooms and food and beverage outlets, upgrading our technology platforms and introducing new products to our casino floors," she added. "At the same time, we reduced our debt balance by \$30m during the quarter. Our balance sheet is now in the best shape it has been in over a decade."

The group's success stories were in Pennsylvania, where net revenues were \$9.6m, up 6.6 per cent, and Pompano, where net revenues increased 4.9 per cent to \$38.5m.

Connecticut

MMCT Venture, the joint Mohegan-Mashantucket Pequot company that has been approved build Connecticut's third casino, have asked communities who want to host the new casino close to the Massachusetts border to proceed with their local approval processes. The leaders of the Mashantucket Pequot and Mohegan tribes want to make sure the proposed casino is located in a community that actually wants it. MMCT Venture is looking at five potential locations from four municipalities; East Hartford, East Windsor, Hartford and Windsor Locks, which is home to two of them. Mohegan tribal chairman Kevin Brown said: "We want this to be done the right way. It's our goal to be part of a municipality that understands the benefits a facility like this will bring to its community, and we want to let everyone know that we intend to do our part from the very beginning."

The tribes' partnership in the third casino wants to prevent the \$950m MGM Springfield from taking jobs or revenue from Connecticut.

Betfair takes DEQ Systems' EZ Baccarat into online in NJ

NEW JERSEY

DEQ Systems, a provider of Proprietary Table Games, Table Game Systems and Table Game Linking Solutions has announced that the EZ Baccarat game is now available to play for real money in New Jersey on Betfaircasino.com.

The EZ Baccarat game is powered by the GAN Internet Gaming System and is the first real-money EZ Baccarat game to launch online.

"This is another example of our ability to leverage and strategize to reach as many different markets as we possibly can. The EZ Baccarat game contin-

ues to grow and thrive on multiple platforms and we couldn't be more proud to launch our first real-money online game with our partners at GAN," said Joe Bertolone, President and CEO at DEQ.

EZ Baccarat online emulates a real-world table game experience. "Baccarat games have not worked so far on the Internet because they shuffle the cards after every hand," said Francisco "TJ" Tejeda, co-creator of the EZ Baccarat game. "The EZ Baccarat brand game online does not do that allowing players a way to track the results of the previous hands known as the "roads."



For the vast majority of baccarat players following the roads is what makes the game so entertaining."

The EZ Baccarat real-money game is available in New Jersey on Betfaircasino.com and can be played in Chinese and English.

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**BAHAMAS – GENTING TO INVEST ANOTHER \$450M**

Genting is to invest a further \$450m into Resorts World Bimini its project in the Bahamas. The investment will see Genting add another hotel with a minimum of 200 rooms to the project. It is also planning to lengthen the Bimini airport runway to 9,000 feet, upgrade the terminal and flight facilities; build a water taxi terminal on the lagoon side of the airport and a landing facility for amphibious aircraft and to build a heliport at the resort.

Prime Minister Perry Christie said an additional 100 permanent jobs and up to 60 more construction jobs will be created before the end of the year as a result of the move.

"The Resorts World entities and BB Entertainment (Limited) have revised their business plan from an investment of \$150m in the resort project to now \$600m," Christie said. "Some of the main components comprised the following; firstly, a new luxury Hilton-branded 300-room hotel now nearing completion. Some 200 rooms have been activated and works to do with completion of the lobby and an additional 100 rooms and connections with the casino are soon to be completed."

Genting's initial investment of \$150m will rise to \$600m. The resort completed the first phase of its port facility in September 2014.

"The Government and the developers have also agreed to undertake the resurfacing of additional roads in Bimini and to increase infrastructural expenditure from \$10m to \$15m with the developer making the initial capital outlay to be repaid in deductions from casino fees," Mr. Christie said.

US – NEVADA GOLD COMPLETES FORTUNE PURCHASE

Nevada Gold & Casinos has completed the purchase of Club Fortune Casino in Henderson, Nevada for US\$14.1m and 1.2m common shares.

Club Fortune Casino includes a 35,000 square foot building and 8 acres of land. The casino features approximately 25,000 square feet and includes 541 slot machines, 7 table games, a poker room, and a sports book.

Michael Shaunnassy, President and CEO, said: "The addition of Club Fortune to our portfolio is consistent with our strategy to enhance shareholder value by pursuing strategically attractive acquisitions. We are very excited to welcome the Club Fortune employees to the Nevada Gold & Casinos family and to establish an operating presence in the Nevada market. The transaction is immediately accretive to our free cash flow and strengthens and diversifies our portfolio."

"As one of the largest shareholders of Nevada Gold & Casinos, I look forward to the successful integration of Club Fortune as well as the continued growth and success of the combined company," said Carl Guidici.

NEW WAVE WILL SATURATE COAST

An investor report suggests that new casino openings will bring supplier opportunities but further NJ misery

New Jersey – Operations and Supplies



Moody's Investors Service has said that a fresh bout of casino openings in North America's North East will bring sales opportunities of around 20,000 slots for equipment manufacturers but will lead to more casinos closing in Atlantic City.

The new casinos are tipped to open by the end of 2018 in Maryland, Massachusetts, New York and Pennsylvania. The Wall Street analyst said it expects eight new casinos to open over the next three years adding that the Trump Taj Mahal, Caesars and Bally's are already on the brink with all three currently being in Chapter 11 bankruptcy.

Moody's said: "As the number of casinos shrinks, some of the remaining casinos have seen revenues increase. But we expect increased competition will keep the heat on incumbents, and that number of casinos in Atlantic City will likely continue to shrink. We expect more casino closures to occur in Atlantic City as some struggle to grow their business and face additional competition."

The Taj Mahal could be forced to close if it has to honour health insurance and pension benefits it ended for workers in October 2014. The eight new casinos should open by 2018 and represent \$5bn in construction revenues. Moody's said the new wave of openings would also damage revenue at gambling venues in Maryland, New York, Pennsylvania and Rhode Island.

It will be more difficult for the new casinos entering overcrowded markets to gain share as existing operators have been cutting costs and paying down debt in anticipation of the new supply, according to the report "Northeast Casinos Face Rising Tide of Competition."

The new supply will hit Atlantic City particularly hard. Increasing competition from casinos in Pennsylvania, Maryland, Delaware and New York has led to the closure of four casinos in 2014, and the new entrants in these states will likely cause the number of casinos in Atlantic City to continue to shrink.

The first of the eight projects to open will be the MGM National Harbor casino with doors expected to be open by autumn next year. It will prove huge competition for Maryland Live! A second Philadelphia casino meanwhile will hurt earnings at Sugarhouse and Harrah's Philadelphia.

Moody's believes that one of the worst affected casinos will be Twin River casino in Rhode Island which could see its GGR drop by 20 per cent due to a new opening in the south east of Massachusetts. Over in New York, four new casinos could be open by the end of 2018, with seven of the nine racetrack casinos in New York state expected to suffer.

New York

International Game Technology's Wheel of Fortune slots made history at Empire City Casino in New York when a lucky player won a \$1.4m jackpot playing Wheel of Fortune Triple Stars on Sunday, October 25, 2015. The winner collected New York State Lottery's largest video lottery jackpot payout of all time.

The new millionaire, Howard G., is a longtime fan of Wheel of Fortune slots and said he plans to retire comfortably with his life-changing jackpot. Howard G. is one of over 1,000 million dollar jackpot winners on Wheel of Fortune slots to date. IGT launched Wheel of Fortune slots in 1996 and solidified the Company's leadership in Wide Area Progressive technology. IGT has created more than 200 variations of the game that can be found on casino floors in more than 20 countries worldwide.

Packer and De Niro project given 25 year tax holiday

ANTIGUA

The proposed US\$250m casino earmarked for Antigua and Barbuda and spearheaded by James Packer and Robert De Niro moved a step closer with the government approving the Paradise Found bill, that could pave its way.

The bill provides incentives to build the casino-resort, including most notably a 25-year tax holiday, which will be located at the 251-acre site of the The K Club

Hotel, which closed in 2004. It includes a five-star boutique hotel, a marina for luxury yachts, a casino, and a new airport.

The Paradise Found Bill, sponsored by Prime Minister Gaston Browne, was kickstarted as the government wanted to support a project that 'had been stymied by manoeuvrings of persons' in Barbuda.

The Prime Minister explained that opponents of the Bill had



lost a court case trying to stop the project 'on a technicality under the Barbuda Land Act.' Another appeal has though been brought forward causing further delay to the development.

Prime Minister said: "The application of the Barbuda Land Act (BLA) has proved not to be investor friendly."

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PHILIPPINES – OPERATORS PREDICT 2016 REBOUND

Mirroring the spectacular nosedive by Macau's casino sector, decline in the Philippine gaming market has seen share prices for local operators slashed by half. First Metro Investment Corp. (FMIC) believes that tightly aligned to the Macau sector, the Philippine slump is set to continue. In a report, FMIC said: "Listed Philippine casino and hotel operators have seen their share prices decline by more than 50 percent year-to-date despite consolidated gross gaming revenues in the country increasing by a fifth in 2015."

Macau's 17-months of GGR decline, a result of China's anti-corruption crackdown, will be hit further by new laws forcing junkets to disclose records and staff background checks as well as a smoking ban which will be imposed on VIP gaming rooms. "The second round of restrictions weaken the business outlook in Macau and could keep the so-called "Macau-led contagion" overhang on Asian gaming capitals, including Manila, where investors sentiment toward gaming stocks has soured," FMIC added. "However, the business volume disappointed as the strict crackdown by the Chinese government deterred VIP players from gambling here with some of them going to Singapore, instead, another Asian upscale VIP destination. In addition, the territorial dispute over the South China Sea has discouraged some VIP players to visit the Philippines. Lower revenues, higher operating expenses."

Philippine operators remain optimistic though with Solaire believing its GGR will climb during 2016 as long as it is paid money owed by VIP players by the end of 2015. Melco Crown, owner of City of Dreams Philippines also expects to post a profit next year. Chairman Lawrence Ho said: "We believe that City of Dreams Manila is well positioned for long term success as Manila transforms into an exciting and diverse tourism destination for the region."

Bloomerry Resorts, who recently reported a net loss for the third quarter of 2015, compared to a net profit of PHP991.7m for the same period in 2014, described its earnings as "a significant quarter-on-quarter improvement" from the previous quarter due to "improving operations in the Philippines."

Enrique Razon, Chairman and Chief Executive of Bloomerry Resorts, said; "Our investments in the Sky Tower are beginning to show returns. Given the improvement in Philippine operations and the opening of a new revenue stream, we are hopeful that returns will continue to gain higher ground."

"Both gaming and retail operations will be in full blast next year so a revenue boost is anticipated," FMIC said. "We expect decreasing market share for Resorts World Manila in Paranaque as gamblers transfer to the Entertainment City complex. These integrated resorts have started to alter strategy by growing the mass segment. However, this shift will generate lower but stable revenues in the long-term."



SYNOT GROUP EXPANDS INTO ASIA

The Czech Republic's Synot Group caps an extraordinary year with its first installs in the Asian market at locations in Vietnam

Vietnam – Installations

It was in March 2015 that Synot announced its intentions to enter the Asian marketplace having expanded its territories beyond Eastern Europe to include Spain, Greece and Africa. Eight months into its Asian campaign, Synot has announced its first installations in the Vietnamese province of Nghe An, where a new casino officially at the end of November 2015. This luxury casino is exclusively equipped with gaming technology from the Synot Group. To be more accurate, the casino has installed Synot's range of Video Lottery Terminals (Synot VLT System) and roulette.

This is the first project of Synot Group in this area,

but already the Czech-based company is has established partnerships with additional hotel and casinos in the region and looks forward to continued future success across the Asian marketplace.

"We had a long-term interest in the Vietnamese market and I am sincerely glad that we, despite the distances and differences between European and Asian cultures, have achieved this strategic partnership," commented Miroslav Valenta jr., Sales director of Synot Group. "In Asia, however, we do not intend to focus only on the gaming business. We also plan to invest in complementary sectors such as tourism, having been involved in such activities already in a number of countries in which we currently operate."

Expansion into Vietnam is the result of several years of effort to enter the international markets. Synot Group plans to expand into other regions, with a focus upon countries in East Asia.

India – Delta Corp has been granted a licence to develop a land-based casino at its Deltin Suites hotel in Goa, marking the company's first move into onshore gaming in Goa. Delta, who currently operate two floating casinos in Goa; the Deltin Royale and Deltin Jack, said the casino would be built alongside its five-star, 106-room hotel. "Delta Corp has been granted a license to operate a casino at its hotel Deltin Suites in Goa," Delta stated. "The casino will offer a variety of games such as blackjack, baccarat, roulette. In addition to its offshore casino, Delta will now strengthen its presence in the gaming business with this operation, thereby reinforcing its leadership position in the Indian gaming and entertainment space."



Club 88 opens second Saipan e-gaming facility on island

SAIPAN

Gaming operator CLUB 88, which currently operates a site in Garapan, has opened its second electronic-gaming facility on the Mariana island archipelago at Mariana Resort & Spa.

Commonwealth of the Northern Mariana Islands officials were among those who attended the

grand opening, and they included Rep. Angel Demapan, Rep. John Paul Sablan and Judge Perry Inos. Victoria Scott, Club 88 owner (pictured above with Gus Noble), said she chose Mariana Resort because it is in a good location and has a "nice view." She added that most of the tourists staying at the hotel do not have many activities at night after sightsee-

ing and swimming so gaming is a great alternative for them. Ms. Scott said aside from the facility's 30 slot machines and eight tables of electronic roulette, players can also enjoy the entertainment provided by singer Loretta Arellano and pianist Mario Salilin as well as the food and drinks from Mariana Resort & Spa.

Consultant Gus Noble said Club 88 is open from 10am. to 12 mid-night only, adding that its gaming machines are state of the art, with an electronic roulette purchased for \$50,000 from Serbia. He said they spent a considerable amount of money for the renovations of the facility and the purchase of the machines. Ms. Scott said more machines are expected to arrive. Club 88 has three managers: Juanet Inos Takai, Bryan Reynolds and Michael Holl. Club 88 in Garapan is doing well, and they hope that the Mariana Resort branch will also flourish.

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MACAU – WONG APPOINTMENT

GLI has named Marina Wong as Business Development Manager in its Macau-based laboratory, GLI Asia. Wong, a Macau native, is well known in the region's gaming industry. Prior to GLI, she was General Manager and Event Director of the Macau Gaming Show, responsible for organising the show from sales, marketing and administration to daily operation.



GLI Australia's Chief Operating Officer APAC Espée de Robillard said, "Bringing someone of Marina's calibre to GLI Asia is fantastic news. Marina's wealth of experience and knowledge within the gaming industry makes her a key addition to Gaming Laboratories International and specifically, to GLI Asia in Macau."

AUSTRALIA – INTRALOT ROLLS OUT 28,500 EGMS

Intralot Australia has rolled out the first Voluntary Pre-commitment Scheme branded YourPlay for a network of 28,500 electronic gaming machines (EGM) across the State of Victoria, including the Melbourne Casino.

The official launch follows a contract sealed in 2014 between Intralot and the Victorian Government to operate the pre-commitment service for a period of 12 years, until August 2027. The Minister for Consumer Affairs, Gaming and Liquor Regulation, Jane Garrett, said: "The Andrews Labor Government is leading the way when it comes to the rollout of YourPlay. This is just one of the tools we are giving people to reduce gambling-related harm in the community."

Nikos Nikolakopoulos, Intralot Group COO, commented: "Intralot has a successful track record in the delivery of demanding and challenging projects across geographies. We are extremely pleased to celebrate today the launch of an unprecedented Voluntary Pre-commitment Scheme. We are confident that it is a great asset of the Victorian Government and will strongly support it in its endeavours to enhance Responsible Gaming across the state."

CHINA – WYNN DELAYS OPENING OF WYNN PALACE

Wynn Resorts has delayed the opening of its forthcoming casino in Macau by three months due to construction delays. Wynn Resorts stated: "Wynn Resorts was notified today by its general contractor, Leighton Holdings Limited, that the Wynn Palace project in the Cotai area of Macau will not be ready to open by the projected early completion date of March 25, 2016. The revised opening date for the project is currently June 25, 2016."

The US\$4.1bn Wynn Palace resort will feature 1,700 hotel rooms, a lake with gondolas and fountains, meeting space, a casino, a spa, stores and food-and-beverage outlets. It is not yet known how many gaming tables the casino will be allowed a point that owner Steve Wynn recently criticised the Macau government for.

Mr. Wynn said prior to the opening of rival project Studio City: "The table cap is the single most counter-intuitive and irrational decision that was ever made. Here we are spending billions of dollars and then arbitrarily somebody says, 'well you should only have this many tables.' No jurisdiction ever has imposed that kind of logic on us. In my 45 years of experience, I've never seen anything like this before."

SUCCESS DRAGON WIN SLOTS DEAL

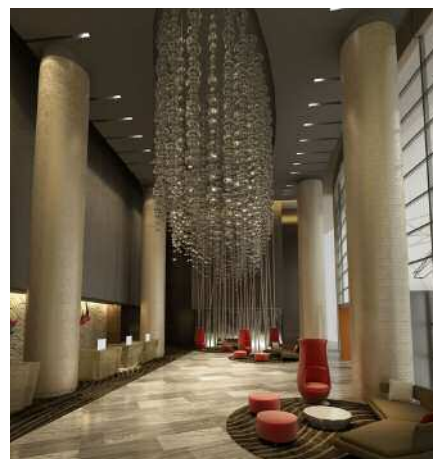
Success Dragon International has agreed deals to provide gaming management services to two locations in Vietnam

Vietnam – Operations

Success Dragon International has entered into two agreements to provide gaming management services to two five-star hotels in Vietnam; Le Meridien Hotel in Ho Chi Minh City and One Opera Hotel in Danang.

In the case of the Le Meridien Hotel it has entered into an agreement with Tien Phuoc and 990 Company Limited, the owners, to establish and operate an electronic gaming machine club for at least 10 years. Success Dragon will invest in, manage and operate the electronic gaming machine club. It has also signed a deal with Cong Ty Co Phan Thuong Mai Va Xay Dung Hong Lam, the owner of One Opera Hotel, to manage the services of prize-winning games in the electronic gaming machine club in One Opera Hotel for an initial term of 10 years and subject to the extension of term for another 10 years.

The Group will receive a monthly management fee of four per cent of the total gross revenue. It is currently managing 800 slot units in Macau. It sees Vietnam as being the first country for its international expansion of outsourced electronic gaming machine management business.



Carlos Luis Salas Porras, Chairman of Success Dragon, said: "Currently the outsourced services of electronic gaming machines management business of Success Dragon has been carried out in Macau. Considering the economic growth in Vietnam driven by the industrial and service sectors, it is expected that there will be more foreign visitors to Vietnam leading to a potential growth for the electronic gaming industry. Following the entering into of the two agreements, the Group will be expanding its outsourced electronic gaming machine management business internationally and enter into a growing market. It will broaden the Group's revenue source of this business sector and reinforce our expansion plans."

Sri Lanka – Sri Lanka's four casinos will be hit with increased taxation to counter the abolition of the entry charge brought in earlier in 2015. Casino license fees will though be doubled as a result with a new 25 per cent tax on gaming profits also being introduced. Minister of Finance, Ravi Karunanayake, confirmed the move, saying: "The present entry fee of US\$100 per person who enters casino entertainment will be removed. The present annual levy of LKR200m for carrying on the business of casino will be increased to LKR400m per year. To avoid any undue benefit by tobacco, liquor and casino industries from corporate tax revisions and keeping in line with government policy of creating a society free of tobacco, liquor and betting and gaming, I propose to impose a surtax at the rate of 25 per cent of income tax liability."

Aristocrat ends its financial year with consistent growth

AUSTRALIA

Aristocrat Leisure ended its full year on September 30, with profit of \$236.1m representing a 78.9 per cent increase in reported terms, and a 47.1 per cent increase in constant currency.

Group performance for the year was well ahead of the prior corresponding period last year, when \$132m was delivered.

Performance was driven by the successful acquisition and integration of the VGT Class II gaming operations business, together with sustained improvement in operational performance. In particular, positive momentum in

North American gaming operations across both Class III and Class II segments, outstanding growth in the Australian outright sales market and strong performance in Digital contributed to the result.

Chief Executive Officer and Managing Director, Jamie Odell, said: "Over the course of the year, the business continued to focus on the things within our control, namely broadening and deepening our core portfolio, improving front-end effectiveness, investing in outstanding talent and entrenching a high performance culture. Our strengthening operational performance delivered

market-leading share growth and stronger returns across key segments during the period.

"During the reporting period, Aristocrat exited distracting business and increased our focus on core Class II, Class III and Digital operations. We also made significant progress in reducing our reliance on one-off sales and driving recurring revenues," he added. "The percentage of revenue Aristocrat derives from recurring sources has already grown from under 24 per cent at 30 September 2014 to over 45 per cent at the 2015 full year.

"In addition, recent strategic investments – most particularly the successful acquisition and integration of VGT – together with increased, targeted D&D spend – have delivered ahead of our expectations."



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KOREA – HUUUGE GAMES RAISES \$4M INVESTMENT

Huuuge, a leading innovator in mobile free-to-play social casino, has confirmed an investment of \$4m led by Korea Investment Partners (KIP).

The financing will be used to fund Huuuge's global expansion and scale the distribution efforts. Sang-Ho Park, Senior Principal at KIP, will join Huuuge's board of directors.

Mr. Park said: "Huuuge is disrupting the free-to-play casino gaming market by providing a much more interactive social gaming experience, and we are very pleased to be part of the growth story. Team Huuuge is one of the most experienced mobile game development teams we have met, and we value their commitment to quality and innovation. What Anton and the team have achieved over the past year is really impressive. Huuuge is a great example of a founder-led, data-driven, next-gen app business we like to invest in."

Anton Gauffin, CEO of Huuuge, said: "With our Series A funding, we plan to further scale our business globally in this 'huuuge' mobile gaming market. We are excited to have Korea Investment Partners on board as one of the leading VC's with tremendous experience in gaming and social networks, especially in the Asian markets."

SKY HIGH FIGURES FOR NZ SKYCITY

The momentum behind SkyCity Entertainment Group's record A\$1bn financial results looks set to continue

New Zealand – Operations

The strong momentum from the 2015 financial year has continued for SkyCity Entertainment Group, with Chief Executive Nigel Morrison announcing encouraging results across the company's properties in New Zealand and Australia.

Mr Morrison said SkyCity was on track to deliver a pleasing first-half result for FY16. SkyCity's trading update for the first four months of the FY16 year, to 31 October 2015, saw revenue across the group up 11.1 per cent to \$373.2m and normalised earnings before interest, tax, depreciation and amortisation (EBITDA) up 20.5 per cent to \$121.8m.

The results follow a record financial year for SkyCity, exceeding \$1bn in revenue for the first time in FY15. Mr Morrison says the pleasing results follow five years of sound planning and solid, strategic investment across the business, including significantly improving offerings for international VIP customers, a strong focus on premium dining experiences and a rejuvenation of main gaming areas across the properties.

"It is pleasing to see the returns from the key



investments we've made, and we are seeing continued momentum with strong growth across the Group," he said.

Normalised EBITDA margins across all SkyCity properties have continued to improve, following a focus on good cost management and leverage from revenue growth. SkyCity Auckland, the company's flagship property, continues to perform strongly, reporting growth across all business segments, with normalised revenues up 6.2 per cent to \$209.3m, and normalised EBITDA up 13.6 per cent to \$89.6m.

International Business continues to be a winner for the group, with turnover up 50.7 per cent to \$4.5bn, including significant growth in Adelaide over the past four months. SkyCity's Queenstown property has also been buoyed by strong IB growth, following investments in that area.

SkyCity Hamilton is also delivering improved revenues and earnings, with normalised revenue up 11.3 per cent to \$18.1m and normalised EBITDA up 27.9 per cent to \$7.8m.



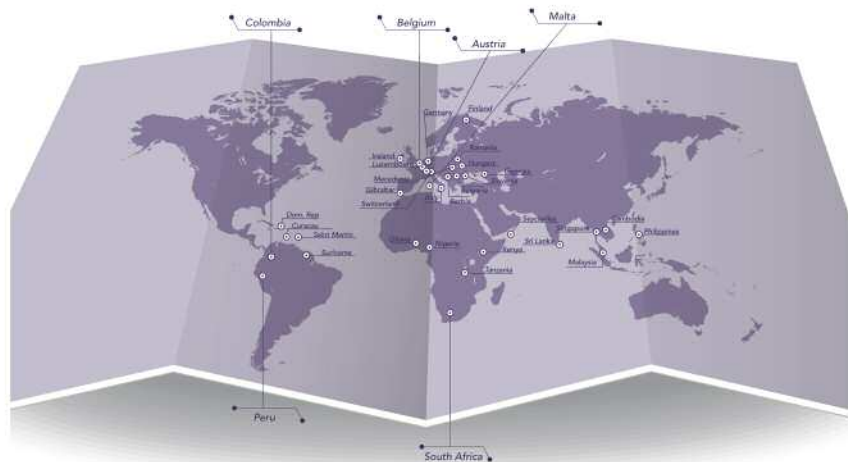
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THE ASIAN TIGRE ROARS

Summit Ascent Holdings is counting on the under penetration of the North Asian markets and its head start in the Primorye gaming zone to ensure the success of its Tigre de Cristal property in Russia's Far East.

This article was first published in Asia Gambling Brief.

The casino held its gala opening earlier in November and Summit is optimistic about its prospects, despite a slump in China's VIP market.

The slide, triggered by Beijing's crackdown on corruption, has raised question marks over the viability of some planned projects in the Asia region,

Citi Research has estimated that the Primorye market could reach \$1.7 billion by 2020. The also zone has one of the most favourable gaming tax rates in the world at 1.3 percent, Citi says.

which would have been highly reliant on the China market. For example, NagaCorp and Grand Korea Leisure recently chose to withdraw from bidding for a license in South Korea, which was also targeting northern China.

However, Eric Landheer, Director Corporate Finance and Strategy of Summit Ascent Holdings said that Tigre de Cristal has a unique market position and is one of the only true integrated resorts in northern Asia.

"Vladivostok is arguably the most European city in Northeast Asia. Its infrastructure airport, roads, bridges, and cultural facilities are much better than most frontier gaming markets," he said.

As its name suggests, Tigre de Cristal highlights three key components of the region: Tigre referring to Amur Tiger, a symbol of Russia's Far East, Cristal mirroring the Russian winter and the French language to impart a European feel.

The hotel is built in a modern and luxurious style, with crystalline and marble features. According to the description from Russian local media, some parts of the

property are built in the Chinese style and the rooms appears more spacious than other hotel rooms in Vladivostok. Also, each room is decorated with modern art pieces, which are expected to appeal to foreign visitors, both from China and elsewhere.

Citi Research has estimated that the Primorye market could reach \$1.7 billion by 2020. While Primorye Territory Vice Governor Sergey Nekhayev also expects strong growth, estimating that tax revenues from the zone will reach 165 million rubles in 2016, more than 700 million per year by 2019 and about 2.5 billion roubles per year by 2022.

The zone has one of the most favourable gaming tax rates in the world at 1.3 percent, Citi says.

Around 400 million people live within a threehour flight radius of Vladivostok. Northeastern China and North Korea, for example, are within 600 km of the IEZ, roughly a onehour flight. Beijing, South Korea and Japan are within a 2.5hour flight radius. Landheer cited estimation that Northeast China has approximately 1.52.5 percent visitor penetration rate to Macau and Korea combined and that compares with Guangdong to Macau visitor penetration of approximately 15 percent.

The \$172 million Tigre de Cristal has a 5star hotel and a gaming floor of around of 15,000 square meters. There are 121 hotel rooms, 650 gaming machines and 67 gaming tables (25 VIP tables and 42 mass market tables) including Blackjack and Roulette.

The nightly rate for most rooms at the hotel ranges from \$200 to \$400 per night. Compared to the Hyundai Hotel, a luxury hotel of a similar tier in the city center, Tigre de Cristal is \$100 more expensive on average.



Tigre de Cristal has a firstmover advantage. While NagaCorp, Royal Time Primorye and Diamond Fortune Holdings Prim all have planned projects in the zone, the next property is not expected to open until 2018.

The hotel's other facilities include several F&B outlets ranging from an alldaydining cafe to a steakand-seafood restaurant and an Asian fusion restaurant. There will be also a karaoke lounge, spa and gym, jewellery shop and convenience store early next year.

The property is around 50 km away from the city

center and the trip costs approximately 1,000 rubles (approximately \$15) by local taxi. Tigre de Cristal also offers complimentary transfer between the airport and the property for its foreign visitors.

Currently there is not a main road to connect Vladivostok International Airport and the Primorye

Integrated Entertainment Zone (IEZ), which are only 15 kilometers away from each other. However, there is an expressway currently being constructed by the government linking the IEZ and Vladivostok International Airport which is slated to be completed early next year, and is expected to reduce the commute time from its current 30 minutes to between 10 to 15 minutes.

In the next phase of development, Summit Ascent plans two hotels one fourstar and one fivestar with a gaming floor two to three times bigger than the current one, more retail offerings, conference facilities and other nongaming amenities. Details of the second stage are likely to be announced in mid2016.

Landheer said the casino will benefit from a more diverse base of target customers as, unlike in South Korea, locals are able to gamble.

Tigre de Cristal also has a firstmover advantage. While NagaCorp, Royal Time Primorye and Diamond Fortune Holdings Prim all have planned projects in the zone, the next property is not expected to open until 2018. All projects from the four investors are expected to be completed by 2022.

Landheer also said there was one more potential investor, without disclosing further details.

"While we welcome competition with other properties in the Primorye IEZ in future, we also expect to benefit from the fact that we will have an effective monopoly in the zone for the next few years," Landheer said.

Operating in the zone is not without its challenges. The opening was delayed several times due to customs



delays, the commissioning of heating and ventilation systems as well as compliance with Russian commissioning procedures and regulations.

"The biggest obstacle was to get the property built but now it is over," Landheer said, but he added that a shortage of skilled gaming labor is also a challenge.

According to Hong Kong Stock Exchange filings, Tigre de Cristal expected to have approximately 1,250 staff but the local market does not have a ready pool of skilled labor, such as dealers. Despite this, Tigre De Cristal has received more than 15,000 applications

Instead of hiring from overseas, Tigre de Cristal has chosen to employ locals who are "young, educated, intelligent, and ambitious" instead, but the company needs to train them from scratch.

Landheer explained: "We want to show the local community that we create employment opportunities. At the same time, it makes better sense financially to hire locals especially given the weak rouble. Importing dealers from Macau is not the answer."

The second challenge is how to market the property because advertising of casinos and slot facilities are prohibited under both Chinese and Russian law. According to Landheer, Tigre de Cristal plans to work with local government to promote the Primorsky Region as a tourist destination with the property featured as one of the major attractions.

He said the company is leveraging social media to promote the nongaming elements of the property and is also considering a partnership with a tour agency.

As the Russian government is very keen to boost tourism, the visa policy is getting more touristfriendly, he said.

For instance, South Korean visitors can enjoy 60day visa free visit, while Chinese tour groups with more than five people can visit Vladivostok without a visa

According to the tourism department of Primorsky Krai, the region was visited by 135,894 tourists in the first half of 2015, which is 13.6 per cent more than in the same period last year.

for up to 15 days. The local government may also go onestep further and is expected to begin granting visa upon arrivals for individual visitors from China from Jan 1st, 2016 as part of its 'free port' initiative.

According to the tourism department of Primorsky Krai, the region was visited by 135,894 tourists in the first half of 2015, which is 13.6 percent more than in the same period last year.

Another concern for operators in Russia is often unpredictable policy changes from Moscow. The capital was once the most profitable hub in a \$7.8 billion market, but a decree in 2009 banned gambling except for in five specially designated zones, forcing



many foreign investors to flee the market.

Earlier this year the Russian government also announced the closure of one of those zones, the Azov gaming zone. But, Landheer says, it's unlikely to cause problems in Primorye.

"The Primorye IEZ has the best location among five gaming zones in Russia and also the most substantial foreign investment. As Russia is now looking to diversify its economy, the Primorsky Region given its proximity to the lucrative Asian market will prove itself of strategic importance to Russian economy. Drastic changes that discourage foreign investment in the IEZ will be very unlikely."



green
...tube

NOVOMATIC INTERACTIVE



Account Pay In

Lucky Lady's Charm

4 2 9 6 1 7 8 3 5 10

K 10 10 J

J 10 9 Q

Please place your bet

Credit 3,369 Lines 10 Bet 40 Paytable Start

Account Pay In

BOOK OF RA

4 2 9 6 1 7 8 3 5 10

Q 10 10 A

K A Q

Please place your bet

Credit 3,210 Lines 10 Bet 50 Paytable Start

Account Pay In

Marilyn RED CARPET

4 2 9 6 1 7 8 3 5 10

J A 10

10 K

Please place your bet

Credit 10 Lines 4 Bet 40 Paytable Start

Account Pay In

LORD of the OCEAN

4 2 9 6 1 7 8 3 5 10

A 10 Q A

Q J A

Please place your bet

Credit 5.80 Lines 10 Bet 0.04 0.40 Paytable Start

Marilyn Monroe Photos © Renaissance Road Inc.

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MEMBER PROFILE

Company – NOVOMATIC/Austrian Gaming Industries, GmbH

Web address – www.novomatic.com

AGEM Membership level – Gold



Company Description – The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 23,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to 80 countries. The Group operates more than 232,000 gaming terminals in its some 1,500 plus traditional and electronic casinos as well as via rental concepts.

Catering to the NOVOMATIC INTERACTIVE business segment is Vienna-based online gaming specialist Greentube and its many affiliates. Also part of the Group is NOVOMATIC LOTTERY SOLUTIONS (NLS), the provider of fully agnostic retail solutions, web enabled transaction engines, state of the art player, retail management systems, and VLT solutions for lottery and VLT operators worldwide. NOVOMATIC SPORTS BETTING SOLUTIONS (NSBS) merges the know-how and technologies of three brands – ADMIRAL, SBT and Na Zvesi – into a comprehensive offering based on what has proved to be a great success in the Group's own B2C business and with which the Group has now moved into the international sports betting B2B segment.

Forthcoming events / exhibitions (in the next 3 months) you will attend – At the forthcoming ICE Totally Gaming show in London, NOVOMATIC will once again, as has become traditional, be the exhibition's largest exhibitor and will present its 'World of Gaming', featuring new innovations, products and solutions from across the entire spectrum of the international gaming industry.

MEMBERS NEWS

AGEM KEY BOARD OF DIRECTORS ACTIONS:

- AGEM members recently voted to employ the services of Gambling Compliance, the leading provider of independent business intelligence to the global gambling industry, based in London, Washington, D.C., California and Taipei. Members will receive custom monthly reports giving an overview of US and International issues, specializing in legal, regulatory, political and market information and data. This will provide a valuable resource, which will benefit all members.
- Following a lengthy process, The International Center for Excellence in Gaming Regulation at UNLV has appointed an Executive Director. André Wilsenach will take up his new role in February after he completes his tenure as Executive Director for the Alderney Gambling Control Commission, a position he has held for 14 years. AGEM's commitment to provide \$125,000 per year for 2 years, helped to get started the Center started.
- Once again, AGEM members approved sponsorship of the Southern Gaming Summit Welcome Reception for \$20,000. The event will be held in Biloxi from 3-5 May 2016.
- In a major turn of events, legal gaming in Brazil seems to be moving forward at last. The Brazilian Senate recently approved gambling legislation, which will allow as many as 35 casinos to be constructed, as well as online gaming. The bill also gives authorisation for video lottery games and additional electronic gaming options, and will include casino, bingo and sports betting sectors. AGEM members will be watching these developments very closely.
- AGEM welcomed a new Associate member to group in the December meeting. Coretronic Corporation based in Taiwan, brings the membership total to 147 companies.

EVENTS AND ACTIVITIES

- AGEM will once again have a stand at the ICE Totally Gaming Show in London. The stand is located in the North Halls at N1-356. Preparations are underway for the show and AGEM looks forward to meeting all it's members at this time.

AGEM INDEX

After reporting a strong month-to-month increase of 7.6 per cent in October 2015, the AGEM Index returned some value in November 2015. The composite index ended the month

at 194.33, representing a decline of 2.89 points (-1.5 per cent) from the prior month. Compared to a year ago, the AGEM Index reported a gain of 8.74 points (+4.7 per cent), which represents the second consecutive month of positive annual growth. Agilisys (AGYS), a technology company that provides software and service to the hospitality industry, was added to the index in the latest period.

In November, 12 of the 14 global gaming equipment manufacturers reported month-to-month declines in stock price, with five down by more than 10 percent. Of the two manufacturers reporting gains in stock price during the month, both were up by less than five per cent.

AGEM	Exchange: Symbol (Currency)	Stock Price At Month End			Percent Change		Index Contribution
		Nov-15	Oct-15	Nov-14	Prior Period	Prior Year	
Agilisys	Nasdaq: AGYS (US\$)	11.10	11.37	12.28	(2.37) ↓	(9.61) ↓	(0.07)
Ainsworth Game Technology	ASX: AGI (AU\$)	2.40	3.18	2.24	(24.53) ↓	7.14 ↑	(1.52)
Aristocrat Technologies	ASX: ALL (AU\$)	9.49	9.32	6.51	1.82 ↑	45.78 ↑	2.43
Astro Corp.	Taiwan: 3064 (NT\$)	20.00	21.00	30.85	(4.76) ↓	(35.17) ↓	(0.03)
Crane Co.	NYSE: CR (US\$)	52.02	52.64	59.03	(1.18) ↓	(11.88) ↓	(0.42)
Daktronics, Inc.	Nasdaq: DAKT (US\$)	8.67	9.70	11.93	(10.62) ↓	(27.33) ↓	(0.48)
Everi Holdings Inc.	NYSE: EVRI (US\$)	3.82	4.68	7.10	(18.38) ↓	(46.20) ↓	(0.55)
Galaxy Gaming Inc.	OTCMKTS: GLXZ (US\$)	0.20	0.24	0.38	(16.67) ↓	(47.37) ↓	(0.02)
Gaming Partners International	Nasdaq: GPIC (US\$)	8.86	9.28	8.25	(4.53) ↓	7.39 ↑	(0.04)
International Game Technology PLC	NYSE: IGT (US\$)	15.53	16.22	17.03	(4.25) ↓	(8.81) ↓	(1.56)
INTRALOT S.A.	ATHEX: INLOT (€)	1.38	1.51	1.18	(8.61) ↓	16.95 ↑	(0.24)
Konami Corp.	TYO: 9766 (¥)	2,881.00	2,758.00	2,243.00	4.46 ↑	28.44 ↑	1.27
Scientific Games Corporation	Nasdaq: SGMS (US\$)	9.22	11.09	15.14	(16.86) ↓	(39.10) ↓	(1.60)
Transact Technologies	Nasdaq: TACT (US\$)	8.85	9.57	5.49	(7.52) ↓	61.20 ↑	(0.06)
Change in Index Value							(2.89)
AGEM Index Value: October 2015							197.21
AGEM Index Value: November 2015							194.33



AGEM is an international trade association representing manufacturers of electronic gaming devices, systems, 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.

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Next Sixty Years.



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G3-247 Report

US ONLINE GAMBLING
DELAWARE – NEVADA – NEW JERSEY

Three up – three down

According to federal law internet gambling is basically illegal in the US. However current regulations do not stop individual states from passing legislation superseding federal statutes, which is what three states have already done.

Currently, only Delaware, New Jersey and Nevada are legalised jurisdictions in the US which permit online wagering.

Other states are loitering on the sidelines making noises about joining the party whilst others are waiting for the outcome of an anti gambling battle launched by casino giant Sheldon Adelson, who is seeking to prohibit online wagering by 'restoring' the 1961 Wire Act.

It's an exciting time. If the US market really opens up then the possibilities are huge. On the other hand if the anti gambling bodies get their day in court and win, then the buck basically stops here.

Estimations say the American market could have 15 percent of the worldwide online revenue in the next couple of years and with global online revenue around \$37bn in 2013 this is a fair chunk.

But Adelson has huge sway. He's reported to be the 18th richest man in the US and of course is enlisting the help of various US senators to back his fight.

The legislation backed by Sheldon is being sponsored by Utah congressman Jason Chaffetz and basically it would reinstate the US Wire Act prohibiting wire transfers for electronic wagering and therefore bring an end to online wagering in Delaware, New Jersey and Nevada.

The Wire Act was introduced back in 1961 and the Restoration of America's Wire Act first introduced in

February 2014 aims to restore this Act and reverse the Department of Justice's decision back in 2011 to expand online gaming.

Chaffetz says: "This is yet another example of the Holder Justice Department and Obama Administration ignoring the law. In 1999 South Carolina outlawed video poker and removed over 33,000 video poker machines from within its border. Now, because of the Obama Administration's decision virtually any cell phone or computer can again become a video poker machine. It's simply not right.

"The DOJ opened the door for massive changes in policy without significant public input. These fundamental changes need to go through Congress. By restoring the original interpretation of the Wire Act we are putting the genie back in the bottle and allowing for an open debate to take place."

US Senator Lindsey Graham has also introduced his version of the Wire Bill seeking to rewrite the Wire Act of 1961 to prohibit online gambling.

The bill has been reintroduced in both chambers of Congress for 2015 and although it is thought there is lit-

01 At the moment Delaware permits online betting on table games, video lottery and poker. Nevada only permits betting on poker whilst New Jersey permits casinos games and poker. New Jersey dominates the market with about 90 percent of total US online gaming revenue whilst poker represents about one third of total online gaming winnings. Poker in New Jersey in 2014 saw revenues of \$2.2m whilst Delaware saw \$27,695 (Nevada stopped reporting online poker figures in Dec 2014). Meanwhile for other bank games New Jersey saw revenues of \$9.2m whilst Delaware saw figures of \$104,397.

tle support for this bill it is also feared it might slip through the net.

Vernon Kirk, Delaware Lottery Director said: "The proposed legislation that I have seen is bad enough for those of us with i-gaming in place and operating, but to a lottery it is particularly disturbing because it is fraught with possible 'unintended consequences' meaning some in the legal profession think the language is such that it could



halt the sales of multi jurisdictional games like Powerball or Mega Millions. "Congress is pretty dysfunctional these days so it seems unlikely it could pass on its own, but the danger is that it may get attached to some 'must pass' appropriations bill or whatever and flies under the radar. We shall see."

So at the moment the three gaming markets trundle along with their new legislations whilst the others watch and wait.

Marcus Prater of the Association of Gaming Equipment Manufacturers said: "As far as the attempts to ban online gaming at the federal level (RAWA), AGEM is very concerned about the potential impacts to existing and traditional gaming operations in the US by the proposed bills in both the House and the Senate. We are monitoring developments and are hopeful that RAWA does not advance further. As for the other states, there continues to be discussions of potential online gaming in multiple states, but nothing specific has been enacted."

US gaming on the whole creates 1.7m jobs, \$38bn in tax revenues and contributes some \$240bn to the US economy. In real terms this amount can fund the entire budgets of New York and Texas alone.

There are a total of 510 commercial casinos and 474 tribal casinos across 39 states which between them produce \$81bn in total revenues.

Financial firm Morgan Stanley predicts that by 2020 the US online gambling market will be worth \$2.7bn. They believe California, Pennsylvania and New York will join the online sector in a few years whilst 15 states will have online gaming by 2020.

Early forecasts predicted that legal online gambling in the US would take around two to three years to reach full market maturity. In reality all three states with legal online gaming reached revenue peaks within the first six months of launch. Then they began to decline.

Why? Well some say it's because the market potential for interstate gaming is lower than initially forecast whilst payment processing and regulatory restrictions are putting players off whilst the dynamics of poker (less casual interest) is making it difficult for player acquisition.

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On average online gaming revenues per month for Delaware is between \$172,000 and \$184,000, New Jersey generates between \$8m and \$10m each month and Nevada generates between \$800,000 and \$1m each month.

G3-247 Report

US ONLINE GAMBLING
DELAWARE



DELAWARE

The First State of Delaware is located on the Atlantic coast in the Mid Atlantic region. The state takes its name from Thomas West who was an English nobleman and Virginia's first colonial governor.

Bordered by Maryland, New Jersey and Pennsylvania the land is located in the north eastern portion of the Delmarva Peninsula and is the second smallest state after Rhode Island, sixth least populous and sixth most densely populated of all the states.

Sometimes also known as the Diamond State, it is divided into three counties – New Castle, Kent and Sussex and although the southern counties have historically been agricultural with poultry, nursery stock, soybeans, dairy and corn being main products, New Castle is much more industrialised.

Delaware was at one time inhabited by several groups of Native Americans including the Lenape and Nanticoke tribes. The Europeans arrived in the 16th century and initially it was colonised by the Dutch traders. It was part of the American Revolution and in 1787 become the first state in the US thus the reference via its state name.

It's a very thin state and is 154km long and anything from 14km to just 56km wide. The Delaware River separates it from New Jersey although there are some parts of the state on the eastern side of the river.

Population of Delaware is around 935,000 and in 2014

had a GDP of \$62.8bn and was ranked 42nd in the US. The largest industry in Delaware is finance followed by insurance, real estate, rental and leasing.

Delaware is not an obvious tourist resort but still pulls in around 7.5 million visitors annually. The tourism sector is the fourth largest private employer in the state whilst the tourism industry generated some \$451m in state and local government taxes.

DELAWARE GAMBLING MARKET

Despite its small size Delaware is actually quite a gambling hub. Bar its car and horse racing facilities the state also permits lottery, bingo parlours and charitable gaming. Bingo is hugely popular and although the game was illegal until 1957 in Delaware today it can be permitted under charitable organisations.

Casino gambling was legalised in Delaware in 1994 and the first casino opened a year later at Dover Downs. Today Delaware operates three racetrack casinos in Wilmington, Dover and Harrington all with publicly run VLTs and table games. Pari-mutuel betting is also permitted

The state lottery controls the VLTs at the racetracks and Delaware Park and Dover Downs now have more than 2,352 and 2,368 VLTs respectively whilst Harrington Raceway which began operating in 1996 have 1,807 VLTs – 6,527 in total.

It's not all good news for the casino sector. Many say the market is oversaturated. Dover Downs is the only

01 Video Lottery has been at the three racinos since 1995. The video lottery has contributed over \$2bn to the General Fund to date. By law all games must return between 87 and 95 percent of all wagers annually. Of the revenue 40 percent is paid back to the three tracks in commissions, 43 percent contributed to the state General Fund, 10 percent to the horse racing purses and seven percent to leasing and servicing the games.

Meanwhile table Games at the racetracks include Poker, Blackjack, Roulette, Craps, Baccarat, Let it Ride, Mississippi Stud, Pai Gow Poker and Texas Hold 'em. Of revenues 66.1 percent is paid back to the tracks in commissions, 29.4 percent to the State Fund and 4.5 percent to the horse racing purses. There are 41 tables and 45 poker tables in Delaware Park, 40 tables and 18 poker in Dover Downs and 32 tables and 10 pokers in Harrington Raceway.

public company of the three casinos and saw its slot machine revenue drop by \$80m over a six year period and in 2014 refinanced \$42m to pay for an expansion and is now struggling with the debt. State wide total slots revenues dropped from nearly \$637m in 2006 to \$375m in 2013.



Apparently one of the reasons is down to Pennsylvania adding casinos in 2006 and Maryland following suit four years later. In 1996 when the casinos opened there were few casinos. Today there are 20 casinos in a 150 mile radius. This, coupled with high taxes (67 percent), profits are now declining rapidly. Dover Downs for example claims 78 per cent of visitors were from out of town in the past. Today that figure is around 10 per cent.

In 2014 the casinos paid out \$154m (43.5 percent of slot revenue) to the state's General Fund, 10.8 percent to the horse racing sector and 7.8 percent to the slot vendors leaving the casinos just 38 percent.

Meanwhile the Delaware state lottery was established in 1974 and first began selling tickets in 1975. The company has 525 lottery retailers in the state. Since this time the company has contributed more than \$4.1bn to the state General Fund whilst in 2012/13 the contribution to the fund was \$235.3m making it the state's fourth largest revenue generator. The revenues came from:

- \$168.8m from VLTs
- \$20.9m from table games
- \$2.3m from sports lottery
- \$43.3m from traditional games.

Aside from the video lottery games and table games at the casinos the Delaware state lottery offers several games including Multi Win Lotto, Play 3/Play 4, Instant

DELAWARE LOTTERY REVENUES FOR 2012 AND 2013

REVENUE	2013	2012
REVENUE	2013	2012
VIDEO LOTTERY, NET	\$396.7M	\$475.7M
VIDEO LOTTERY EXPIRED JACKPOTS/	\$365,495	\$327,050
CREDIT SLIPS		
CASINO LICENCE FEES	\$3M	\$10.7M
SPORTS LOTTERY	\$25.4M	\$17.8M
TABLE GAMES	\$65.5M	\$74.9M
ONLINE GAMES	\$96.6M	\$88.9M
INSTANT GAMES	\$47.4M	\$45.7M
TOTAL	\$635.2M	\$714.3M

Games, Powerball, Mega Millions, Lucky for Life, Delaware Cash and more recently Keno, sports lottery and internet gaming.

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The Sports Lottery sector is Pro Football Parlay Card Wagering which is available at Sportsbooks at the three racino locations and also at some 80 Delaware Sport Lottery retailers throughout the state. Players must be 21 years old.

G3-247 Report

US ONLINE GAMBLING
DELAWARE

The horse racing sector dates back to the colonial period when the first racing facility was built in 1760 and although betting was illegal, private wagering was common.

It slumped during the World War I period but during the Great Depression of the 1930s, when money was needed, a legislation created the Delaware Racing Commission in 1933 and in 1935 a licence was granted to sell pools through pari-mutuel machines.

Finally Keno was launched in January 2013 by the Delaware Lottery and as such became one of 14 states to offer this style of game. This was introduced mainly due to the House Bill 333 – the Delaware's Gaming Competitiveness Act of 2012 signed under Governor Jack Markell which allowed the lottery to issue sports lottery and keno retailer licences to Delaware businesses outside the racino market whilst also permitting online gambling.

Keno is now available at 80 new and existing retail locations in the state. During its first six months Keno sales totalled \$2.5m and paid out prizes worth more than \$1.3m.

DELAWARE ONLINE MARKET

Delaware's nickname as the First State was given as it was the first of the 13 original colonies to ratify the Constitution in 1787. However the nickname sticks as in the summer of 2012 it became the first state to legalise online gambling.

The House Bill 333, otherwise known as the Delaware Gaming Competitiveness Act of 2012, amended the code relating to the State Lottery.

It opened up the market to enable the Delaware Lottery and lottery agents to offer their services to lottery players in increased venues. The main points of the Bill 333 include:

- The Delaware Lottery is now permitted to conduct authorised lottery games over the internet
- Video lottery agents are authorised to offer internet versions of table games and video lottery games over the internet.
- Games permitted are poker, slots and table games available online. Player age limit is 21 years
- All games shall operated by the Delaware Lottery.
- A Lottery Director must provide the administrative of internet gaming with data, including procedures for verifying location and identity of players, excluding minors, limits on wagering amounts and advertisements for anti gambling addiction programmes.
- Internet lottery games can only be offered to people within the state of Delaware. The location is determined by a person's mobile device or computer. This territorial limitation applies to all gaming except any interstate compact or if otherwise legally authorised.
- Internet lottery participation has the same age requirement as for non internet games.
- Revenues from internet lottery are distributed in a manner similar to current lottery games. Internet versions of table games and video lottery games are distributed under the same formula with the exception of the first \$3.75m which is retained by the lottery to ensure the proposal is at least revenue neutral to the state. These revenues help support compulsive gambling programmes and provide additional purse revenues for the horse racing sector.
- There is also a restructure of fees currently paid by video lottery agents to motivate agents to reinvest up to \$7.75m in their improved competitiveness through capital investments and marketing plans.
- Restaurants who participate as lottery agents under this new act do not have receipts from lottery activities counted as part of receipts not generated by food services.
- The act also authorises the Delaware Lottery to operate the sports lottery at venues other than video lottery agents such as bars and convenience stores. The lottery would prioritise applications to operate the sports lottery for those proposals most likely to foster economic growth and job creation. It authorises the lottery to operate keno also.

In July 2013 Free Play online casino style games were launched via Delaware Lottery's website plus via their agents, Delaware Park, Dover Downs and Harrington Raceway. The free play games were a prelude to the start of the first state authorised online gaming systems



01 In March 2015 Nevada and Delaware partnered to form the Multi State Internet Gaming Agreement and now share poker liquidity with Caesars in Nevada. They formally launched their online poker network which connected players between the two states. The system via 888 Holdings took more than a year to implement and the aim was to increase poker activity in both states. Nevada currently has two operating online poker websites WSOP.com (Caesars Interactive) and Real Gaming (associated with South Point Casino). Real Gaming is not part of the network however as it doesn't use 888 software.

which were then launched in November 2013.

For the free play trial players were given chips for logging in and it was based on the spin of a virtual wheel. The chips could then be used to play various games such as slots, blackjack or poker.

A Request for Proposal was issued to select a vendor for the systems and services for online gaming and Scientific Games International, 888 Holdings and Williams Interactive were the vendors chosen.



Games permitted online were casino table games, slots and poker games.

On November 7 2013 the first games online in Delaware went live and games include poker, blackjack, roulette and video lottery.

In conjunction with Scientific Games and 888 Holdings the i-gaming technology platform operates through the individual websites of the three racetrack agents. 888 is the state's online poker provider and although players can have an account at all three racinos they can only play on one site at a time and cannot transfer funds between accounts.

Delaware operates on a single operator platform so only one group can be responsible for the online gambling site and 888 formed a partnership with Scientific Games and WMS in 2013 which facilitated 888's introduction.

Poker Stars cannot enter at the moment and a vendor change would need to be approved first by Delaware and it's not thought that this will happen for many years.

Lottery Director Vernon Kirk said: "Now that we have a safe, secure and stable platform we are turning our attention more towards player acquisition and retention. Of course there are a small, finite number of players in a state the size of Delaware, so expectations must be tempered. Having said that our focus on revenue improvement is concentrated on doing a better job of advertising and providing more game content - two

A MONTHLY SUMMARY OF VLT DATA

JULY 2015	DELAWARE	DOVER DOWNS PARK	HARRINGTON RACEWAY	TOTAL
AMOUNT PLAYED	\$143.4M	\$155.9M	\$75.6M	\$375.3M
AMOUNT WON	\$132.3M	\$144.4M	\$69.7M	\$346.5M
NET PROCEEDS	\$11.1	\$11.5M	\$6.2M	\$28.8M
TERMINALS	2,352	2,368	1,807	6,527

A MONTHLY SUMMARY OF POKER DATA

JULY 2015	DELAWARE	DOVER DOWNS PARK	HARRINGTON RACEWAY	TOTAL
AMOUNT PLAYED	\$7.8M	\$7.6M	\$3.7M	\$19.2M
AMOUNT WON	\$6.0M	\$6.1M	\$3.1M	\$15.3M
NET PROCEEDS	\$1.7M	\$1.4M	\$662,346	\$3.8M
GAMING TABLES	41	39	32	112
POKER TABLES	47	18	10	75

SPORTS LOTTERY TRACK DATA AND RETAILER DATA FOR 2014/2015

ANNUAL DATA	DELAWARE PARK	DOVER DOWNS	HARRINGTON RACEWAY	TOTAL	RETAILERS X 80
AMOUNT PLAYED	\$12.5M	\$3.0M	\$1.8M	\$17.4M	\$20.4M
AMOUNT WON				\$10.8M	\$13.1M
VENDOR FEES				\$1.0M	\$1.8M
RETAILER COMMISSION*					\$1.0M
NET PROCEEDS	\$4.0M	\$975,853	\$607,348	\$5.5M	\$4.3M
NO. OF WAGERS	569,284	188,480	120,712	878,476	1,778,401

thirds of revenue comes from casino games, only one third from poker."

In June 2014 several enhancements were added to the online gaming sites. Firstly MAC users can now access the casino games without having to first download an App. In addition four new blackjack games were added to include multi hand options. Harrington Raceway has also included two new Video Lottery games.

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Meanwhile in May 2015 the lottery launched its free mobile i-gaming applications for IOS devices (iPhone, Ipad and Ipod Touch). These apps are downloaded via the three racino websites or from the Apple App store.

The Apps make it easier for clients to enjoy the casino games 'on the go' via Wifi networks and was also in time for the tourist season.

Mr Kirk added: "Already 50 percent of our new player registrations come from mobile as well as almost 25 percent of our casino revenue. That has been helped by the introduction of 10 new Williams Interactive video lottery games that have proved very popular.

"We are not sitting still and there's still more to be done. While there is no timetable yet, Poker for mobile may be the next implementation."

Recently following New Jersey's online market opening, Delaware Lottery, Scientific Games and Caesars Interactive Entertainment announced an agreement to permit Scientific Games to provide game content from servers located in Caesar's data centre in Atlantic City to the Delaware's online gaming platform.

The games will only be available to Delaware clients and is the first agreement regarding casino games content between states with authorised online gaming.

The agreement highlights the collaboration between states with online gaming regulations and is something which could extend as more states open up their markets.

Marco Ceccarelli, Senior Vice President and Chief Information Office of Caesars Interactive Entertainment said: "We are happy to do our part assisting regulators in New Jersey and Delaware and appreciate their progressive and innovative work to help continue to grow and push the regulated online gaming market forward in the United States."



G3-247 Report

US ONLINE GAMBLING
DELAWARE

DELAWARE : GAMBLING DATA

Casinos: 3

Total gaming revenue: \$408m (2014)

Online Gaming: Permitted since
November 2013.

Legislation: House Bill 333/2012

Access:

www.delawarepark.com/igaming

www.doverdowns.com/online

www.harringtongamingonline.com

Online Table revenue: \$998,911 (2014)

Online Video Lottery revenue:
\$497,301 (2014)

Online Poker revenue:
\$594,975 (2014)

Total online gaming revenue:
\$2bn (2014)

Player registrations: 12,000

DELAWARE ONLINE DATA

In 2014 (the first full year of operations) the online gaming sector in Delaware achieved revenues of just over \$2bn. This didn't reach expectations of the \$7.75m target which had been set by the Democratic Governor Jack Markell back in 2012.

In August 2015 the Delaware Lottery announced month on month revenue growth in July despite internet poker suffering losses.

Online gaming revenue amounted to \$142,083 which was the highest monthly total since March of the same year and a 30 percent increase on June's figures. However July's total was down 17.6 percent on the same month the previous year.

The state's online poker market suffered further losses in July with revenues down by 8.2 percent on a month on month basis to \$28,158. – this was the third consecu-

DATA FOR JULY 2015 FROM THE THREE REGULATED SITES

JULY 2015	AMOUNT PLAYED	AMOUNT WON	NET
DELAWARE PARK			
TABLE GAMES	\$960,093	\$937,368	\$22,275
VIDEO LOTTERY	\$407,318	\$381,041	\$26,276
POKER RAKE&FEE			\$19,320
TOTAL	\$1.36M	\$1.31M	\$68,322
NUMBER OF REGISTRATIONS			177
DOVER DOWNS			
TABLE GAMES	\$716,141	\$714,911	\$1,230
VIDEO LOTTERY	\$530,520	\$511,788	\$18,732
POKER RAKE&FEE			\$6,872
TOTAL	\$1.24M	\$1.22M	\$26,835
NUMBER OF REGISTRATIONS			84
HARRINGTON RACEWAY			
TABLE GAMES	\$258,465	\$249,211	\$9,254
VIDEO LOTTERY	\$302,285	\$300,026	\$2,258
POKER RAKE&FEE			\$3,633
TOTAL	\$560,750	\$549,238	\$15,145
NUMBER OF REGISTRATIONS			61

tive month of decline from \$39,245 in May 2015 to \$27,695 in June 2015.

Since online gaming began in Delaware some 11,000 players have registered for i-gaming via the three regulated sites.

Meanwhile six months after Delaware and Nevada combined their online poker pools growth is slow.

The racinos have reported 20 percent less revenue generated from internet poker than reported in August in 2014.

This data released by PokerScout says perhaps the two states combined population of 3.6 million is still not sufficient to support one state with less than one million people. More states are required to boost player numbers.

G3-247 Report

US ONLINE GAMBLING
DELAWARE



DATA COMPARISON OVER 12 MONTH PERIOD

JULY 2014	TOTAL AMOUNT PLAYED	TOTAL AMOUNT WON	TOTAL NET
TABLE GAMES	\$4.68M	\$4.59M	\$96,923
VIDEO LOTTERY	\$816,515	\$772,203	\$44,311
POKER RAKE&FEE			\$31,261
TOTAL	\$5.5M	\$5.3M	\$172,496
NUMBER OF REGISTRATIONS			410

JULY 2015	TOTAL AMOUNT PLAYED	TOTAL AMOUNT WON	TOTAL NET
TABLE GAMES	\$1.95M	\$1.91M	\$38,605
VIDEO LOTTERY	\$1.3M	\$1.2M	\$75,319
POKER RAKE&FEE			\$28,158
TOTAL	\$3.2M	\$3.1M	\$142,083
NUMBER OF REGISTRATIONS			378

DELAWARE MONTHLY REVENUES NOV 2013 UNTIL JULY 2015

MONTH	TABLES \$	VIDEO LOTTERY \$	POKER \$	TOTAL \$	REGISTRATIONS
NOVEMBER 2013	24,298	19,161	67,928	111,387	2,654
DECEMBER 2013	21,243	11,842	106,922	140,009	1,336
TOTAL 2013	45,542	31,003	174,851	251,396	3,990
JANUARY 2014	22,450	34,480	88,390	145,276	1,006
FEBRUARY 2014	64,986	27,496	73,971	166,454	693
MARCH 2014	94,965	27,476	84,391	206,833	640
APRIL 2014	137,203	29,214	74,078	240,496	406
MAY 2014	72,537	45,594	57,469	175,601	342
JUNE 2014	110,178	52,158	25,607	187,944	399
JULY 2014	97,120	44,578	31,397	173,096	410
AUGUST 2014	100,029	34,170	38,654	172,854	376
SEPTEMBER 2014	58,038	54,678	32,304	145,022	396
OCTOBER 2014	46,130	55,828	28,509	130,468	315
NOVEMBER 2014	95,496	50,426	31,610	177,532	308
DECEMBER 2014	99,820	41,197	28,589	169,606	256
TOTAL 2014	998,911	497,301	594,975	2,091,187	5,547
JANUARY 2015	67,046	37,332	27,695	132,074	287
FEBRUARY 2015	85,457	23,117	34,526	143,101	274
MARCH 2015	51,625	50,926	43,636	146,188	306
APRIL 2015	15,563	68,038	48,552	132,154	210
MAY 2015	31,334	63,117	39,245	133,697	318
JUNE 2015	32,811	45,205	30,675	108,692	301
JULY 2015	38,605	75,319	28,158	142,083	378
AUGUST 2015	43,469	84,262	31,248	158,979	316
TOTAL 2015	365,910	447,316	283,735	1,096,968	2,390



NEVADA

Nevada is a semi-arid and largely desert state located in the south western regions of the US and is the seventh most extensive, 35th most populous and ninth least densely populated of all the states.

Over two thirds of the population live in the Las Vegas metropolitan area whilst the remainder of the state is largely desert with much of it located within the Great Basin. Approximately 85 per cent of the state's land is owned by the US government under various jurisdictions both civilian and military.

The name Nevada comes from the nearby Sierra Nevada mountain and means 'snow-capped mountain range'. The land is known for its inhabitation by Native Americans before the Europeans arrived and it became the 36th state in 1864. Nevada is bordered by California, Arizona, Utah, Idaho and Oregon. It is officially known as the Silver State due to the importance of silver to its history and economy whilst the establishment of legalised gambling and lenient marriage and divorce proceedings in the 20th century transformed the state into a major tourist destination.

01 Ultimate Poker, one of the state's three licensed online poker websites, shut down November 2014, citing weak revenues and a limited pool of players. One year after the closure, the factors that motivated its departure show no signs of disappearing.

The state Gaming Control Board no longer reports how much revenue Nevada receives from online poker specifically, because without Ultimate Poker, there aren't enough operators in the market to warrant such a study. When the state did report the data, online poker revenue crossed the US\$1m mark only once, in June 2014. Total state gaming revenue that month was \$906.9m.

Online poker hasn't been a boon for state coffers, because as Ultimate Poker found out, there simply aren't enough players in Nevada to fill digital tables. State officials tried to address the issue in March by allowing Nevada gamblers to play online poker with people in Delaware. But it is unlikely to move the needle much, given that the population of Delaware is less than half the population of Clark County.

Tourism today remains Nevada's biggest employer followed by mining as Nevada is the fourth largest producer of gold in the world.

The state tourism economy relies heavily on visitors to Las Vegas. In 2009 Las Vegas' economy began to suffer as the worldwide recession hit. It led to an increase in unemployment, foreclosures on homes and a collapsed housing market.

Today however there is an upturn. Construction has started again, house prices, like employment and visitor numbers and gambling revenues are creeping back up again. Today Nevada's unemployment rate stands at around 7.1 per cent.

Nevada sees around 53 million visitors (2014) each year. There are some 263 non restricted gaming licences in Nevada which account for 180,000 employees and around \$23bn in business receipts. Gaming revenue for Nevada was \$9.6bn in 2014.

Nevada's GDP stands at around \$132m which is an increase on a drop over the last few years.



NEVADA GAMBLING MARKET

The state of Nevada is synonymous with gambling. The state began to make its mark in the 1930s when gambling was legalised and this sparked a huge growth period for the state and the Nevada economy. By the 1940s the Strip had begun to take shape and by the 1950s gambling had eclipsed mining and agriculture and became the state's biggest revenue earner. The Nevada Gaming Control Board was set up and in 1959 the Gaming Control Act was introduced.

Tourism boomed and Nevada was the fastest growing US state by the 1980s. This was also the period when, as other states legalised gaming, the Mega Resort construction began taking the gambling experience to a whole different level.

More than 15 major themed casino hotels were built during the 1990s. Today there are a total of 270 casinos in Nevada (151 in Las Vegas/Clark County) which contribute \$53.1bn in economic activity and represent some \$7.9bn in federal, state and local taxes including \$903.4m in gaming taxes. There are 18 publicly owned corporations which own 62 casinos between them

GAMING REVENUES STATEWIDE 2014/15

AREA	GAMING WIN	% OF STATEWIDE
CLARK	\$9.55BN	86.5%
WASHOE	\$765.2M	6.9%
ELKO	\$262.8M	2.4%
SOUTH LAKE TAHOE	\$216M	1.9%
CARSON VALLEY	\$99.5M	0.9%
BALANCE	\$149.7M	1.4%
STATEWIDE	\$11.04BN	100

grossing some 76.6 percent of the total gaming revenue (\$12m) in 2014.

There are 5,818 gaming tables with a win amount of \$4.1bn plus 174,548 slot machines with a win amount of \$6.8bn. Total gaming win amounted to \$11bn (2014/15) of which Clark County (Las Vegas) accounted for the highest amount with \$9.5bn. Casinos were hit hard during the recession however revenues are beginning to

increase and Las Vegas downtown gaming revenues have risen during the last two fiscal years. In July 2015 total gaming revenue for the month amounted to \$922m. Not as high as the hey-days of 2007 when it topped \$1.1bn for the same month but a steady increase on from 2010 and 2011 figures.

Of this monthly total slot revenue was \$600m whilst table game revenue was \$322m.

There are two types of gaming licences – non-restricted gaming – for the operation of games and tables only or for the operation of 16 or more slots or for the operation of games/tables in conjunction with slots. Restricted gaming – issued for the operation of less than 15 slots and no other games.

Meanwhile although Nevada has no lottery sports betting is permitted here. Nevada is one of four states which is allowed by PASPA to operate sports betting the others being Delaware, Oregon and Montana. Players can visit any of the bookies to place wagers and there are also sport wagering websites. The state assembly Bill 114 in February 2013 opened the doors for the online sector to include sports wagering although still for Nevada residents only.

NEVADA ONLINE GAMING

Some 44 states in the US operate lotteries, whilst Nevada, which legalised casinos in 1931, does not.

Lotteries in Nevada have been outlawed since 1864. The law was amended in 1990 to permit charitable lotteries. That's about as far as it got!

Nevadans flock to California and Arizona whenever state lotteries build large jackpots and despite calls for a lottery, and numerous attempts to create one, the situation remains unchanged.

There have been nearly 30 attempts to establish a lottery in Nevada since 1975. Harvey Munford is currently trying to pass a proposal through legislature to permit lottery. There is however little hope of success. The problem is the gaming industry believes for every dollar spent on a lottery ticket it is one dollar less spent on the casino floor.

So despite the fact lottery is banned it's interesting that Nevada is one of the first three states to permit online gambling even though only online poker is permitted.

The history of online gaming in Nevada dates back to December 2011 when the Nevada Gaming Commission adopted regulations which would pave the way for online poker play, for real money, in the state.

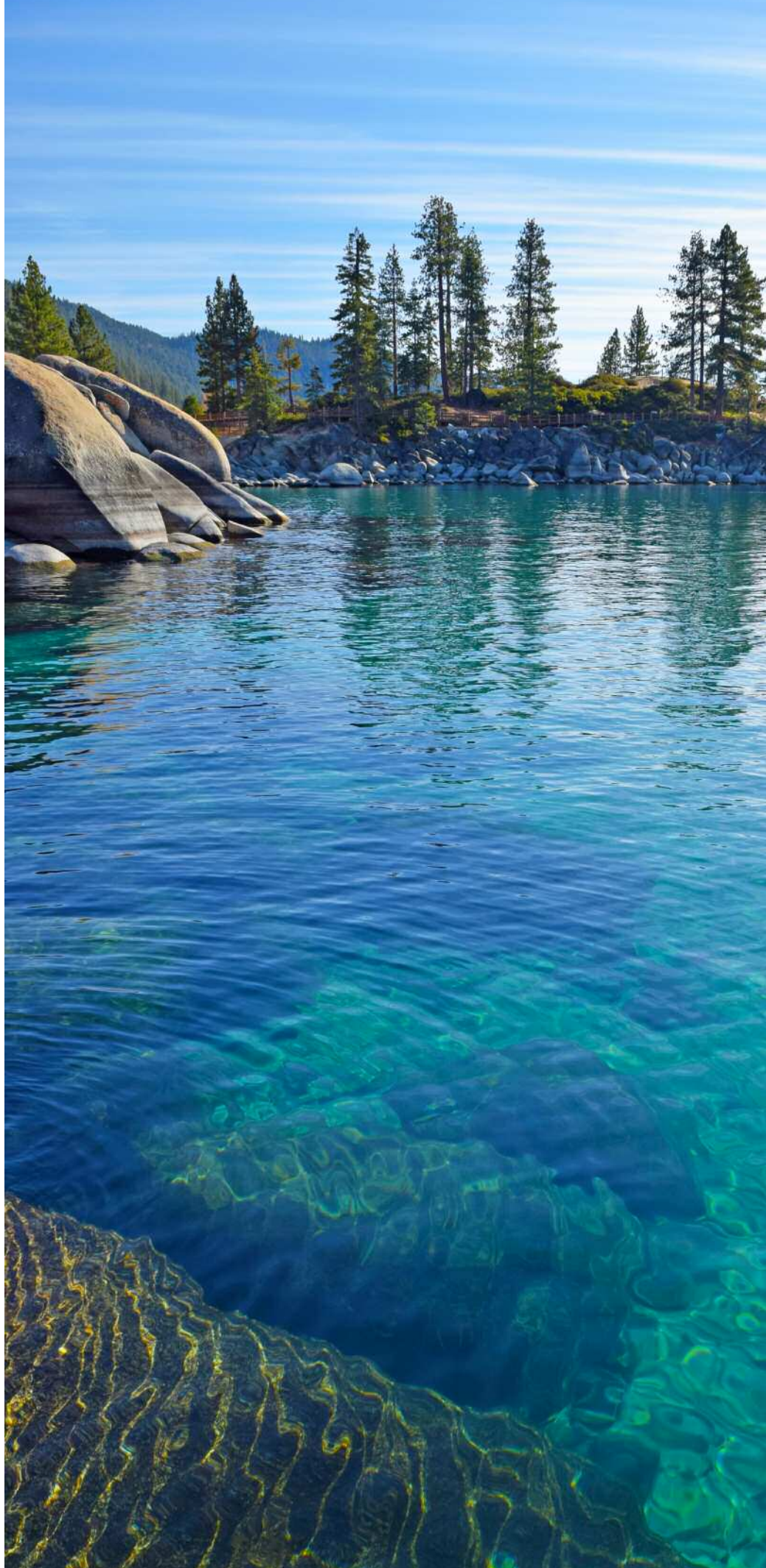
The sector is governed by the Gaming Control Act and as such amendments were added to this act.

Online gaming in Nevada began in April 2013 when Ultimate Poker became the first company to offer legalised online poker.

There were three new classifications of licence and these are issued to:

- The manufacturer of interactive gaming system licence
- An operator of interactive gaming licence
- A service provider licence. This licence was divided into three classes:

Class 1: For anyone who provides interactive gaming, receives payments based on earnings or profits from a game. Governed by same regulations that govern non-restricted licences.



CASINO DEPARTMENT NEVADA REVENUES

REVENUE	AMOUNT	% OF TOTAL
PIT REVENUE (INCLUDING KENO & BINGO)	\$3.49BN	32.9%
COIN OPERATED DEVICES	\$6.72BN	63.2%
POKER AND PAN	\$144.1M	1.4%
RACE BOOK	\$64.4M	0.6%
SPORTS POOL	\$207.5M	2%
TOTAL	\$10.6BN	100%

TABLE GAME AND SLOT NUMBERS IN CASINOS

GAMES	NUMBER OF	SLOTS	NUMBER OF
TWENTY ONE	2,928	RESTRICTED	18,867
ROULETTE	479	0.01C	150
CRAPS	407	0.25C	1,823
BACCARAT	375	MULTI DENOM	13,417
3 CARD POKER	261	OTHER	3,477
MINI BACCARAT	149		
LET IT RIDE	89	NON-RESTRICTED	155,681
KENO	82	0.01C	54,940
SPORTS POOLS	192	0.25C	8,424
RACE BOOKS	178	MULTI-DENOM	77,207
OTHER GAMES	678	OTHER	15,110
TOTAL	5,818	TOTAL	174,548

Class 2: Anyone who doesn't have a Class 1 or Class 3. Governed by same regulation as restricted licences (ie: locations with 15 or less slots)

Class 3: This is a probationary licensee or those involved as marketing affiliates.

- A governor may enter into agreements with certain governments for purpose of interactive gaming regulations if they are located in jurisdictions that may operate interactive gaming.
- Players must be aged 21 and over and have proof of identity, physical address, social security number if a US resident.
- All servers and databases must be located within Nevada. Anyone wishes to be licensed in Nevada must relocate their services to this state.

The details for LICENCE FEES/TAXES are:

Non-restricted gaming licence:

A monthly graduated tax rate called Gross Gaming Tax (on gross revenues) starts at 3.5 percent on the first \$50,000 monthly revenues up to 4.5 percent for revenues between \$50,000 and \$134,000 and 6.75 percent (maximum) on revenues exceeding \$134,000.

Additional fees can be imposed by counties or municipalities adding around one percent.

Gaming devices (slots) must pay an annual tax of \$250 per machine computed on a prorated basis, plus a quarterly licence fee of \$20 per machine.

Table games pay an annual licence fee of \$100 per machine up to \$16,000 for 17 or more (plus \$200 per game over 16) and quarterly licence fee of minimum \$12.50 for one game up to \$750 for 8-10 games and up to \$20,300 for 36 plus games.

Live Entertainment Tax is 10 percent of the admission charge for facilities with between 200 and 7,500 seats plus 10 percent on food, refreshments and merchandise. For facilities of 7,500 or more the rate is five percent.

Restricted gaming licence:

Gaming devices (slots) must pay an annual tax of \$250 per machine plus a quarterly licence fee of \$81 for one slot up to \$1,815 for 15 slots.

Pari-mutuel licence

This authorises the holder to provide off track pari-mutuel system and annual fee is \$500

Operator of interactive gaming licence:

Authorises holder to operate interactive gaming. Initial fee is \$500,000 for two years. Annual fee thereafter is \$250,000



Service Provider Licence:

Authorises holder to act as a service provider and includes interactive gaming service provider licence. Annual fee is \$1,000

Manufacturer of Interactive Gaming System:

Authorises holder to manufacture, assemble or produce interactive gaming systems. Initial fee is \$125,000 for one year. Annual fee thereafter is \$25,000

Manufacturer of associated equipment for interactive gaming:

Authorises holder to sell, transfer and offer equipment associated with interactive gaming. Initial fee is \$50,000 for one year. Thereafter it is an annual fee of \$25,000.

Despite expectations however the online sector has underperformed. Ultimate Poker at Station's Casino was the first poker room to launch in the regulated online poker market in Nevada but later left the business after a 19 month run. They shut up their poker

room in 2014 in both Nevada and New Jersey after being apparently hampered by a product launch which was criticised. It seems lack of players was the problem and a poker room can't survive without such a vital commodity. Today there are:

- Nine Interactive Gaming manufacturers including: 888 Holdings; AGN (888 Holdings); Bally Gaming (Scientific Games); Gtech (Spiele) Austria; Gtech Canada; Gtech USA; IGT; South Point Poker (Gaughan Straight Holdings) and WMS Gaming (Scientific Games)
- 21 interactive Service Providers including 888 Holdings; Aristocrat; Bally Gaming; Global Cash Access; Golden Pahrump Town (Gold Town Casino); Golden Route Operations, Gtech; IGT; Golden Pahrump Lakeside; Golden Pahrump Nugget; Peppermill Casinos; South Point Poker; Wendover Casinos; WMS Gaming
- Two operators licensed to provide online gaming in Nevada to date which is Caesars Palace (WSOP) and South Point Casino (Real Gaming). Real Gaming is not part of the 888 network.

01 Nevada Attorney General Adam Laxalt stated in November 2015 that he would support all federal initiatives that look to ban online gambling in the United States. Mr. Laxalt confirmed that there is a letter being signed by state attorney generals who are in agreement with Sheldon Adelson's restore America's 1961 Wire Act proposal and stated that he would be willing to sign the letter. If the bill is rolled out, it would not only prevent states from legalising online gambling, but would also ban online gambling in Nevada, Delaware and New Jersey. The bill would make an exception for online lotteries. In a statement, Mr. Laxalt said "Congress spoke on this issue and had the existing Wire Act. And then [U.S.] Attorney General [Eric] Holder issued an opinion a few days before Christmas some years ago and changed that landscape. He changed that landscape without all the parties that should have been involved to make sure we can keep consumers safe and all this can be done properly. I think in this case we are looking to return it to what the status quo was."



Real Gaming joined in early 2014 about a year after online gambling was regulated in Nevada and was the first company to receive a licence in the US for online poker. They offer online poker to anyone on any device within the state of Nevada.

The company is backed by the South Point Casino in Las Vegas and started originally as South Point Poker. Via this exclusive partnership Real Gaming combines the best of Las Vegas casino operations experience with latest technologies. South Point is a 240,000 sq.ft casino resort and the largest off strip in Las Vegas and is owned and operated by Michael Gaughan

The second operator, **World Series of Poker (WSOP)** is owned by Caesars Entertainment Corporation and has been around for the last 40 years or so as a social games developer of popular titles including Slotomania and Caesars Casino. WSOP also licences its brand in legal real money jurisdictions such as the UK, France and Italy.

WSOP is now available to residents and visitors in Nevada and offers Texas Hold 'em, Omaha, 7 Card stud and other varieties.

Caesars Interactive Entertainment run all the digital games for Caesars and own the WSOP. 888 Poker is the official sponsor of WSOP and it is the longest running largest and most prestigious gaming event in the world dating back to 1970. Players can earn their way into WSOP through online satellites and the WSOP allows players to participate in games on WSOP NV while playing at the Rio tournament which boosts traffic in summer months.

PokerScout figures claim WSOP dominates the state with an average of 150 cash game players daily and 300 peak hours. It is believed WSOP has a 99.4 percent of the market share. Real Gaming is much smaller in terms of traffic and registers around 10 cash game players during peak hours.

Seth Palanksy at Caesars said: "The market has grown a lot. In fact in June 2015 WSOP did more business than the entire 2014 market for the whole year. So there's business here. It is a unique market both due to its market size and the fact this market has more gaming options than any other in the world. So it isn't like people can't find a game of poker if they choose.

"So despite the uniqueness of the market, we're thrilled to be here operating WSOP.com and providing another touch point for our customers to stay engaged in our offerings."

So what does the future hold for Nevada?

"It's hard to say," added Mr Palanksy. "Growth is slow. It is a turtle pace. There are many other pressing issues in the states and the country and they take precedence over enacting legislation permitting this activity. But we have a long term view. We intend to be in business 100 years from now and as such are willing to be patient, learn as we grow and continue to distinguish ourselves as trustworthy and reputable operator as this activity becomes more and more common as the digital transition continues to take over business in the US."

NEVADA ONLINE DATA

In September 2014 the three online poker sites reported a combined revenue of \$693,000 for that month which was the lowest since the state began releasing monthly figures in February 2014. In June the three sites collected \$1.04m in revenue mainly down to the WSOP and World Series of Poker.

Nevada made the decision to limit online gambling to poker only and many have questioned the viability of such a decision. With the huge land based casino market of course although there was a ripple of excitement about the online sector opening of course many casino operators were also worried about the implications.

Poker of course, unlike other games, needs multiple players to create a game. When the market opened figures were extremely low. Only 200 to 300 players were online daily during the first few months.

One idea to boost players is of course to share players across state lines. So Nevada and Delaware formally announced their online poker network link in March 2015. The system actually took a year to implement with 888 Holdings providing the platform.

During the first day of sharing the sites reached a peak of 313 cash game players. A report in January 2015 showed WSOP averaged some 170 cash game players peaking to around 350 most times of the year.

The boom period is May through to mid July with the World Series of Poker in Rio tournament. Games offered include No Limit Texas Hold 'em, Pot Limit Omaha, Pot Limit Omaha High/Low, Fixed Limit Hold 'em, Fixed Limit Omaha High/Low, Seven Card Stud and Seven Card Stud High/Low.

In July this year 888 Holdings acquired competitor Bwin.Party giving 888 Poker an even greater hold on the US poker market. As the only operator to offer licensed online poker in the three legal states the deal now permits 888 to take over bwin.party's agreement with



G3-247 Report

US ONLINE GAMBLING
NEVADA

NEVADA : GAMBLING DATA

Casinos: 270

Total gaming revenue: \$11bn (2014)

Online Gaming:

Permitted since April 2013

Legislation: State Assembly Bill 114

Access:

www.wsop.com

www.realgaming.com

Online poker revenue: \$8.1m (2014)

Traditional poker revenue:
\$100.5m (2014)

Borgata Casino in Atlantic City which has the largest regulated online poker player pool in the US.

So as 888 now holds a virtual monopoly on the poker market it is thought this could result in a more focused marketing effort to bring in more players across the three states.

It seems bonuses and other incentives have been lacking to date and there is a desperate need for more casual players than just the hardcore professionals which seems to be the case at present.

Without other states, particularly larger states such as California, joining the regulated online market the outlook is worrying.

Some suggest that now Pokerstars has entered the New Jersey market the marketing and player pool could boost the interest in online poker generally. Others say others will choose one or the other. Money at the moment appears to be on Pokerstars.

In December 2014 the revenue from interactive poker was no longer separated and lumped into Card Games in total. Nevada doesn't provide separate online data as they require three operators and at present there are only two. However for February 2014 until November 2014 however the revenue can be seen opposite.

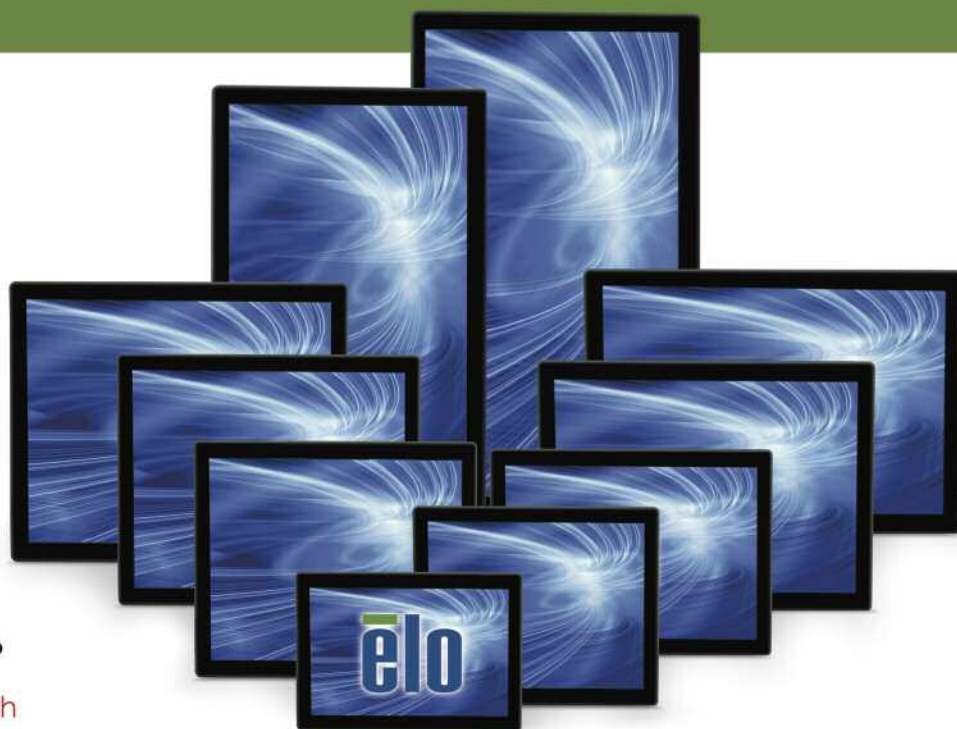
NEVADA POKER DATA APRIL 2013-NOV 2014

MONTH	ONLINE POKER \$	TOTAL POKER REVENUE \$	% OF TOTAL ONLINE REVENUE
FEB 2014	824,000	9,268,000	8.89%
MARCH 2014	926,000	10,370,000	8.93%
APRIL 2014	792,000	8,789,000	9.01%
MAY 2014	862,000	10,260,000	8.40%
JUNE 2014	1,037,000	15,163,000	6.84%
JULY 2014	958,000	11,390,000	8.41%
AUG 2014	742,000	9,008,000	8.24%
SEPT 2014	693,000	8,216,000	8.43%
OCT 2014	665,000	8,743,000	7.61%
NOV 2014	641,000	9,336,000	6.87%
TOTAL 2014	8,140,000	100,543,000	8.10%
APRIL 2013	1,501	8,564,000	0.02%
MAY 2013	174,742	10,260,000	1.70%
JUNE 2013	166,453	15,909,000	1.05%
JULY 2013	861,666	12,380,000	6.96%
AUG 2013	682,927	9,445,000	7.23%
SEPT 2013	761,120	8,941,000	8.51%
OCT 2013	1,253,534	9,657,000	12.98%
NOV 2013	1,105,172	10,045,000	11%
TOTAL 2013	5,007,115	85,201,000	5.88%



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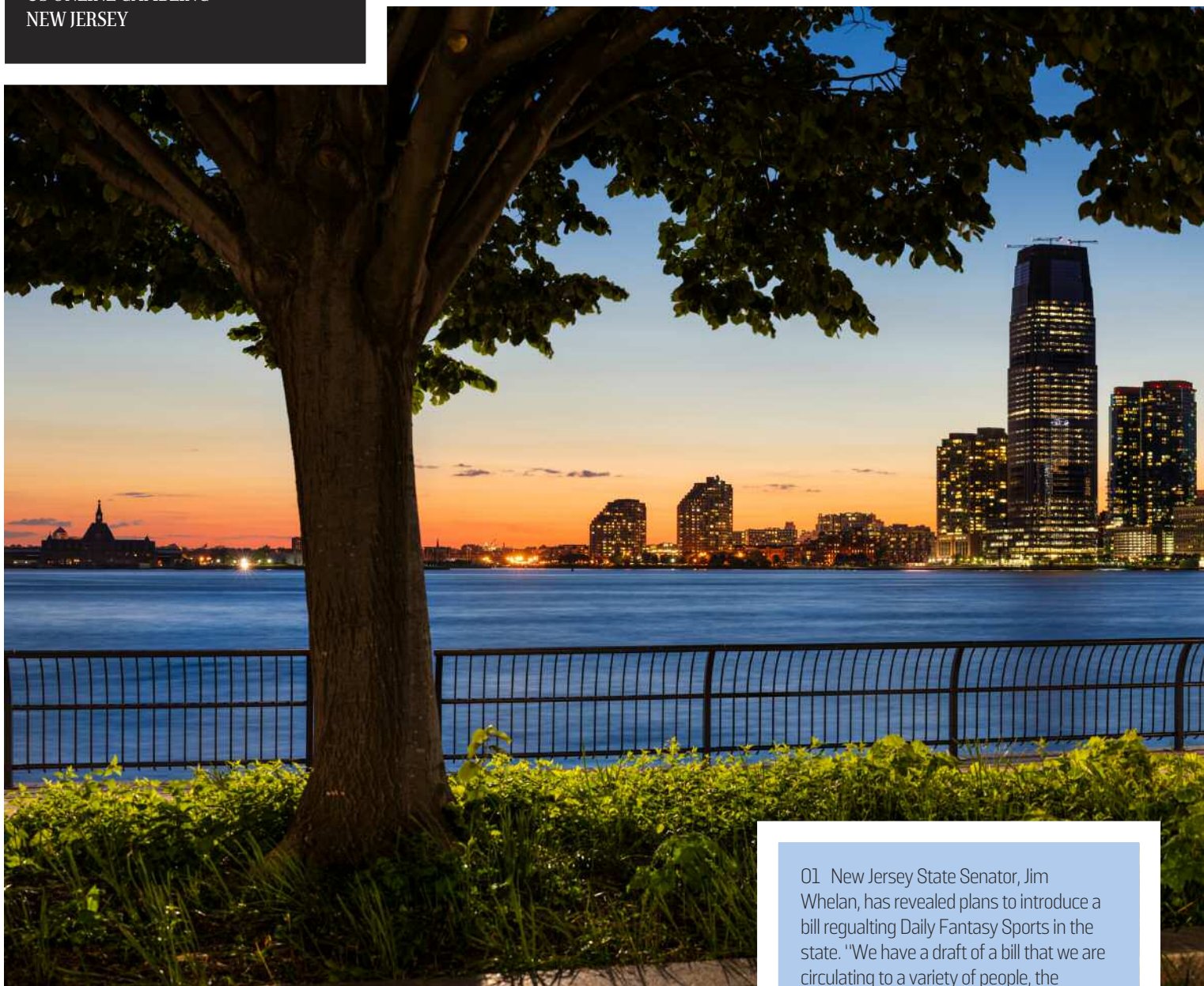
New! PCAP 2GS technology delivers a ten touch interactive experience with durability in high traffic settings.



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

G3-247 Report

US ONLINE GAMBLING
NEW JERSEY



NEW JERSEY

New Jersey is located in the north eastern and middle Atlantic regions of the US and bordered by New York, the Atlantic Ocean, Pennsylvania and Delaware.

It is the country's fourth smallest state but also the 11th most populous and the mostly densely populated of the states. It is also the second wealthiest US state by median household income.

Its nickname is the Garden State and the area was inhabited by native Americans for more than 2,800 years. In the early 17th century the Dutch and Swedes made the first European settlements and the English later seized control naming it the Province of New Jersey (named after the Channel Islands).

Its geographical location has helped growth, and industrialisation accelerated after the completion of the Morris Canal in 1831. It is a major industrial centre, important transportation corridor and as such is often the crossroads of commerce with many Canadian residents using the state as an overnight stop.

The state is often described as five regions in one due to its location bordering New York (easy for commuters), mountains, forests, rural areas and the coast. It is divided into North Jersey, Central Jersey and South Jersey.

The population of the state is 8.9 million and is one of the most ethnically diverse states in the country.

The main industries include pharmaceuticals, finance and telecommunications.

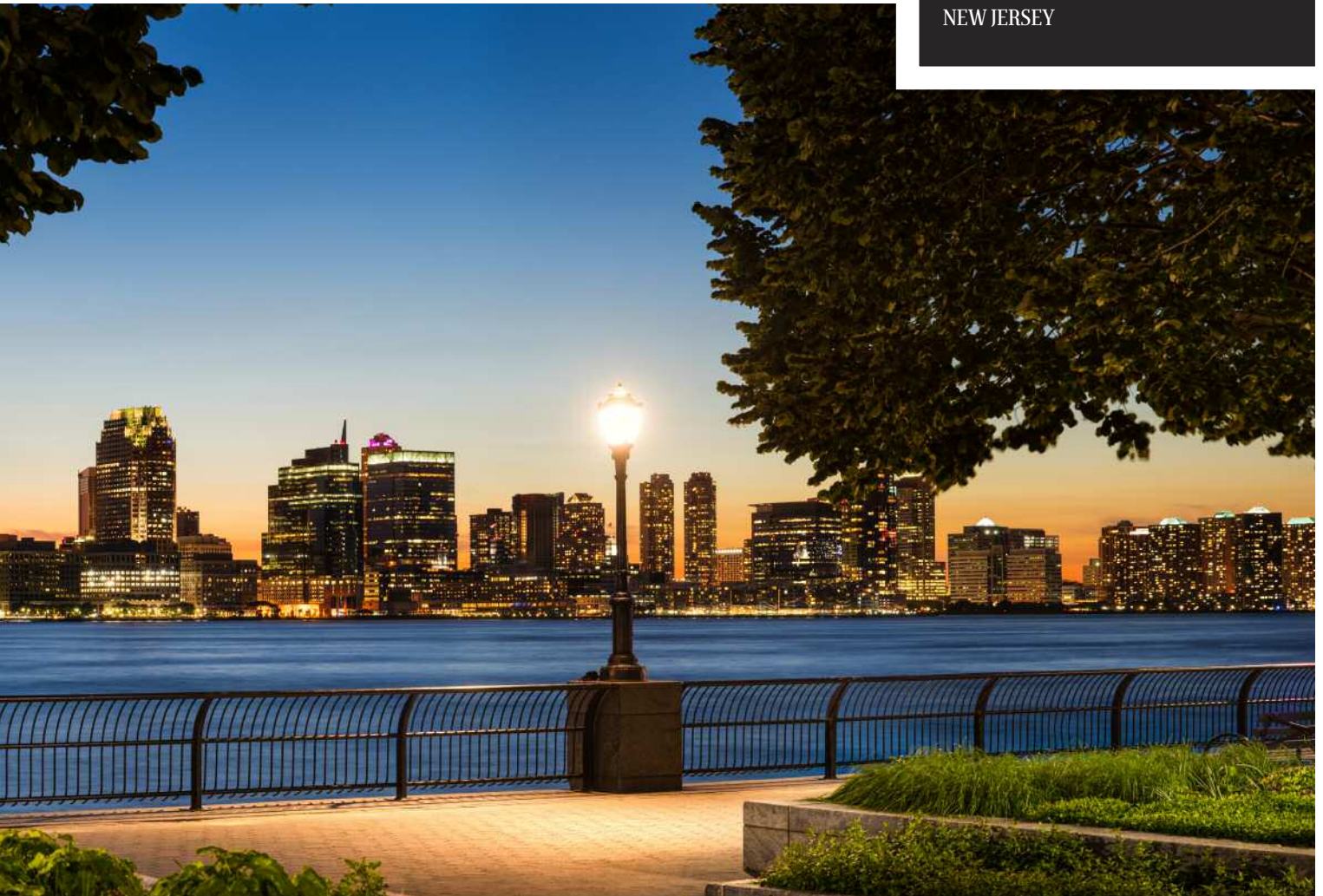
The state is still recovering after the recession and is 2.4 percent below peak employment of 2008 figures. GDP stands at \$561.5m a 0.9 percent growth.

Tourism is grew by 3.8 percent in 2014 to reach \$42.1bn with 93.2 million visitors. It generated \$36.4bn for the state GDP representing 6.6 percent of the entire state economy.

NEW JERSEY GAMBLING MARKET

In 1976 a referendum approved casino gambling in Atlantic City and the first legalised casino opened in 1978. This was the second mega resort after Las Vegas and several casinos sit on the Boardwalk.

01 New Jersey State Senator, Jim Whelan, has revealed plans to introduce a bill regulating Daily Fantasy Sports in the state. "We have a draft of a bill that we are circulating to a variety of people, the Division of Gaming Enforcement, the Casino Control Commission, other legislators, as well as people in the fantasy sports industry, to take a look at what might be appropriate for New Jersey to do," said Mr. Whelan. The letter of intent to introduce legislation has been sent to Division of Gaming Enforcement Director Dave Rebeck and Casino Control Commission Chairman Matt Levinson. The letter states: "I don't believe we should impede one's enjoyment of fantasy sports. However, we have an obligation to ensure that fantasy sports competition is fair, impartial, and transparent to everyone. The Division has done a great job of regulating internet gaming companies and ensuring there are safeguards in place. We want to make sure that those same safeguards are in place with daily fantasy sports."



CASINO DATA – (TOTAL ANNUAL IS AUGUST 2014-AUGUST 2015)

CASINO	NO. TABLE GAMES	NO. POKER GAMES	NO. SLOT MACHINES	TOTAL TABLE /POKER WIN	TOTAL SLOT WIN	TOTAL CASINO WIN
BALLYS AC	128	42	1,840	\$48.2M	\$95.7M	\$144M
BORGATA	186	79	3,038	\$151.5M	\$311.8M	\$463.4M
CAESARS AC	149	0	1,844	\$76.5M	\$133.2M	\$209.8M
GOLDEN NUGGET	81	10	1,376	\$38.6M	\$99.1M	\$137.8M
HARRAHS RESORT AC	136	40	2,174	\$63.8M	\$192.8M	\$256.6M
RESORTS	71	0	1,553	\$21.4M	\$85.8M	\$107.2M
TROPICANA	113	22	2,311	\$36.6M	\$153.6M	\$190.2M
TRUMP TAJ MAHAL	130	0	2,519	\$26.5M	\$99.8M	\$126.4M
TOTAL	994	193	16,655	\$463.1M	\$1.17BN	\$1.63BN

The New Jersey Casino Control Act was signed into law and basically saw the rehabilitation and redevelopment of existing tourist and convention facilities in Atlantic City. It restricted the issue of casino licences to major hotel and convention centres

Today gambling in New Jersey includes casinos, the New Jersey Lottery, horse racing, off track betting, charitable gambling and amusement games.

Gambling has a long legacy in the state. Lotteries were banned in 1844 but before that they helped pay for the military.

The Freehold Raceway is the oldest racetrack in the US and racing has taken place there since the 1830s. In 1894 pari-mutuel gambling was banned and a few years later all gambling was banned until 1939.

Racetrack gambling was permitted in 1939 and in 1959 amusement game were re-legalised whilst the lottery arrived in 1975 and casinos were permitted a year later.

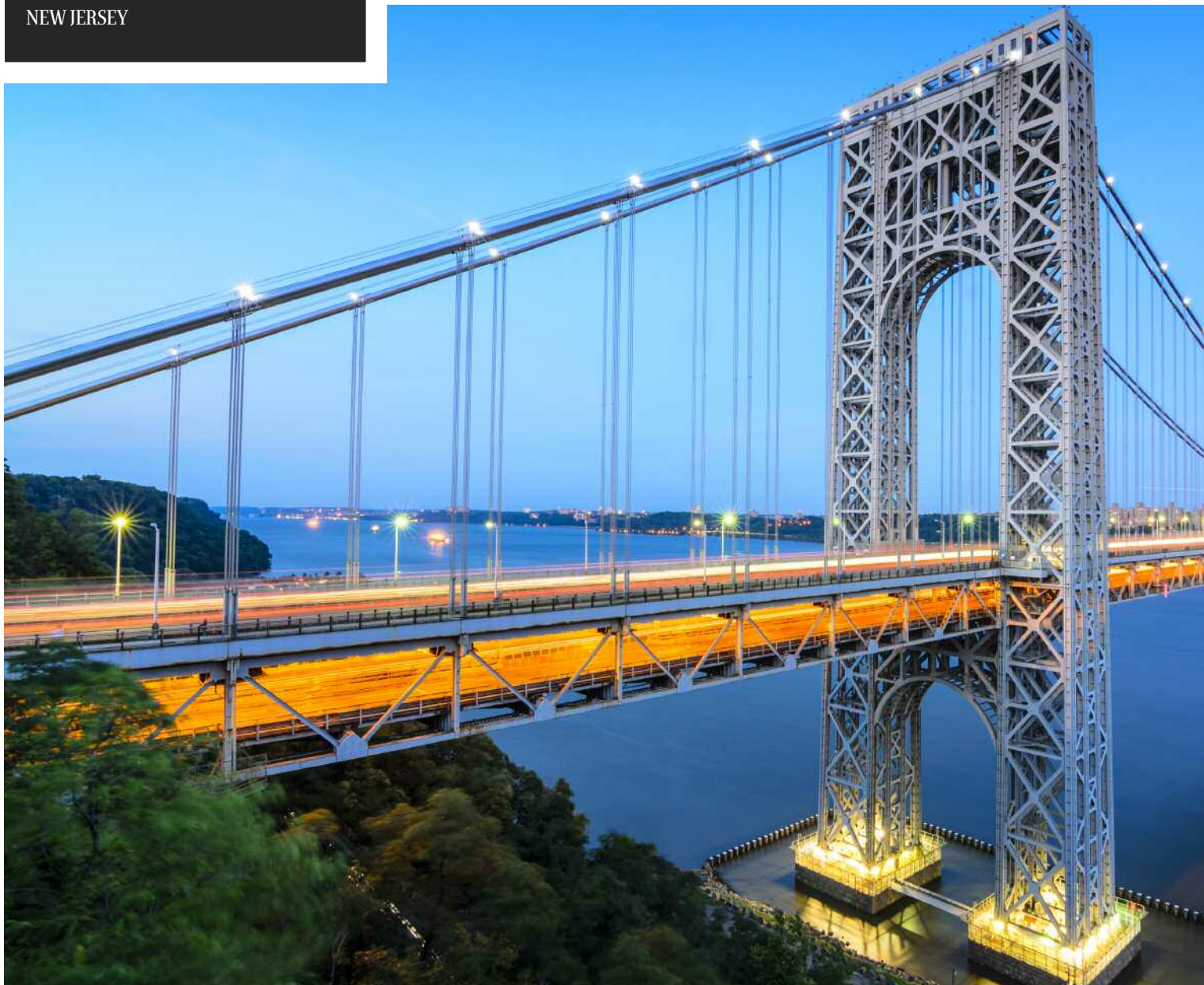
Resorts Atlantic City was the first casino to open in 1978 and now there are eight casinos open:

- Bally's Atlantic City. Operated by Caesars Entertainment this was opened in 1979.

- Borgata Hotel Casino and Spa operated by Boyd Gaming Corp and MGM Resorts and opened in 2003.
- Caesars Atlantic City operated by Caesars Entertainment and opened in 1979.
- Golden Nugget Hotel Casino operated by Landry's Inc and opened in 1985.
- Harrah's Resort Atlantic City operated by Caesars Entertainment and opened in 1980
- Resorts Casino Hotel operated by DGMB Casino, LLC and opened in 1978

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- Tropicana Casino and Resort operated by Tropicana Entertainment which opened in 1981
- Trump Taj Mahal operated by Trump Entertainment and opened in 1990.

The first six months of 2015 saw total gaming revenues grow by 3.5 percent including a 4.1 percent growth in casino revenue.

Casino revenues amounted to \$1.1bn for that six month period with total revenues (to include rooms, food, beverages and entertainment) amounted to \$1.6bn.

Hotel occupancy in the city's casino hotels was 84 percent during the first six months of this year with a 0.7 percent increase on the same period last year.

Meanwhile the lottery was launched in 1969 after voters approved The New Jersey Lottery with an 81.5 percent majority. Sales began at 2,000 retail outlets. Today the lottery is the state's fourth largest revenue producer and in 2014 grossed over \$2.9bn in sales contributing 35 percent to the state in support of beneficiaries. There are now 6,900 retailers in the state.

Bingo and raffles are overseen by the Legalised Games of Chance Control Commission and around 12,000 charitable events are held throughout the state. Charitable gaming is responsible for around \$85m a year. There are also 1,000 slots operated at amusement parks, seaside parks and other resorts.

The Sports betting battle continues in this sector. A federal appeals court ruled in August 2015 that New Jersey's attempt to allow sports betting in casinos and racetracks violates federal law. This is the second time in two years judges have ruled in favour of professional sports leagues and the NCAA and have twice sued New Jersey to prevent attempts to expand sports betting into the state. A 1992 federal law bans most sports gambling outside of Nevada.

Finally Horse Racing. There are three racetracks in New Jersey – the Freehold Raceway (standard bred) located in central New Jersey and established in 1853; Meadowlands located in East Rutherford offering thoroughbred and standard bred racing and Monmouth Park offering thoroughbred racing. The Racing Commission which oversees this sector says some 269 live race days were held in 2013. The commission also has jurisdiction

to simulcast horse racing activities plus five off track wagering facilities. Wagers can be placed at Borgata Casino, the three racetracks and five off track wagering (OTW) locations – Favorites at Gloucester, Favorites at Toms River, Favorites at Vineland, Favorites at Woodbridge and Winner Bayonne.

NEW JERSEY ONLINE GAMING

In February 2013 Governor Chris Christie signed legislation to authorise Atlantic City's casinos to offer internet gaming. A licence was issued initially to Caesars Interactive whilst it was stated that a number of casinos could partner with existing companies involved in internet gaming.

Initially gaming operations began with seven active internet gaming permit holders and the launch of soft play. Some 253 games were approved for play on a total of 16 authorised URLs.

For most of the first year each internet gaming permit holder was associated with one active internet gaming platform provider. Originally each permit holder was only allowed one platform provider however after launch and operations were running smoothly the divi-



sion permitted multiple platforms for each permit holder with a limit of five 'skins' or brands per permit.

By January 2015 there were 423 authorised games.

Today New Jersey is currently the largest regulated online poker market in the US and currently offers four online poker and two shared player pools. New Jersey required online poker sites to partner with an Atlantic City casino which provides player security. All gaming equipment, software and hardware must be located in a casino facility in Atlantic City. This is unlike the pari-mutuel sector where players can place a wager at on off track facility.

The Casino Control Act controls the gambling sector and article 6C includes internet gaming rules. It states the following:

- Gambling will take place entirely on servers and computer equipment located in a casino in Atlantic City.
- An annual report will be prepared by a private entity for the division on the impact of internet gaming.

COMPANIES LICENSED FOR INTERNET GAMING

LICENCEE	DATE APPROVED	INTERMEDIARIES	SITES
CAESARS INTERACTIVE (BALLY'S PARK PALACE)	NOVEMBER 2013	888	Harrahscasino.com Wsop.com, 888.com
CAESARS INTERACTIVE (BOARDWALK REGENCY)	NOVEMBER 2013	AMAYA	Caesarscasino.com
BORGATA	NOVEMBER 2013	BWIN	Borgatacasino.com Borgatapoker.com Nj.partypoker.com Palacasino.com
GOLDEN NUGGET	DECEMBER 2013	BALLY IGP	Goldennugget-casino.com Nj-casino.golden-nuggetcasino.com Betfaircasino.com
TROPICANA	NOVEMBER 2013	GAMESYS	Tropicancasino.com Virgincasino.com
RESORTS CASINO	AUGUST 2015	POKER STARS	Resortscasino.com Mohegansuncasino.com

- Annual tax rate for internet gross gaming revenues is 15 percent which are paid into the Casino Revenue Fund. The eight percent on casino gross revenues does not apply to the internet revenues.
- A permit is required to conduct internet gaming. Such a permit is valid for one year.
- For gambling addiction programmes there is a limit on the amount of money deposited within a specified time and suspension of gaming accounts if required.
- Fines of \$25,000 up to \$100,000 for those offering internet gaming without a licence.
- Licence fees are not less than \$400,000 for initial licence with a renewal fee of not less than \$250,000. A non refundable deposit of at least \$100,000 is also required with each permit. In addition operators shall pay annually a \$250,000 fee for the State General Fund of which \$140,000 goes to the Council on Compulsive Gambling of New Jersey and \$110,000 for compulsive gambling programmes in the state.

In November 2013 a five day test period was run and on November 26 full internet gambling was authorised. Internet gross revenue is taxed at 15 percent.

Two days after soft play ended and full operations began some 32,319 accounts were created. By the end of 2013 some 126,000 user accounts had been created. Games on offer include Blackjack, Roulette, Fortune Pai Gow Poker and Three Card Poker plus slot games.

Borgata became the first casino to offer remote gaming where hotel guests can place wagers from their rooms. Caesars Interactive, Golden Nugget, Tropicana, Trump Plaza and Trump Taj Mahal followed suit. Trump Taj Mahal's platform provider Ultimate Gaming ceased operations in September 2014 and Betfair transferred its

operations from Trump Plaza to Golden Nugget in November 2014.

In the first two months of operation (November and December 2013) the total internet win for the six operators above amounted to \$8.3m. This compared to the \$2.8bn from casinos.

Meanwhile in 2014 a motion was filed in New Jersey to allow casinos and racetracks to operate sports pools. There is no law preventing such a system and the motion would merely clarify and formalise that they can open a sports pool.

In 2012 New Jersey passed the Sports Wagering Act to licence and regulate sports wagering that was already going on within the state.

However the state was then sued in federal courts thanks to a statute from 1992 prohibiting the state from authorising or licensing sports betting. It led to a decision that New Jersey was free to remove prohibitions against sports wagering.

NEW JERSEY ONLINE DATA

Although New Jersey's anticipated figures for its online gambling sector were overestimated, the state still has a positive outlook for the future.

After one year of operations David Rebeck, Director of the Division of Gaming Enforcement, published a review of the sector stating that "internet gaming is still in its early stages" and the three states are each learning from each other's mistakes, as well as successes.

He said: "From a regulatory standpoint, our system is working. There have been no major infractions or meltdowns or any systematic regulatory failures that would make anyone doubt the integrity of operations. The issues that have arisen have been dealt with appropri-

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NEW JERSEY : GAMBLING DATA

Casinos: 8

Total gaming revenue: \$2.7bn (2014)

Online Gaming:

Permitted since November 2013.

Legislation: Casino Control Act (article 6c)

Access: Various

Online gaming revenue: \$96.7m (Aug 2014-Aug 2015)

Peer-to-peer Internet: \$16.1m

Other authorised games: \$80.5m

Player registrations: 506,000
(Nov 2014)



ately just like in the brick and mortar casinos.

"One surprise from a regulatory perspective was how operationally unprepared the platforms were to implement internet gaming in a regulated US environment. They thought they would be able to flip a switch and start up their current system here.

"They quickly found out that was not going to happen. There was definitely a learning curve for the operators to adjust to our regulatory framework but that has improved dramatically. Companies adapted to our new model which we believe has helped improve the industry and raised its standards."

Overall annually online gambling in New Jersey has seen a 16 per cent increase (comparing August 2014 with August 2015). Poker saw a slight increase whilst casino games dipped slightly. Borgata is leading the way in poker overall whilst Tropicana saw the highest casino games take.

Total gaming win in New Jersey for the month of August 2015 was \$258.6m for all sectors compared to \$272.3m for the same month the year previously. Of this Internet

gaming win was \$12.2m compared to \$10.5m for the same month in 2014 which was an increase of 15.8 per cent.

WSOP and 888 share player pools and lead the state in terms of traffic. They average 160 cash players daily with a peak of 352. Borgata and PartyPoker meanwhile also share pools and average 120 cash players daily with a peak of 269. There are around 25,000 new accounts set up each month.

Pokerstars via Resorts Casino is the latest casino to jump onto the online bandwagon. The Resorts Casino already partners Mohegan Sun and Margaritaville and now PokerStars.

Mark Scheinberg, Pokerstars CEO said at the time: "Resorts is a fantastic partner for us and we are looking forward to launching Pokerstars in the US in association with the other quality brands Resorts has brought to Atlantic City.

Some months previously The Rational Group (owner of PokerStars at the time) thought they had a deal with Atlantic Club Casino but this fell through when

PokerStars realised they couldn't obtain a New Jersey licence on their own.

Atlantic Club Casino backed out of the deal and a lawsuit followed. Pokerstars is now investing \$10m in building a poker room at the Resorts Casino which hasn't had a poker room since 2010.

Although Resort's land based casino revenue is fairly modest (\$107m this year) it is thought they will take their online/land based integration more seriously than the others.

The Resorts online casino will be powered by an online gaming platform developed by SNG Interactive, a joint venture of Sportech and NYX Gaming. The launch is casino only with no poker initially and they have a suite of 120 games, plus table games.

The Open Platform System will offer a full range of casino games including titles from NYX's content division NextGen Gaming and other manufacturers. NYX has a close corporate relationship with Amaya, who acquired Pokerstars in 2014.



Meanwhile Swedish gaming supplier, NetEnt recently signed a content distribution deal with Caesars Interactive in June this year to provide a full portfolio of its casino games for its online brand caesarscasino.com in New Jersey.

NetEnt is still waiting for approval from the New Jersey Division of Gaming Enforcement to commence operations while its application for a full licence is under review. It also signed a multi channel content agreement with Golden Nugget and is waiting for the go live go-ahead for both these operators.

Thomas Winter, VP of Online Gaming at Golden Nugget said: "Golden Nugget has a firm ambition to always offer the ultimate player experience to its customers and already offers the largest portfolio of online games in New Jersey. NetEnt is a prominent and well recognised gaming solutions provider, which we know offers one of the most innovative and creative online casino gaming portfolios in the market. We are very excited to soon add NetEnt desktop and mobile games for our growing community of NJ players to enjoy."

This is Net Ent's second agreement in New Jersey and



MONTHLY SECTOR COMPARISONS - AUGUST REVENUES AND YEAR ON YEAR REVENUES

SECTOR	2015	2014	DIFFERENCE
AUGUST 2015			
SLOT MACHINE WIN	\$176.4M	\$206.6M	-14.6%
TABLE GAME WIN	\$69.9M	\$87.8M	-20.3%
CASINO WIN TOTAL	\$246.3M	\$294.4M	-16.3%
PEER TO PEER INTERNET	\$1.9M	\$2.2M	-11.9%
OTHER GAMES	\$10.2M	\$8.2M	+23.4%
INTERNET WIN TOTAL	\$12.2M	\$10.5M	+15.8%
TOTAL GAMING WIN	\$258.5M	\$305M	-15.2%
LESS DISCONTINUED OPERATORS		-\$32.6M	-5%
ANNUAL (AUGUST 2014-2015)			
SLOT MACHINE WIN	\$1.17BN	\$1.31BN	-11.2%
TABLE GAME WIN	\$463.5M	\$528.9M	-12.4%
CASINO WIN TOTAL	\$1.63BN	\$1.84BN	-11.5%
PEER TO PEER INTERNET	\$16.1M	\$21.0M	-11.2%
OTHER GAMES	\$80.5M	\$62.5M	+28.7%
INTERNET WIN TOTAL	\$96.7M	\$83.6M	+15.6%
TOTAL GAMING WIN	\$1.73BN	\$1.93BN	+10.3%
LESS DISCONTINUED OPERATORS		-\$254.2	+3.2%

the US after another agreement was signed with Bwin.party and Borgata Casino in June this year to deliver online casino games for the bwin.party and the Borgata websites in the state.

NetEnt received its transactional waiver from the Gaming Enforcement division in September to launch its digital gaming products via Borgata and bwin.party.

NetEnt's Bjorn Krantz, Managing Director of NetEnt

Americas said: "The approval of the transactional waiver for Borgata and bwin.party in New Jersey marks yet another milestone in our efforts to successfully go to market and build a long term presence in North America.

"We are working in close collaboration with our partners and the New Jersey Division of Gaming Enforcement to secure that necessary administration is taken to successfully go live as soon as possible."

MONTHLY AND ANNUAL GROSS REVENUE DATA PER INTERNET GAMBLING LOCATION		
CASINO	TYPE	INTERNET WIN
BOGATA HOTEL CASINO		
MONTHLY FIGURES (AUG 2015)	PEER TO PEER GAMES	\$1,049,828
	OTHER AUTHORISED GAMES	\$2,626,685
	TOTAL (AUG 2015)	\$3,676,513
YEARLY FIGURES (AUG 2014-AUG 2015)	PEER TO PEER GAMES WIN	\$8,839,827
	OTHER AUTHORISED GAMES WIN	\$21,879,187
	TOTAL (12 MONTHS)	\$30,719,014
TAX (15%)		\$4,610,361
CAESARS INTERACTIVE (BOTH CASINOS)		
MONTHLY FIGURES (AUG 2015)	PEER TO PEER GAMES	\$933,402
	OTHER AUTHORISED GAMES	\$1,832,465
	TOTAL (AUG 2015)	\$2,765,867
YEARLY FIGURES (AUG 2014-AUG 2015)	PEER TO PEER GAMES WIN	\$7,350,769
	OTHER AUTHORISED GAMES WIN	\$13,898,674
	TOTAL (12 MONTHS)	\$21,249,443
TAX (15%)		3,194,437
GOLDEN NUGGET AC (LICENCE SINCE AUG 2015)		
MONTHLY FIGURES (AUG 2015)	PEER TO PEER GAMES	-
	OTHER AUTHORISED GAMES	\$2,250,713
	TOTAL (AUG 2015)	\$2,250,713
YEARLY FIGURES (AUG 2014-AUG 2015)	PEER TO PEER GAMES WIN	-
	OTHER AUTHORISED GAMES WIN	\$20,762,311
	TOTAL (12 MONTHS)	\$20,762,311
TAX (15%)		\$3,166,822
RESORTS DIGITAL GAMING		
MONTHLY FIGURES (AUG 2015)	PEER TO PEER GAMES	-
	OTHER AUTHORISED GAMES	\$735,140
	TOTAL (AUG 2015)	\$735,140
YEARLY FIGURES (AUG 2014-AUG 2015)	PEER TO PEER GAMES WIN	-
	OTHER AUTHORISED GAMES WIN	\$2,436,437
	TOTAL (12 MONTHS)	\$2,436,437
TAX (15%)		\$365,752
TROPICANA CASINO & RESORT		
MONTHLY FIGURES (AUG 2015)	PEER TO PEER GAMES	-
	OTHER AUTHORISED GAMES	\$2,789,280
	TOTAL (AUG 2015)	\$2,789,280
YEARLY FIGURES (AUG 2014-AUG 2015)	PEER TO PEER GAMES WIN	-
	OTHER AUTHORISED GAMES WIN	\$21,556,518
	TOTAL (AUG 2014-AUG 2015)	\$21,556,518
TAX (15%)		\$3,233,478

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Technology

DUAL PLAY ROULETTE

The missing link between land-based and online

G3 visited the Malta studios of Evolution Gaming to encounter the first installation of Dual Play Roulette, live from the main gaming floor of the Dragonara Casino in St. Julian's Bay.



The Evolution Studio in Malta is smaller than its counterpart in Riga, but though it concedes physical scale, it more than compensates in international flavour. Where the Latvian studio caters exclusively to an English language palate, Malta's 40+ tables are a multi-cultural feast, with 11 languages spoken by 300+ game presenters, card shufflers and staff. The studio is also swelling in size, having experienced an almost trebling in capacity since opening with 140 staff in February 2014, with most of the studios now providing dedicated tables.

Passing from studio to studio in Malta is a Phileas Fogg journey in just 10 minutes, switching between 25 different nationalities dealing in 11 languages. It's a dizzying experience and one which has presented logistical challenges for Evolution as it has drawn its game presenters together, under one roof, from every corner of Europe. As a result, the Malta studio feels like a University Campus, with its multi-national employees working their eight hour shifts to keep the studios running 24/7. "We have a great working atmosphere here in Malta," describes Vasileois Martharis, Head of Floor Management, Evolution Malta. "The multi-cultural environment, the collegiate atmosphere and incredible job opportunities all contribute to a very positive and friendly space in which to work and socialise."

Evolution Malta, just as in Riga, has its own training academy as the majority of recruits are called to Malta with little-to-no gaming experience. Evolution trains

their game presenters in-house with an emphasis weighed on the side of performance and presentation. "What differentiates Evolution from our competitors is the attention to detail we lavish upon that performance," states James Stern, Business Development and Land Based Sales Director, Evolution Gaming. "The cinematography involved in creating the environments, from camera positioning to depth-of-field is hugely important in engaging players in the ultimate Live Casino experience."

A large number of the Malta studios are comprised of green-screen environments, with game presenters performing against a digitally imposed backdrop. Impressively, a solution provided by Evolution for its client Lottomatica shows two tables, one in the foreground and one offset behind the first with a looped backdrop featuring video footage that creates a dynamic, realistic perspective with casino patrons walking back and forth as if in a real location. The remaining tables have physical environments that have become increasingly sophisticated, with the latest designer boutique-looking backdrops with LED lighting and state-of-the-art materials enhancing the presentation on the tables.

The ultimate expression of this concentration on detail is, however, Evolution's Immersive Roulette, a system that dedicates multiple cameras to a single table with a dedicated User Interface (UI). "We don't offer an



Svetlana Buckova,
Operations
Manager, Dragonara
Casino, Malta

"Initially we had planned to add Dual Play in our VIP room, away from the main gaming floor, where set-up would have been very easy and non-disruptive. However, the low frequency nature of VIP play, perhaps once or twice a week, combined with the lack of players at the table proved at odds with the experience we were looking to achieve online. In order to offer a 24/7 experience to the online players we had to move to the main floor, and while change of this nature takes you out of your comfort zone, everything went as smoothly as could have been hoped for."

Technology

DUAL PLAY ROULETTE



Immersive Roulette experience at our Malta Studios, but we do have our Dual Play Roulette system currently installed and operational at the Dragonara Casino in St. Julian's, which delivers Immersive to both land-based and online/mobile players," describes Mr. Stern.

"Land-based Live Casino has been a key focus area for Evolution in the last 18 months," adds Mr. Stern. "Drawing on experience gained from our on-premise live studios in Spain, Italy and Belgium, the Dual Play Roulette solution at Dragonara is the essence of land-based and online convergence. It draws online players right into the excitement of the real casino; it allows on-premise customers to stay connected to the live game action – even when they are in a casino's restaurant or bar; and it opens up highly scalable multiplayer revenue potential."

THE DRAGONARA DUAL PLAY – IMMERSIVE ROULETTE.

The Dragonara Dual Play camera system rises high above its roulette table on the main casino floor. Cameras and lighting are suspended on a steel and wire framework that immediately draws attention and interest. "For the first time online players can experience the true sense of community shared while playing in a real land-based location," says Mr. Stern. "The Immersive system smoothly transitions between overhead views and betting perspectives to truly immerse players in the game. Multiple cameras capture the action of the ball spin and the bets made by Dragonara players, with a fabulous

"Players react very positively to playing with recognisable brands. Dual Play allows online operators to choose from a portfolio of localised languages and brands, while at the same time it's an extension the land-based casino operators' gaming floor to an online player base."

HD shot of the wheel adding to the sense of playing in the bricks and mortar casino. Dual Play is an extension of the Dragonara live casino floor into the world of online players. Dual Play enhances the experience for the player, whatever their location and gives operators access to players wherever they find themselves."

When Evolution Gaming launched Immersive Roulette it was as an incredibly high-end live dealer product. The studio set-up in Riga demands two operators to control the layout of 17 cameras displaying beautiful crisp HD images of the game of roulette. Several of the camera angles serve no game purpose whatsoever, but are purely aesthetic shots used to portray and emphasise the beauty

of the game. The final shot, a slow-motion HD image of the ball finally landing in its pocket is unlike anything that has been filmed in an online live gaming environment.

Immersive Roulette proved an instant hit, helping to define and differentiate Evolution's product from its rivals, but what was once revolutionary has now become evolutionary. The Immersive User Interface (UI) is crossing over to additional products that include Dual Play, in which the UI replaces the traditional depiction of the betting grid onscreen, giving a streamlined user experience and devoting more onscreen real estate to the game itself. Where traditional live dealer products feature either a physical table grid allowing players to place their digital chips onscreen – or a wholly digital table and betting grid – Immersive Roulette adds a sleek UI that takes up just one fifth of the 16/9 ratio screen, as opposed to the traditional 4:3 letterbox.

The difference is dramatic, decluttering the screen so the player can concentrate on the game. Additional cameras accentuate the gameplay, but it's the UI that enables Evolution to create additional angles, adding drama and variety thanks to a UI betting grid that no longer needs to be part of the main screen. The traditional 'huge table and miniaturised dealer,' has been replaced with a view placing the game presenter front and centre, doubling their presence onscreen, which dramatically changes engagement with the game. This Immersive format has



been added both to branded studio solutions and to the Dual Play solution at the Dragonara casino.

To achieve the same 'Immersive' solution outside of its controlled studio environments meant that Evolution and Dragonara had to ensure their procedures and processes were in complete sync. However, while this synchronisation was crucial, ultimately Evolution had to ensure there was no impact or interruption of the land-based game by the addition of its Dual Play solution. "We had to ensure that procedures for dealing with 'no spins, re-spins and ball-outs were the same," says Mr. Stern. "At Dragonara we have no means of communicating with the dealer, so we have a team of Evolution hosts that are the eyes and ears for our online players. They handle any issues both directly and completely separately from the Dragonara table. Our remit was to ensure that we did not in any way interfere with the land-based game, and by working closely with the Dragonara team, we have achieved exactly that."

Having a 19 camera system sited at a roulette table was always going to be an 'in-your-face' development on the casino floor. However, the rig used to house the lights, cameras and casino's own surveillance cameras adds immediate drama on the gaming floor of the Dragonara. The rig is unique to Dragonara, taking into account the physical dimensions of the casino, plus the regulatory requirements as stipulated by the MGA (Malta Gaming Authority). "Our intention is to make every Dual Play installation unique, enabling online operators the widest choice of options when providing players with live online land-based gaming opportunities," states Mr. Stern. "We

"We wanted a solution that would allow players to login and play at their favourite Dragonara table online or via mobile, and would simultaneously allow online players to experience real-life roulette taking place live in a real casino."

know that players react very positively to playing with recognisable brands and are comfortable betting in localised scenarios. Dual Play allows online operators to choose from a portfolio of localised languages and brands, while at the same time it's an extension the land-based casino operators' gaming floor to an online player base."

OPERATIONS MANAGER SVETLANA BUCKOVA, DRAGONARA CASINO MALTA.

"As a company, our philosophy at Dragonara is to be very open-minded," states Svetlana Buckova, Operations Manager of the Dragonara Casino, describing the installation of Evolution Gaming's Dual Play product at the picturesque gaming location in St. Julian's, Malta.

"We continue to embrace innovation and new technology as the casino is a blend of both the traditional and contemporary, the combination of which creates our distinctive atmosphere."

The Dragonara Casino went live in November with the first ever Dual Play Roulette table from Evolution Gaming. Dual Play Roulette embodies land-based and online casino convergence by allowing players at the actual roulette table in the casino and online players to play alongside each other in the same games at the same table. The solution targets land-based venues that see the potential to strengthen brand loyalty among their customers and relay the unique atmosphere and excitement of their casino to a greatly extended audience of new players online.

Speaking to Ms. Buckova about the decision to install Dual Play on the main gaming floor of the Dragonara, she explains: "We have always embraced technology as part of our player offer, though we thoroughly evaluate all aspects in detail. What was crucial for us is that this new development did not interrupt the play on the land-based floor." The Installation of Evolution's Dual Play system was the end result of a tender process that appraised a host of competitive solutions and which ultimately adopted the Evolution system. "We did our homework and spoke to a wide variety of companies," explains Ms. Buckova. "However, the Evolution solution impressed us the most and proved to be an exact fit for us. We wanted a solution that would allow our land-based players to login and play at their favourite Dragonara table online or via mobile, and would simultaneously allow online players to



experience real-life roulette play taking place live within a real casino."

A large number of Dragonara players are tourists to Malta and so it was important for the casino to extend its connection with its customers beyond the walls of the physical location and connect with players wherever they find themselves. Dragonara believes that the combination of its 50+ year old brand with the latest Evolution Gaming technology will allow the casino to connect not only with its existing player-base, but to tap into the online player community, attracting a younger, tech-savvy, generation of players to the land-based casino location.

"While we recognise that online players are not familiar with playing in land-based environments on the whole, they can experience the next best thing, playing in an immersive roulette environment online," states Ms. Buckova. "We also know that for regular players, we need to offer them new experiences too, new games, new slots and the latest technology solutions, which is why this 'convergent' product is so important."

Change, no matter how progressive, can be an unsettling event on a casino gaming floor, which is why the Dragonara team went to great lengths prior to and during the installation process to communicate to staff and players the changes taking place. "We communicated to the players exactly what was happening and what effects this would have upon them," explains Ms. Buckova. "When they understood that the cameras would only pick up their hands and the movement of



"Online is our future – it is not a threat – it's our opportunity to enhance the experience for land-based and online players. The process was really exciting and I'd like to thank the Evolution team for their professionalism throughout the process."

chips, they relaxed and were very happy to be part of this new experience. The feedback has been completely positive as a result."

Many land-based operators still regard online gaming with suspicion and believe the switch to playing online will cannibalise their land-based business. This isn't a view shared by the Dragonara team. "I don't believe online is a threat to our business," underlines Ms. Buckova. "The profile of online and land-based players is very different. You have a new generation of players playing online that we now see playing on the Dual Play product that might never visit a land-based location, but who thoroughly enjoy this 'next best' option. I can't say that we'll convert online players to land-based players or vice-versa, because I think that players will always

find the environment in which they feel most comfortable. What we can do with Dual Play is offer a Dragonara experience in whichever environment they prefer."

It isn't just change that affects the casino floor, but physical disruption isn't something relished by operators either. Thankfully, the installation on the Dragonara floor was as quick and painless as possible. "It wasn't as daunting as I expected," admits Ms. Buckova of the two week installation process. "Initially we had planned to add Dual Play in our VIP room, away from the main gaming floor, where set-up would have been very easy and non-disruptive. However, the low frequency nature of VIP play, perhaps once or twice a week, combined with the lack of players at the table proved at odds with the experience we were looking to achieve online. In order to offer a 24/7 experience to the online players we had to move to the main floor, and while change of this nature takes you out of your comfort zone, everything went as smoothly as could have been hoped for."

"I am very open-minded coming from land-based operations and relish the idea of adding the latest innovation to our gaming offer here at Dragonara," continues Ms. Buckova. "We are extremely proud of what we have achieved here with Evolution Gaming. Online is our future – it is not a threat – it's our opportunity to enhance the experience for land-based and online players. The process was actually really exciting and I'd like to thank the Evolution team for their professionalism throughout the process. They really are 'King' at what they do."



Technology

PCAP TOUCHSCREENS

A Touch of Glass

Elo Touch Solutions is re-writing the rulebook when it comes to the latest touchscreen technology for the gaming industry, offering 'state-of-the-art,' 'best-of-class,' at an 'affordable-price-point'

If you're reading this article on your phone or tablet device, you'll already be familiar with Projected Capacitive Touch Technology – (PCT or PCAP) – as you're using it right now. It's a fact that not all touchscreen technologies are created equal. The latest tablets and smartphones all incorporate PCAP screens, as it's the most advanced and fool-proof solution on the market. However, such high-grade technology doesn't come cheap, which is why the size of the device has been a limiting factor in the progress of PCAP in the gaming industry. Until now, scaling PCAP to mainstream gaming machine screen sizes, 24-27 inches, has priced out most slot developers, but Elo Touch Solutions is changing all that.

The reason why PCAP has been so popular as part of tablets and smartphones is because it offers a true flat screen, multi-touch functionality that is scratch-proof and never needs calibration. It's what Mike Sigona of Elo Touch Solutions describes as a 'golden technology.' "The simple reason why the gaming industry has for

One risk of film solutions is delamination of the layers. This is a serious potential issue. When the layers start to peel apart, it is quite visible to the player and the screen needs replacing.

now remained with Surface Acoustic Wave (SAW) and traditional Surface Capacitive touchscreen technology is cost," states Mr. Sigona. But the lure of attracting the new generation of players with true flat cabinet design possibilities and extremely accurate multi-touch has kept PCAP on the wish list for many manufacturers and operators.

"Whereas SAW and Surface Capacitive are very scalable without adding significant cost, that's not the case with PCAP." iPhones and iPads have relatively small screens compared to modern gaming machines/terminals, which currently feature several touch and non-touch screens. Even the largest tablet screen sizes fall below 15 inches, which makes PCAP affordable for phone and tablet developers, however take those dimensions up towards 21-27 inches and the cost curve rises very steeply. At least, that's been the case until now.

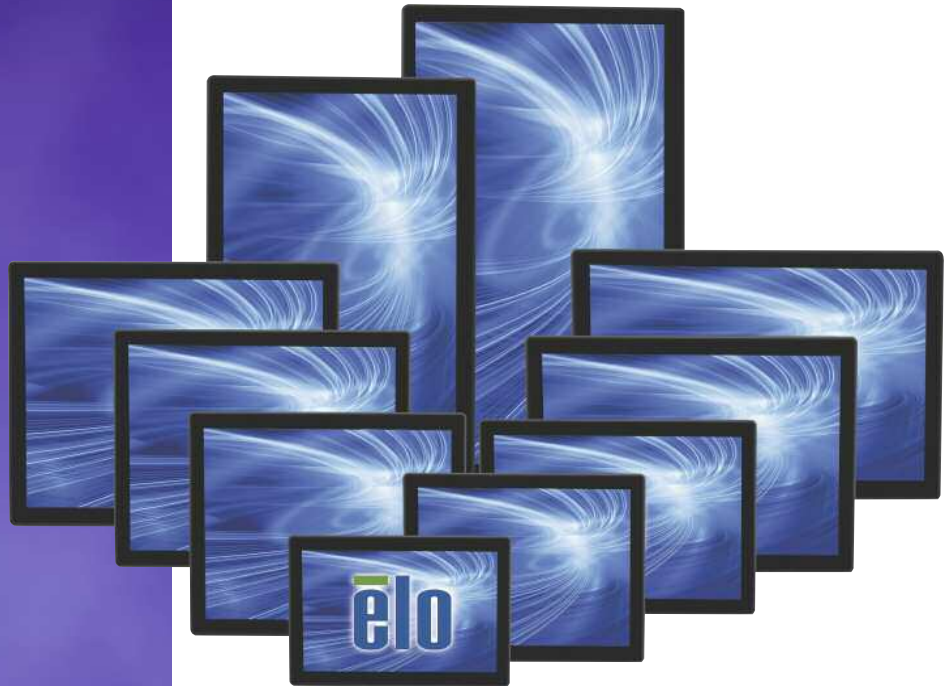
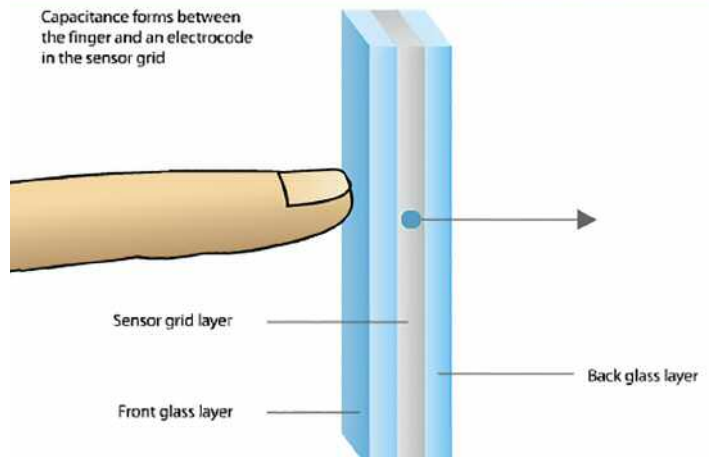
One of the key things to understand about PCAP is that there are three different solutions, with specific costs associated with each as they offer three very different product outcomes. The three classifications of PCAP are:

- Mesh
- GFF – Glass, Film, Film
- 2GS – A two glass solution

Each of the three PCAP solutions basically work the



How a Projected Capacitive Touchscreen Works



Mike Sigona,
Regional Manager,
Elo Touch
Solutions

same way. Two grids of tiny printed wires or traces patterned vertically and horizontally for X and Y are laminated in a sandwich with a glass cover layer. A high frequency electronic signal creates an electric field which projects through and above the glass. A finger disturbs the field and the controller determines which traces have capacitance changes to pinpoint the touch location. Multiple simultaneous touches can be determined.

In comparison, analogue Surface Capacitive technology has a conductive coating on the full surface of the glass, and a single touch is sensed by the proportion of current flow to the four corners. With PCAP, the touch sensing mechanism is behind the glass, not on the front susceptible to scratches.

The three different types of PCAP relate to the different methods by which the grid is created and applied to glass or plastic film.

Mesh: The grid is composed of physical wires arranged

"When you buy an Elo touch monitor you are buying a solution, but inside competitor products there is a monitor made by brand X and a touchscreen made by company Y and drivers by company Z. All of these companies are starting up and many will not survive, which means that you're never sure who is supplying the touch system within the monitor and whether it will be the same in a year's time. At Elo, we design, build and are responsible for the complete solution. The monitor is designed for touch from the start with our own touchscreens and combined with our software drivers."

in a mesh pattern carefully arranged on layers of plastic film. The wires are extremely small but are normally visible and can be a distraction. You may have seen such screens characterized by various grids of wiggly wire patterns.

Instead of wires, other PCAP manufacturers print a conductive grid pattern using a special ink made of ITO (Indium-Tin-Oxide). It is the same ITO as currently used in coating analogue resistive and Surface Capacitive screens as ITO has been around forever. ITO is used because it's both conductive and 'almost' transparent. To create the grid pattern using ITO, manufacturers add the ink in two layers via an X and Y axis grid, keeping the two separate from each other. The layers are stacked, with the X layer separated by insulation from the Y layer and with glass on top. ITO is considered superior to Mesh due to its transparency. "The result is almost imperceptible to the eye, though it isn't completely invisible like pure glass SAW," explains Mr. Sigona. "Though if you look at a typical smartphone, which uses stripes of ITO, you'd be challenged to make out any of the grid patterns without magnification."

Manufacturers have the choice of printing the ITO onto plastic film like the Mesh solution or onto glass layers.

GFF: In creating the Glass - Film - Film version of PCAP, the ITO grid is printed onto a thin PET material (a type of plastic). The layers are stacked and laminated together



as shown in the diagram, with Optically Clear Adhesive (OCA). GFF solutions are thin, lightweight, and low cost, ideal for mobile consumer applications.

2GS: This is a 2 Glass Solution in which the ITO is printed directly on two layers of glass laminated together without any plastic film. 2GS offers pristine optical clarity, higher touch durability, and long term stability over temperature.

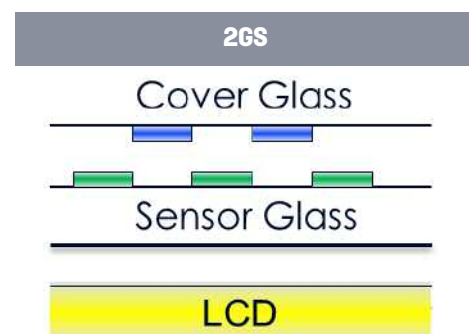
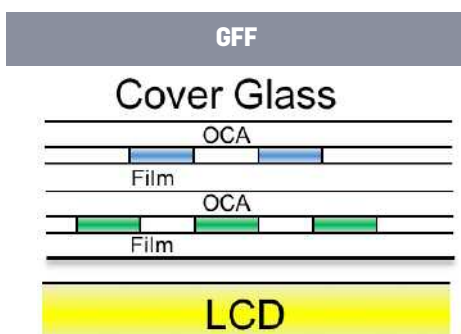
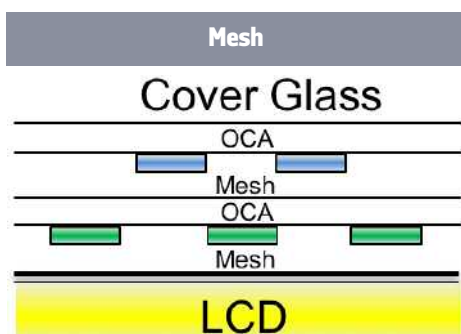
"Elo is using 2GS for our PCAP touchscreen offering to the gaming industry for sizes up to 27 inches, beyond which we must also use film due to cost," describes Mr. Sigona. "There are very competitive film offerings in smaller sizes, which are PCAP technology, but the costs of manufacturing with plastic instead of glass are much lower. However it's also an inferior solution.

Machines using GFF PCAP in environments with temperature changes and humidity, fail from delamination, yellowing, or degradation of touch performance.

One risk of film solutions is delamination of the layers over time. This is a serious potential issue that the gaming industry has not experienced due to the familiarity with single layer Surface Capacitive or SAW screens. When the layers start to peel apart, it is quite visible to the player and the screen needs replacing. "Since plastic

and glass have different coefficients of expansion with temperature changes, glass being very stable, films can start to delaminate due to the constant stress on the adhesive", says Mr. Sigona. The risk is worse with higher temperatures, perhaps a street location without air conditioning in popular gaming markets like southern Europe or South America.

A second risk of film solutions are micro cracks in the ITO developing over time due to this same expansion and contraction. ITO is actually a conductive ceramic, quite brittle, and cracks can form not unlike what you see in old dinner plates. While a micro crack is invisible, it affects the critical conductivity of the system and damages the touch performance. ITO on glass is therefore superior for long-term performance compared with ITO on plastic film.



ufacturers when one can't deliver, goes out of business, or is simply cheaper.

Very recently, one of the biggest PCAP suppliers in the touchscreen industry (non-gaming) has gone into liquidation. Elo Touch Solutions, by comparison, have been in business over 40 years. They are the most stable touchscreen company in the industry, and not just in gaming, but in retail, hospitality, medical, transportation and digital signage. "When you buy an Elo touch monitor you are buying a solution," describes Mr. Sigona, "but inside competitor products there is a monitor made by brand X and a touchscreen made by company Y and drivers by company Z. All of these companies are starting up and many will not survive, which means that you're never sure who is supplying the touch system within the monitor and whether it will be the same in a year's time. At Elo, you get the complete solution. We design, build and are responsible for the complete solution. The monitor is designed for touch from the start with our own touchscreens and combined with our software drivers, everything is tested together as part of our life testing processes. PCAP touch technology needs to be part of an integrated design, like it is in your phone, not added to a non-touch monitor as an option. If you sit back and compare the risks and consider the experience of suppliers, there is no practical alternative right now."

"As we are uniquely both a PCAP and gaming monitor supplier, we are confident that our 2GS PCAP touch monitors, in sizes up to 27 inches, are the ideal product for the international gaming market," underlines Mr. Sigona. "Our first major installations of 2GS took place two years ago, and today we currently have thousands of units proven in the field with virtually no failures. We are sure of this because we offer screens as spare parts, but we have not sold more than a handful as reserves. In fact, the only problems our customers have experienced are due to vandalism, not failure." 2GS PCAP screens are typically more vandal resistant than Surface Capacitive or normal SAW screens due to the lamination process.

The reason to choose GFF over 2GS in the past has been due to cost. The manufacturing of 2GS has been prohibitive for the large screen sizes most regularly used in gaming – but that's not the case today. Elo has significantly brought down the cost of 2GS. Unlike their competitors of touch monitors that have to purchase screens, typically film PCAP from external suppliers, Elo is manufacturing its 2GS screens in their own PCAP factory. "We have some of the newest PCAP touch production machinery in all of Asia," confirms Mr. Sigona. "As such, we are able to pass the cost savings of our re-configured plant, machinery and efficient mass production onto to our customers. The new line of PCAP monitors will be shown for the first time in London and the cost savings are dramatic. Now, not only is PCAP in reach, but for the first time for gaming, so too is 2GS."

"We are producing half a million monitors a year, with over 20 million installations," states Mr. Sigona. "Our roots are the original inventors of the touchscreen. Today, we are the largest commercial grade touch manufacturer and technology leader with over 500 patents worldwide. We want gaming customers to re-visit us and ask for new quotes at ICE in London next month. We are going to shock, surprise and delight them with this new line of products."

The simple reason why the gaming industry has remained with Surface Acoustic Wave (SAW) and traditional Surface Capacitive touchscreen technology is cost.

Not only is there a risk to using GFF, but the PCAP industry right now also presents its own hazards and pitfalls for OEMs. Thanks to a slew of manufacturers of PCAP, with dozens of factories in China all producing GFF screens, there's now a veritable minefield of choice in the marketplace. "Our view is that the overcapacity of PCAP manufacturing is causing manufacturers to cut costs to stay competitive, disregarding quality", states Mr. Sigona. "As a result, it becomes a price war and a race to the bottom. We also see companies selling at near zero-profit to keep their factory fully utilized, but long-term, this is not a sustainable business model." All these new PCAP touch manufacturers are in quite a different situation than the two prominent touchscreen manufacturers known by the gaming industry today. Most of the screens come with no visible label indicating the manufacturer, so it may not even be apparent if the monitor company switches unnamed touchscreen man-

Humidity is the third risk factor. Humidity can't penetrate glass, but it can penetrate plastic. A 2GS glass sandwich is therefore a better solution in gaming markets like South East Asia and South America where high humidity can contribute to higher failure rates.

If that weren't enough to worry about, the PET in a GFF solution can also turn yellow with age. "The design of the machine and location can all have a significant impact with cheaper GFF technology," says Mr. Sigona. "Take a brand new touchscreen out of the box and it performs great, it may even test OK for some time, but we've seen and heard multiple instances – from people in the industry – where machines using GFF PCAP in environments with temperature changes and humidity, fail from delamination, yellowing, or degradation of touch performance. Flat or slant-top machines, where more heat is radiated through the display compared to uprights, adds even more risk of GFF failure."

All of these risk factors are worsened by the fact that PCAP is not easily replaceable. Unlike Surface Capacitive, PCAP is not glued on with simple tape; every millimetre of the screen and air gap is critical to the performance of the PCAP touchscreen. As such, the panels can only be assembled in the factory, making reliable onsite repairs almost out of the question. 2GS screens are suggested by Elo as they are designed to last longer than the LCD panel.



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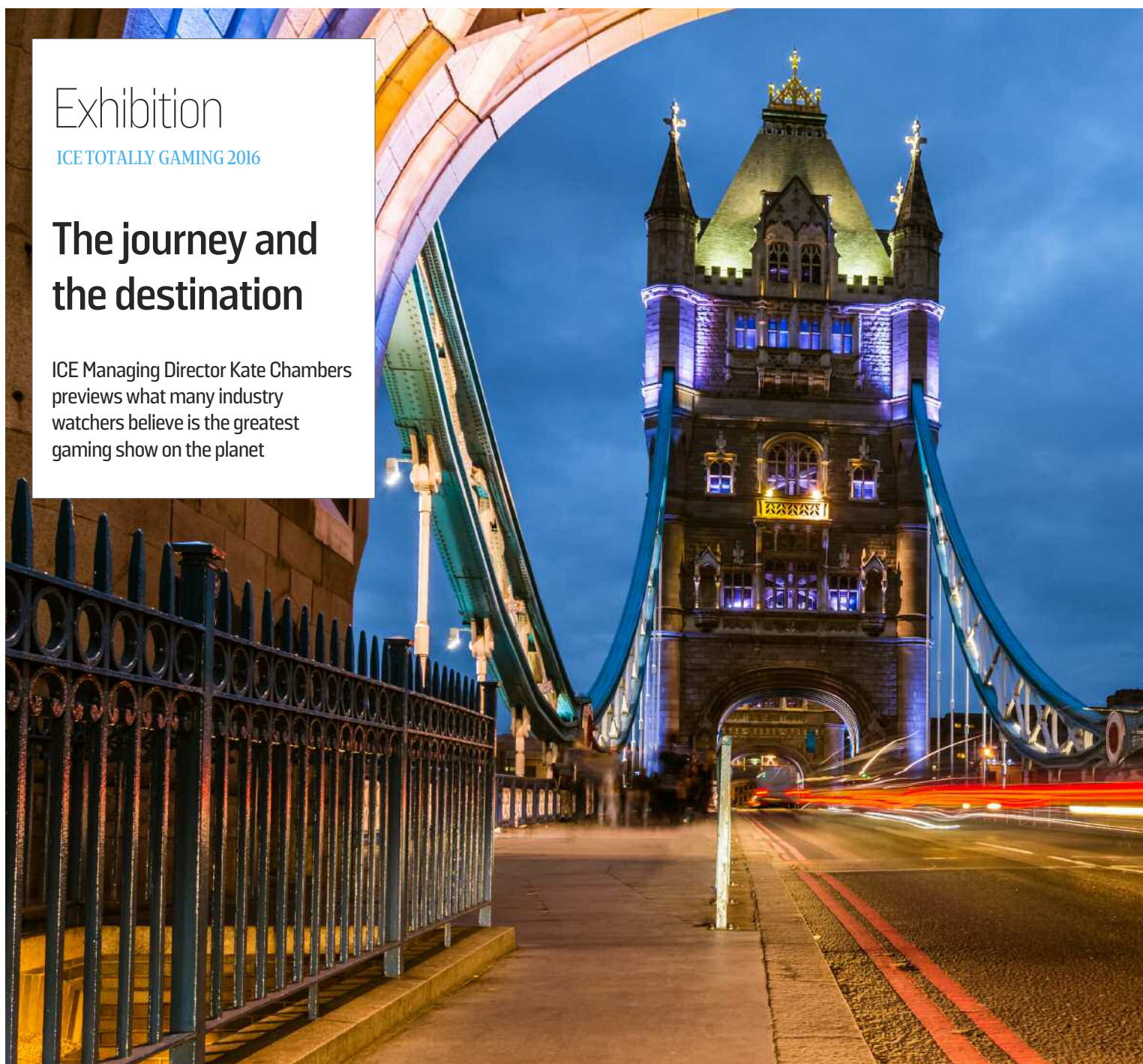


Exhibition

ICE TOTALLY GAMING 2016

The journey and the destination

ICE Managing Director Kate Chambers previews what many industry watchers believe is the greatest gaming show on the planet



I think it's true to say the move east to ExCeL wasn't universally embraced by visitors more accustomed to the amenities offered by west London, but four years on what is your assessment of the new ICE home?

I think ExCeL has ticked all of the boxes that we hoped it would. It is a modern, purpose-built venue and from an operational perspective, build-up and break-down are as smooth as you can expect with an event the size of ICE. The transport and hospitality infrastructure is continuously improving and the venue is 35 minutes from Green Park and the luxury quarter of Mayfair. It takes some time for people to get accustomed to a new venue and I believe that process is now unfolding.

From the brand's perspective it has allowed us to provide modern business facilities to a professional, international audience of buyers and influencers in a way that previously was not possible. It enables us to provide the type of exhibition space and the environment which allows companies to present themselves professionally and to be true to their brand values. Lastly, it

provides us with the space and opportunity to grow the brand in a controlled and measured way. By anyone's standards, ICE is a very substantial annual event and ExCeL is the biggest exhibition space in London – it's a great, winning combination.

The response to ICE 2015 was hugely positive – what is the secret ingredient in this recipe of success?

Exhibition organisers, as a rule, try to avoid descriptives such as 'biggest' and 'best' but when it comes to ICE that's exactly how our stakeholders describe their experience of the event. Clearly ICE is a big show which means that it has momentum and has become a meeting place for the international gaming community. It's unique because it brings together both the online and the offline gaming worlds in a way that no other event does. It's also the most international gaming business event on the calendar with 133 nations represented at the 2015 edition, 60 on the show floor as exhibitors.

The campaign, set in a gaming city of the future, invites industry professionals to 'Enter The Gaming Technopolis' – a pop-up gaming city where connections are made, where ideas flourish and where conversations are all about the future.

We have the support of what will be close to 30 international trade associations and representative bodies, all of whom participate fully in the event. ICE Conferences is arguably the best learning programme in gaming and it is supported by the free to enter ICE Seminars. However, whatever way you care to look at the event, the ultimate reason for attending is the quality of the exhibitors – and we have the very best in the world!

Exhibition

ICE TOTALLY GAMING 2016

and for 2016 our invitation is to Enter The Gaming Technopolis. The message that we are sending to our international community of stakeholders is that the journey they make to Gaming's Technopolis will be their most productive and successful of the year.

How important is the Conference programme at ICE?

ICE is unique within the gaming sector in that it delivers invaluable commercial/product exchange opportunities for our 25,000 visitors, as well as the opportunity to participate in high level information or knowledge exchange at ICE Conferences. We know from our customer research, that our visitors value the opportunity to learn about the key contemporary issues impacting gaming via ICE Conferences and then be able to meet with the industry in action on the show floor. We think it's the biggest learning and knowledge-exchange event in world gaming with over 64 hours of learning opportunities, delivered by 140 thought leaders drawn from both within and outside the international gaming community.

The subject matter has been curated to help prepare international business for the technological, regulatory and social challenges and opportunities which lie ahead and the eight strong programme for 2016 opens with the International Casino Conference (ICC) on Monday 1st February. Organised in partnership with the European Casino Association (ECA), the ICC is being held at the award winning Hippodrome, which is the UK's busiest and most popular casino, and is located in Leicester Square, central London.

The ICC is followed by Modernising Lotteries: Retail & Digital; Data Insight & Business Intelligence and a programme dedicated to Cross-Platform & Multi-Channel Gaming (all Tuesday 2nd February). Wednesday 3rd February, the final full day of ICE Conferences, will feature Game Design & Development; World Regulatory Briefing (organised in partnership with IAGA); Betmarkets (organised in partnership with SBCNews) and Cybercrime, Security & Regulatory Compliance (organised in partnership with GAMSHIELD). The threat of Cybercrime and the importance of combatting it, is reflected in the decision to include an add-on workshop led by the specialist Organised Crime Command based at New Scotland Yard. The workshop will run from 10 – 12.00 on Thursday 4th February.

By any standards, ICE is an event-packed three days – what's the best way to keep informed of what's going on?

In addition to the web site, we also have the dedicated ICE app which is available for free on Android and iOS devices. The app allows visitors to access the full event schedule, browse the latest product launches, receive information on all of the speakers taking part in the ICE Conference and Seminar programme, as well as develop a personal event planner to remind them of appointments, business meetings, and other events. It also features a detailed interactive floor-plan to help attendees navigate the Gaming Technopolis. The app was hugely popular last year with nearly 40,000 visits. It's free from the iTunes App Store and the Google Play Store.



You probably put more resource into marketing than any other gaming event – can you give some background to The Gaming Technopolis?

You are right, we work extremely hard to create a new marketing theme for each edition of ICE. We believe that business to business marketing should have the same creative credentials as consumer marketing and I was delighted to see that approach vindicated in June when we accepted the Association of Exhibition Organisers Excellence Award for Marketing Campaign of the year in support of ICE 2015.

The campaign creative, which is set in a surreal gaming city of the future, invites industry professionals wanting to see the very latest innovations and solutions to 'Enter The Gaming Technopolis' – a pop-up gaming city where connections are made, where ideas flourish and where conversations are all about the future.

We know from the visitor research that we conduct after each edition of ICE that the single most important reason that thousands and thousands of industry pro-



Kate Chambers,
ICE Managing
Director

I think ExCeL has ticked all of the boxes that we hoped it would. It is a modern, purpose-built venue and from an operational perspective, build-up and break-down are as smooth as you can expect with an event the size of ICE. The transport and hospitality infrastructure is continuously improving and the venue is 35 minutes from Green Park and the luxury quarter of Mayfair. It takes some time for people to get accustomed to a new venue and I believe that process is now unfolding.

professionals travel vast distances to be in London each year, is the opportunity that ICE delivers to see the very latest innovations and advances in gaming technology. In fact, many of our 500+ exhibitors timetable product launches around the dates for ICE. Our campaign for ICE 2015 asked attendees to Discover the World of Gaming

WHY ICE IS PITCH PERFECT FOR GAMEVY CO-FOUNDER HELEN WALTON

At ICE 2015, online games developer Gamevy, won 32 per cent of the industry vote to be crowned the inaugural Pitch ICE winners, the competition for start-ups produced by GamCrowd and Clarion Events. 12-months on and the employee-owned company will be back at ICE – not as a fledgling business but as a fully-fledged exhibitor on stand N2-320. Co-founder and Gamevy Marketing Director, Helen Walton, explains how Pitch ICE was a 'game-changer' with the business growing in value ten-fold in the ensuing year.

How important was it to win the ICE Pitch competition and how would you say it has helped the business?

There's no doubt ICE was a game-changer for us. It was the catalyst that helped us find investment, sign our first two customers and make a major change in our strategy. This last point is key. Before then we knew that our launch plans were, shall we say 'optimistic': the conversations we had at ICE helped us to establish a route to market which was slower but also more pragmatic. I would say that the ability to stay open to the new possibilities we came across at ICE has been a key part of our success.

Since ICE we have spent a year in which we needed to change our technology to suit the needs of our customers, redesign our games mathematically to take advantage of a partner offering us the ability to support jackpots of up to £5m, and radically expand our product range (including their provision in multiple languages) as we understand the possibilities of supplying particular lottery customers. So although the snappy soundbite might be that winning ICE helped us find investment, that was not actually its true value. Far more important was the change in direction that we undertook as a result of the conversations that opened up.



Helen Walton,
co-founder
Gamevy

"We will be launching our new instant win games and – we hope – an extraordinary new slots product, the first specifically designed for the lottery player. Our instant wins are all about giving the player control. We feel that for too long gaming has been married to its legacy and has failed to truly embrace the creative opportunities of new technology. Take a really simple example – most scratch-cards continue to act as if they are simply paper, translated online."

GAMING LEADERS WEBINAR INITIATIVE HELPS THE INDUSTRY PREPARE FOR ICE

Following a highly successful trial, organisers of ICE, the world's pre-eminent business to business gaming event, have confirmed a schedule of free to participate webinars covering a variety of gaming topics and market insights delivered by industry experts.

The Gaming Leaders Webinar Series, (GLWS) which has been curated to assist the industry in its preparations for ICE, will include stand-alone sessions on key gaming markets comprising Brazil, Eastern Europe, Colombia and Mexico, with the list of topics coming under the microscope including the Omni-Channel Customer Experience, Omni Channel Technology, Daily Fantasy Sports and eSports and the Rise of the Millennials.

*We are opening the doors to the
ICE Gaming Technopolis early.
The webinars provide an
opportunity for attendees to get
a handle on some of the red hot
topics which will be debated,
dissected and debuted at ICE.*

Explaining the purpose of this latest initiative, Jo Mayer, Marketing Director responsible for ICE said: "In a digital sense we are opening the doors to the ICE Gaming Technopolis early. The webinars, which are being delivered by experts in their respective fields, provide an opportunity for attendees to get a handle on some of the red hot topics which will be debated, dissected and in the case of technology, debuted at ICE.

"We are constantly looking at ways in which we can enhance and improve the ICE experience for our stakeholders and this is a prime example of working with the industry to deliver a greater understanding of the key opportunities visitors will encounter at ICE whether it's technology or territory oriented."

Rory Credland, who has been responsible for delivering the Gaming Leaders Webinar Series, said: "Our strategy is to extend the ICE experience beyond the one week in February and to provide an opportunity for attendees to maximise on what the ICE Gaming Technopolis has to offer.

"We ran some trial sessions and the response has been remarkable. Clearly, there's a thirst for knowledge and insight surrounding ICE and I'm delighted that the Gaming Leaders Series is able to play an important role in helping to satisfy that demand."

ICE Totally Gaming is the only B2B gaming event that brings together the online and offline gaming sectors. Featuring world-leading innovators drawn from the casino, betting, bingo, lottery, mobile, online and street sectors, ICE provides a comprehensive and international perspective on gaming.

ACADEMY COMES TO THE ICE GAMING TECHNOPOLIS

The Totally Gaming Academy, a range of training courses inspired by industry personality Lucien Wijsman and developed in order to enhance bottom-line revenues for both gaming operators and suppliers, will be using its debut appearance at ICE to showcase its portfolio of courses with a series of one hour introductions and tasters. The presentations will be held in the Totally Gaming Academy Theatre, (Stand S8-160) throughout the three days of ICE.

Delivered by experts in their respective fields, the four courses comprise: The Slot Academy, a land-based and online casino management training program (presented by Lucien Wijsman); The Online Masterclass, an interactive course for online operators and suppliers (Igor Samardziski); Sport Betting Academy – a course which provides best practice implementation in order to drastically improve revenue margins (Jonathan Smith) and Casino Marketing – a practical course equipping delegates with the tools to build and implement a 12-month marketing plan (Arjan Korstjens).

Previewing the appearance at ICE, Paul Mills, who is responsible for the development and marketing of the program said: "We have created a theatre on the exhibition floor from where our presenters will provide hour long samples of the courses that we will be offering the industry throughout 2016.

"2015 was an important year for the business which continues to grow and diversify within the training space. Gaming organisations are increasingly taking training seriously and quite correctly view it as a way of both growing and protecting income through the adoption and implementation of best practice. Our courses are topical, relevant and designed to tackle the key industry challenges. The one hour sessions provide take-aways that can be built on by participating in the full course."



Lucien Wijsman,
The Totally
Gaming Academy

2015 was an important year for the business which continues to grow and diversify within the training space. Gaming organisations are increasingly taking training seriously and quite correctly view it as a way of both growing and protecting income through the adoption and implementation of best practice. Our courses are topical, relevant and designed to tackle the key industry challenges of the day.

NEW APP ASSISTS ICE VISITORS NAVIGATE THE GAMING TECHNOPOLOIS

The ICE App, one of the most popular information tools used by exhibitors, visitors and ICE Conference delegates alike, is available to download for free from the iTunes App Store and the Google Play Store.

The App, which was visited on 38,000 occasions in the lead up to and during the 2015 edition of ICE, enables attendees to the world's biggest gaming exhibition to access the full event schedule, browse the latest product launches, receive information on all of the speakers taking part in the ICE Conference and Seminar programme, as well as develop a personal event planner to remind them of appointments and business meetings. It also features a detailed interactive floor-plan to help attendees navigate the Gaming Technopolis and keep

As the world's biggest business-to-business industry event continues to develop and expand the frontiers of gaming, so does the importance of providing our stakeholders with a smart piece of technology

fully up-to-date with the latest developments through a link to the #ICE2016 social media tag.

ICE Marketing Director Jo Mayer said: "The invitation we have extended to the international gaming community in 2016 is to 'Enter the Gaming Technopolis' – the surreal, pop-up gaming city, where connections are made, where ideas flourish and where conversations are all about the future

"As the world's biggest business-to-business industry event continues to develop and expand the frontiers of gaming, so does the importance of providing our stakeholders with a smart piece of technology which allows them to engage with the show and get the absolute most out of what ICE has to offer."

ICE Totally Gaming is the only B2B gaming event that brings together the online and offline gaming sectors. Featuring world-leading innovators drawn from the casino, betting, bingo, lottery, mobile, online and street sectors, ICE provides a comprehensive and international perspective on gaming. Visitors to ICE Totally Gaming can also explore the hottest growth areas in land-based, online and mobile gaming courtesy of the ICE Conferences programme, which delivers a unique opportunity to benefit from targeted learning and networking.



Download the app by visiting the Apple App or Google Play stores – search for TotallyGaming, or visit ddut.ch/ice

FROM AFRICA TO AFFILIATES – ICE SEMINAR PROGRAMME SETS OUT COMPREHENSIVE LEARNING AGENDA

ICE has underlined its status as gaming's world centre for learning and information exchange, with confirmation that it will host a six strong programme of topical, free to enter seminars. The ICE Seminars, which are being run in addition to the highly respected ICE Conference programme, include sessions dedicated to US Tribal Gaming, Millennials, Affiliates as well as individual briefings on gaming in India, Latin America and Sports betting in Africa.

Expanding on the programme, Jo Mayer, Marketing Director responsible for ICE, said: "The customer research that we undertake after every edition of ICE confirms how much importance visitors place on being able to learn from industry experts as part of their ICE experience. Whilst the primary objective of entering the Gaming Technopolis is to see the very latest ways in which the industry is adapting and deploying new technology, information exchange or learning, also ranks very highly."

She added: "Industry professionals increasingly view ICE as the key international event which provides a whole range of gaming solutions and we are committed to rise to this challenge in every way possible."

Each of the seminars are being curated in partnership with leading authorities comprising, the National Indian Gaming Association and Victor Rocha of Pechanga.net (US Tribal Gaming, Tuesday 2 February), Spectrum Gaming Group (Millennials & Gaming, Wednesday 3 February), FICCI (India Briefing, Wednesday 3 February), SIGMA (Affiliate to Operator, Thursday 4 February), Wrb Africa (Sports betting in Africa, Thursday 4 February) and Juegos Miami (LatAm Briefing, Thursday 4 February).



Jo Mayer,
ICE Marketing
Director

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GAMING'S BIGGEST LEARNING PROGRAMME SETS OUT THE AGENDA FOR ICE TOTALLY GAMING

ICE Conferences has confirmed its status as the biggest learning and knowledge-exchange event in world gaming. The 2016 agenda comprises over 64 hours of learning opportunities, delivered by 140 thought leaders drawn from both within and outside the international gaming community.

The eight strong programme opens with the International Casino Conference (ICC) on Monday 1st February. Organised in partnership with the European Casino Association (ECA), the ICC is being held at the award winning Hippodrome, which is the UK's busiest and most popular casino, and is located in Leicester Square, central London. The ICC is followed by

We know from our customer research, that our visitors value the opportunity to learn about the key contemporary issues impacting gaming via ICE Conferences and then be able to meet with the industry in action

Modernising Lotteries: Retail & Digital; Data Insight & Business Intelligence and a programme dedicated to Cross-Platform & Multi-Channel Gaming (all Tuesday 2nd February). Wednesday 3rd February, the final full day of ICE Conferences, will feature Game Design & Development; World Regulatory Briefing (organised in partnership with IAGA); Betmarkets (organised in partnership with SBCNews) and Cybercrime, Security & Regulatory Compliance (organised in partnership with GAMSHIELD). The threat of Cybercrime and the importance of combatting it, is reflected in the decision to include an add-on workshop led by the specialist Organised Crime Command based at New Scotland Yard. The workshop will run from 10 – 12.00 on Thursday 4th February.

Reflecting on the role and importance of the ICE Conferences programme, Marketing Director, Jo Mayer said: "ICE is unique within the gaming sector in that it is an event which delivers invaluable commercial/product exchange opportunities for our 25,000 visitors, as well as the opportunity to participate in high level information or knowledge exchange. We know from our customer research, that our visitors value the opportunity to learn about the key contemporary issues impacting gaming via ICE Conferences and then be able to meet with the industry in action on the show floor.

"Our invitation to the world gaming community in 2016 is to 'Enter The Gaming Technopolis'. This applies equally to ICE Conferences at which the subject matter and content is designed to help prepare international business for the technological, regulatory and social challenges and opportunities which lie ahead."

Preview

ICE TOTALLY GAMING 2016

Heber has completed another successful year by putting the finishing touches to its latest product, the Pluto A400, which will be officially launched at the ICE show

The UK company has been providing customers with specialist electronic design and manufacturing services since 1984, with gaming controllers continuing to be the major focus of the company's developments.

At last year's ICE show Heber demonstrated its leading position in the gaming industry with the introduction of the all-in-one Pluto A100 and the Pluto T100 Mini ITX platform, both based on AMD's Steppes Eagle processor.

Earlier in 2015, Heber re-affirmed its partnership with AMD after gaining early access to their Embedded R-Series SOC processor. This processor is at the heart of the new Pluto A400 system, which showcased at the AMD launch event.

During Heber's three decades in the industry, they have designed and produced some of the world's most popular gaming controllers, such as the Pluto 5 and Pluto 6, and have also received a highly respected reputation for their peripherals. One of Heber's best-selling peripherals, the X10i USB gaming I/O controller reached its 100,000th unit sold at the end of 2015. To celebrate this great occasion, they will be surprising the lucky customer at ICE with a commemorative plaque.

Apart from exhibiting, Heber also visited many of the other gaming trade shows including G2E Las Vegas, G2E Macau, and the BEGE Balkan Entertainment and Gaming Expo in Bulgaria.



ULTRA-FAST GAMING ROCKETS TO ICE WITH HEBER'S PLUTO A400

"Throughout 2015 we found that more and more customers were trying to differentiate themselves from the competition by finding creative ways of enhancing their machines", said Simon Rose, Business Development Manager for Gaming at Heber.

"As a result, we developed our XTouch through-glass button switch technology, which can be used to seamlessly replace mechanical switches. This new mechanism for player interaction has already gained significant interest from manufacturers and customers throughout the industry."

Obviating the need to drill holes in the glass for switches provides protection from water ingress and also ensures that the switches don't interfere with the graphics design on the glass. The astounding LED backlight on both the large and small versions of the XTouch buttons ensures all the graphics are shown off to their best potential. The main focus of this year's ICE show will be the Pluto A400 and the XTouch.

However, Heber will also be showing its entire range of existing gaming controllers and peripherals. The Pluto A400 is a small form-factor gaming platform (based on the new AMD Embedded R-Series SOC processor) 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.

"We are very excited to be at ICE again this year. This year we will have a bigger stand and fantastic new products. ICE is still the premier event for Heber but all trade shows are valuable. We look forward to meeting all our local and international customers. Throughout 2016 we will continue to develop our product portfolio by identifying areas where we can help customers be more creative through custom design and highly flexible solutions," added Simon Rose.

ALFASTREET REVEALING GROUND BREAKING PRODUCTS AT ICE 2016

Alfastreet will take advantage of the upcoming ICE show to push the bar even higher following a hugely successful product campaign in 2015

The Alfastreet products that made such a big impression on gaming floors right around the world, will see definitive new incarnations at ICE 2016 through the logical evolution in design strategies, acquired through feedback from customers worldwide. Alfastreet is proud to have established excellent connections and partnership with its clients and business professionals, who continue to

contributed to the future product line. It is vital to learn about and thoroughly understand operators, their needs and expectations, in order to refine the new designs. The company boasts extensive insight into the 'secrets' of the gaming industry, knowing each critical element, from mathematical and physical models, to technical excellence and innovation.

Customers have supported these efforts, knowing the reputation and the dedication of everyone involved. They know that the new products will incorporate all the characteristics that have defined Alfastreet's ETGs from the very beginning, such as

flawless ergonomics, intuitive and reliable software, all true to the genuine spirit of the game, and above all, superior quality and attention to detail. Everyone involved is excited about the upcoming unveiling at the ICE show. It is in London that visitors will witness the premiere of the definite version of the Alfastreet slot machine, another spectacular version of the Royal Derby and an additional product that will evoke nostalgic memories and provide a very clever solution within the casino experience. The company is confident it will be another success story, destined to be copied by the competition, as usually happens with our ideas. The red line between all the exhibits is the company's insistence on top quality solutions both in design and features. Alfastreet extends a warm welcome to everyone in the industry, to come and join the company for the 2016 edition of the ICE show, as it will be something to remember.

ARISTOCRAT LEADS THE WAY WITH THE BIG PLAY AT ICE IN LONDON

Having successfully completed star-studded performances at the G2E and SAGSE exhibitions, Aristocrat Technologies has now added new dates to its 'Big Play' tour with ICE Totally Gaming 2016 providing the next stage on its global gaming circuit

"Every casino operator wants to make the big play – creating an experience for their player that is exciting, engaging and that builds loyalty," says Chief Commercial Officer Maureen Sweeny, explaining the rationale behind Aristocrat's latest comprehensive package of Class III gaming solutions.

"We are uniquely prepared and positioned to help operators do just that, with a deep and broad portfolio of industry-leading hardware and gaming content designed to reach every type of player demographic."

Visitors to the Aristocrat booths in Las Vegas and Buenos Aires will already have witnessed a myriad of large format cabinet innovations and a plethora of premium big name themes, now being prepared for roll-out in Europe and Africa, explained Managing Director – EMEA, James Boje. "During their first showing at G2E, Arc Double cabinets were voted the most innovative technology and have gone on to win multiple awards and widespread acclaim as they enter gaming floors across the US," he said.

Aristocrat is bringing to EMEA a strong list of spectacular licensed themes for Arc Double, leading out with Game of Thrones Slot Game and will be supported by follow-up titles including Britney Spears and The Walking Dead.

The range can be complemented with illuminated branded inserts between machines to create feature banks in carousel, diamond and oval formations, creating a substantial floor presence and player destination.

Landing on US casino floors in just the last few weeks, Aristocrat's Behemoth is big in name, big in nature and about to make a big impression in Europe, Aristocrat predicts. Boasting a colossal 84-inch ultra high-definition LCD portrait monitor, it's definitely no shrinking violet, creating high visual impact and sight lines that shout across the casino floor.

Yet the world's biggest single-screen slot machine, standing fractionally shy of three metres high, has a surprisingly small footprint and the cabinet itself is sleek and ergonomically designed for player comfort, resulting in a package that is, said Mr Boje, 'big, bad, bold and beautiful all at the same time.'

"Our debut title on Behemoth will be Sons of Anarchy – a highly revered and much sought after theme in



James Boje,
Managing Director
EMEA, Aristocrat

All of these larger than life hardware solutions provide operators with a variety of centrepiece options to draw in the crowds, led by a barrage of Triple A licensed gaming content and a long list of further titles in our roadmap to enhance longevity and ensure that casinos always have strong, fresh marketing assets to help maximise new player appeal and hold."



Maureen Sweeny,
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Officer, Aristocrat

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this region," Mr Boje stated. "With The Big Bang Theory Bazinga! planned to follow later in the year."

Another premium Aristocrat cabinet configuration already proving itself on gaming floors is the uniquely crafted Wonder Wheels. Over three metres tall, each Wonder Wheels dual-seat pod sports a large community-style video display with three mechanical wheels delivering frequent bonus features, prizes and head-spinning entertainment. The wheels spin independently, keeping both players in the game at all times, even if one of them is in a bonus stage.

Following on from Batman Classic TV Series Slot Game, the next scheduled releases include more big names with strong maths models, including Superman The Movie, Ted, The Big Bang Theory and Man of Steel. "This format has proved very successful but we continue to innovate in response to the market feedback so we will be launching a more compact Wonder Wheels in 'low' format at the show!" Mr Boje cited.

He continued: "All of these larger than life hardware solutions provide operators with a variety of centrepiece options to draw in the crowds, led by a barrage of Triple A licensed gaming content and a long list of further titles in our roadmap to enhance longevity and ensure that casinos always have strong, fresh marketing assets to help maximise new player appeal and hold."

Mr Boje concluded: "If you missed the big reveal in Las Vegas and couldn't make the trip to Buenos Aires, make sure to catch The Big Play on the rest of its worldwide tour, kicking off in 2016 on Stand S3-250 at London's ICE Show."

AT THE TOP OF THE GAME

APEX gaming is set to show its complete product range at the forthcoming ICE. The complete gaming solutions supplier will be bringing further innovations – making a visit to booth S4-250 a must



APEX VIP LOUNGE GAMING MACHINE

The APEX gaming machine family under the Pinnacle brand has made a name for itself across the globe. The latest generation includes widescreen monitors, in 24" format for the upright Pinnacle or in 27" format for the slant-top Pinnacle SL. These superior cabinets house the EVO gaming platform that has transformed APEX games with their pin-sharp graphics and display potential. The EVO range includes feature-based games, fruit-based games, table-based games and 3D games. The Pinnacle itself boasts LED lighting around the monitors as a further highlight.

APEX gaming will be bringing a new addition to the Pinnacle family – a top-of-the-range, VIP edition. This very special gaming machine will be taking prominent position at the APEX stand at the ICE.

IDROP IS JOINED BY THE IDROPE

The iDROP is the complete solution at live tables that require a banknote reader to securely accept and report the cash handling at the table. The iDROP is much more than this – it contains a banknote reader with bulk note feeder – meaning that the croupier can enter up to 50 notes or tickets at a time and each is individually checked and stored inside the iDROP. The iDROP also accepts tickets and can print out tickets – for player cash-out or when the player wishes to bet only part of the ticket value. The integrated touchscreen makes it simple for operators to run. The iDROP connects with the SAS communication and can run with any casino management system (CMS) – so providing clear and reliable instant reports on the drop. The iDROP was one of the hits at last year's ICE.



Kubilay Özer,
Global Sales
Director,
APEX gaming

"We invite visitors to 'see the difference' at our stand. The new top-of-the-range Pinnacle will be premiered at the ICE. We will be showing the iDROPe for the first time at ICE. We will also be showing brand new developments, games and solutions. We foresee this being the best ICE ever."



The iDROP will be joined by the iDROPe. The 'e' is for 'external' – so it can be fitted to the gaming table without having to make any major adjustments and so can simply be added-on to the table. Just like the iDROP, croupiers can enter notes or tickets in a bundle of up to 50 at a time and print out a ticket. The iDROPe has an integrated stacker with the banknote validator that can store up to 2,000 notes / tickets. In addition to this, the iDROP and the iDROPe both have player tracking capabilities. The player card can be entered into the new slot on the iDROP/iDROPe and players can profit from the casino player tracking scheme and

naturally operators can make great use of this new data from the live gaming area. Alongside ticket-in, ticket-out and player tracking, the iDROP/iDROPe can manage cashless gaming – making it the most complete live table cash management system.

APEX PLAYER STATION

The APEX PLAYER STATION (APS) is the automated, electronic roulette multiplayer from APEX. Not only the stylish design attracts players – the APS is extremely flexible thanks to its modular build. The APS is terminal-based so the customer decides how many player positions there should be and any future expansion is simple to manage. The APS can be connected to a total of four roulette wheels, including both electronic and live wheels. The slot games as well as the electronic table games like Roulette, Baccarat, Sic-Bo and Quikker can also be integrated into the APEX Pinnacle gaming machines. Last and not least – the APEX MOBILE SLOTS can be linked to the APS – so that players can use a tablet to play on this – an ideal solution at peak times.

APEX MOBILE SLOTS

The world of mobile and online will receive strong focus at the ICE and the APEX team will gladly explain how the APEX MOBILE SLOTS can benefit your operations. "We invite visitors to 'see the difference' at our stand. The new top-of-the-range Pinnacle will be premiered at the ICE. We will be showing the iDROPe for the first time at ICE. We will also be showing brand new developments, games and solutions", explains Kubilay Özer, Global Sales Director at APEX gaming. "We foresee this being the best ICE ever".

AXIOMTEK GAMING LAUNCHES THE AGP100-130

Axiomtek Gaming will showcase its latest gaming platform, the AGP100-130, during the ICE 2016 show

Months after the successful launch of the GMB130, an AMD Embedded R-Series SOC based Mini-ITX board, Axiomtek Gaming releases the AGP100-130 which is based on the same SOC architecture inside a logic box capable of running up to four of AMD's latest high-performance 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 AGP100-130 is fully-featured with eight USB ports (including one internal USB port for O/S and game), up to seven COM ports, power by DC +12V, Audio Amplifier, and 32 Digital Input and Outputs.

In addition, AGP100-130 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. The AGP100-130 will be on display in Axiomtek Gaming's S3-202 booth.

A REVOLUTIONARY APPROACH TO GAMING SYSTEMS



DRGT continues to break the mould and confound the industry's perception of a systems company. At ICE Totally Gaming 2016 expect great new innovations to further strengthen the extensive systems solutions currently offered by DRGT

The (dr)team has grown quickly in the past year to ensure that the increased demand for DRGT systems from around the world is supported quickly and professionally. Customer support plays a key role for this independent systems company and the management team has invested strongly to further strengthen the company structure, founding a subsidiary in South Africa with further to follow soon.

SLOTS DISPLAY INNOVATIONS

drScreen is now available in three versions. The original drScreen makes use of the slot screen itself. Players can view and manage their account, operators can communicate directly to the players (e.g. infotainment, advertising) – thus drScreen is the most direct way for operators to reach their customers. Operators can choose from another two versions – making use of the player tracking screen – as the 6.2" drScreenMini or the brand new drScreenMicro version on a 3.2" LCD touchscreen display.

Operators can make use of the benefits of drScreen on this smaller display. It makes use of the same card reader with dual slots. The functions are clearly marked – such as transferring cash to play, transferring points for freplay and calling the attendant. A further great benefit is that players can view the last hit history for not only the slot machine but also the entire gaming floor. Naturally the operator can position the company logo on the screen as well.

MULTI-CURRENCY MANAGEMENT

This is a speciality of DRGT. The latest examples at casinos in Georgia, Eastern Europe, exemplify this where DRGT made two new installations in 2015 in the city of Batumi in casinos where the slot machines can accept up to four different currencies.

LIVE TABLES INNOVATION

Having successfully launched this at the G2E Las Vegas, DRGT will introduce drJackpot Tables at the ICE for the first time. DRGT has in essence migrated its superior slots jackpot and wide area technology onto gaming tables. Now operators can offer jackpot features to their customers on live gaming tables. The simple design allows application on most tables games with many jackpot configuration options. Customers can choose whether to take the off-the-shelf jackpot version – naturally the jackpot can be customised. A wide range of jackpot possibilities can be made use of, including the Dynamic Jackpot Elevation which allows the jackpot level to rise more quickly at the beginning and then smooth out over time. In this way, players are motivated to join the jackpot early on as the jackpot level increments more quickly.

MULTI GAME INNOVATIONS

The importance of Multi Game continues to grow in the international gaming industry. Multi Game offers the player a number of different games on one slot machine – the number of games varies according to the gaming machine manufacturer, the demands of the market and local legislation. Regardless of how it is offered, one thing is for sure – it gives the players more choice.

DRGT can today provide the operator with a great number of tools to make full use of the focus on Multi Game. These include:

Individual game analysis

DRGT provides the operator with precise information and statistics per game. The operator can then better understand the game performance and link this to the individual player attributes.

Individual game promotions

Promotions are a key marketing tool – a way to thank players for their loyalty. Thanks to DRGT, promotions can now be linked to an individual game. This can be especially useful for gaming machine manufacturers when introducing new games. Promotions on new games can help motivate the players to try them more and continue playing them.

Improved player tracking

Operators can make better use of their player statistics from player tracking to provide even more innovative ways of rewarding the player. These include the way to offer free play. For example, the player can be provided with choice – either the number of free spins or to take the free play in cash form but at a reduced rate (e.g. 10 cents free play or 5 cents in cash).

PLAYER CARD INNOVATIONS

DRGT can now manage up to eight different player card levels, such as Bronze, Silver, Gold, Platinum, Platinum VIP Day Visitor, Platinum VIP Club Member, Platinum VIP Silver and Platinum VIP Gold.

MAKING THE MOST OF YOUR JACKPOTS

Whether local or wide-area, DRGT has the jackpot expertise to provide the right jackpot solution. DRGT will be introducing further jackpot modules at the ICE:

Jackpot – Maximum Mystery Portion

Often slot machines are played by different player types. The high roller and the time-on-device player may well play on the same slot. Jackpots would usually be won by the high roller – this could take away the motivation to play on this slot by the time-on-device player. DRGT has found the solution so that both player types have the possibility to win a jackpot by the DRGT jackpot levelling-out feature.

DRGT Tournament Jackpot

Tournament Jackpots are used as a promotional, marketing tool, which need to be managed and supervised as players often use virtual money, whereby casino management has to designate specific slots. These slots are not available for normal play during this time. DRGT offers a new Tournament Jackpot whereby players play for money over a set period of time. Players can begin and finish the tournament when they wish (having the corresponding affect on their ranking). The positive results are – the slots are being played for money, no extra personnel are required and any slots can be used.

Jurgen De Munck, CEO, DRGT, said: "We are confident that our customers will recognise our international scope. Our experience, our team, our products, our innovations, our willingness to adapt and grow to reflect the demands and challenges our industry place on us – all these make up what we are and what we are proud to be."

Preview

ICE TOTALLY GAMING 2016



Neill Whyte,
Head of Product
Channels at
Microgaming

"Another product that is growing at an incredible rate is Quickfire, Microgaming's open platform which houses over 380 online gaming brands. Signing new operators monthly, as well as development partners frequently, that bring unique and specialised content, the all-encompassing platform is thriving."

2015 was a busy year for Microgaming and ICE presents the perfect opportunity for us to celebrate our successes. Our recent Guinness World Records title for the 'Largest jackpot payout in an online slot machine game' is something we are particularly proud to showcase. We deliver the industry's largest progressive jackpot network, which has paid out over half a billion euros to date. It's set many records over the years, but to be acknowledged by a globally recognised authority is special for us. We're also proud to be the recipient of two Global Gaming Awards in 2015: Digital Innovation of the year (for our VR Roulette product) and Digital Product of the year (for our Jurassic Park online slot). Independently audited, the awards are judged by 50



A RECORD-BREAKING YEAR PUTS MICROGAMING ON TRACK FOR ICE

The countdown to ICE 2016 is on, and here at Microgaming we're busy putting all the final touches together. Located at N5-220, our stand is at the heart of the ExCeL Centre, and the popular Microgaming Bar is next door, the perfect meeting point, and the place for attendees to grab that all-important morning coffee

of the industry's most respected individuals. We also hit the double at the eGR B2B Awards in June, taking home Poker Software (for the third consecutive year) as well as Poker Network of the year. Last, but certainly not least, Lydia Barbara, our Head of Pegasus Gaming Solutions, won Star of the Future at the Women in Gaming Awards 2015 – a well-deserved accolade.

This year we announced the development of a new state of the art office in Douglas, Isle of Man. The five-storey building, set adjacent to our existing office is being built to accommodate the immense growth the company is experiencing. Speaking of which, growth is the best word to describe the MPN's performance in the past 12 months; one of the very few poker networks to be experiencing month-on-month and year-on-year growth. According to PokerScout, player numbers on the MPN are up 44

per cent year-on-year! And this is set to rise even further as Microgaming announces new additions to the network over the coming months.

Another product that is growing at an incredible rate is Quickfire, Microgaming's open platform which houses over 380 online gaming brands. Signing new operators monthly, as well as development partners frequently, that bring unique and specialised content, the all-encompassing platform is thriving. And the launch of Quickfire iQ at ICE 2015, a game management module which helps operators manage their casinos more effectively and intelligently, has been incredibly popular. With no sign of Quickfire slowing down, we'll be announcing some hot new operators for 2016.

Want to know more? Step into our world at the Microgaming Stand and Bar (N5-220).

QUICKSPIN WILL PULL THE TRIGGERS AT ICE LONDON

ICE will be an opportunity for Swedish slots supplier Quickspin to showcase a host of new games, as well as their exciting promotional tools. For CEO Daniel Lindberg it is also an opportunity to reflect on a hugely successful year and an exciting one ahead.

This time last year we went into ICE on the back of signing some significant deals with operators including Ladbrokes, William Hill, Paddy Power, Vera & John, and The Rational Group. That gave us the confidence to have meetings with a host of others at ExCeL, safe in the knowledge that our gaming content was popular with some of the biggest brands. I'm delighted to say that many of those conversations bore fruit in 2015 too. As well as Unibet, we signed contracts with BetVictor, LeoVegas, and Mr Green to strengthen our position in not only the UK market but the Nordics too.

Just as significantly, we entered a strategic partnership Relax Gaming in March which gave us the opportunity to offer our own casino platform. This meant we could integrate our games directly with operators rather than

being reliant on third parties. It also meant we could now satisfy the very high demand for content a lot faster and more easily, which has given a tremendous shot in the arm to the commercial side of the business and morale too.

The new platform meant a host of new games reached their intended audiences much quicker during 2015. Games like Illuminous, Crystal Queen, and Razortooth have been very popular, while the success of little gems like Hidden Valley have even surprised us. These slots have just been joined by Second Strike, our first volatile 10 line game. For this we took inspiration from the classic fruit machines of our youth, giving it a modern twist with a Second Strike feature which adds symbols to the reels if the outer wheel marker stops on

the symbol from any initiating line win. I'm sure these games will attract operators to our stand (N3-312) at ICE. But they are also a perfect place to showcase our brand new promotional tools. These really help casinos to differentiate their offering and reward customer loyalty, which in turn will boost those all-important retention rates. We can now offer free rounds to players with up to six different bet options. This means rewards can be tailored appropriately, taking away the need to give blanket 20 cent free spins to customers who might normally play two Euros a spin.

We've also developed a feature trigger which allows players to experience the free spin bonus round on any of our slots for free. Operators chose which customers are eligible, on what game, and to what stake. These are features that revolve around what a player wants rather than what the out-of-date software of some suppliers allows them to do. We'd be delighted to provide a little more insight over in London.

CPI DELIVERS ITS MOST COMPREHENSIVE PORTFOLIO

Crane Payment Innovations will exhibit at ICE 2016 (#N3-320) with the most comprehensive portfolio of automated payment systems in gaming

Crane Payment Innovations (CPI), a Crane Co. Company, will exhibit at ICE 2016 (booth #N3-320) with the most comprehensive portfolio of automated payment systems in the Gaming industry. Among the product highlights will be the new MEI SCR note recycler and the EASITRAX Web cash management solution, which now includes a new proactive maintenance alerts feature.

The two-denomination SCR note acceptor is the most recent extension of the reliable SC product line, which has achieved an installed base of more than 1.5 million units worldwide. It follows the same winning formula as the CASHFLOW SC and SC Advance note acceptors, raising performance expectations to deliver a more efficient, secure and cost-effective way to handle cash payments.

By combining proven components with new technology, SCR opens new possibilities for what note recycling can offer as part of a total cash management solution. It utilizes the same reliable acceptor head

and 600-note cashbox as SC Advance. Recycling mechanics have been imported from hardened designs developed from other MEI-branded products. Then, to protect operators from losses associated with criminal activity, SCR has been fortified with numerous security features, including a removable anti-stringing module, lockable transport doors, entrance/exit sensors and "door open" detection even in a powered down state.

In electronic gaming machines (EGMs) that traditionally pay jackpots in coins, the SCR virtually eliminates hopper starvation by paying out higher value notes instead – using the same notes it accepts, accounts for and stores from previous transactions. And by holding up to 60 notes on each of its two recycling drums, the SCR provides the capacity required for longer machine uptime, leading to an improved win/machine and, ultimately, lowering the overall cost of operation.



CPI will also be showing EASITRAX Web, a recent software extension of the EASITRAX Soft Count system that provides operators with even more flexibility when accessing and evaluating performance data.

Like EASITRAX Soft Count, which has now been installed in more than 150,000 games around the world, EASITRAX Web leverages SC note acceptors to help operators drive newfound cash management efficiencies from the slot floor to the back room. The data it collects from SC acceptor heads can still be used to streamline the drop process, facilitate

asset evaluations and conduct preventative maintenance programs.

EASITRAX Web simply adds value to the original software package by enabling customizable reports and the ability to grant security levels. And, now, a new proactive maintenance alerts feature allows operators to set performance thresholds and, accordingly, identify problems even before they occur. As a result, the efficiencies that have routinely led to a payback in less than one year are stronger than ever.

KIRON INTERACTIVE IS 'COMING HOME' WITH ITS VIRTUAL SPORTS

Kiron Interactive will unveil its new 'home of virtual sports' at ICE this year, together with a raft of new virtual games. Following a successful 2015, there's much more still to come in the next 12 months, according to CEO Steven Spartinos

It only feels like a few months ago that we were all gathering for the last ICE Totally Gaming; it's hard to believe another year has slipped by. At Kiron Interactive it's been our busiest 12 months to date. A number of very interesting meetings that we had in London in 2015 have borne fruit, resulting in successful deals with some of the world's leading operators. It is testament to the universal popularity and success our products have experienced with both sportsbook and casino brands, land-based and online, and in multiple territories around the world.

But we are not resting on our laurels and are very keen to see how we might be able to help other operators grow their revenues with a proven, cost-effective solution. These new clients will now be able to benefit from our recently-launched remote game server. We announced its arrival in September in order to provide what we call the 'home of virtual sports'. Betman Online follows in the footsteps of its highly successful retail-based version and provides a dedicated channel for virtuals both online and on

mobile. It made its debut with Belgian casino operator Belgium123 and has not looked back. What Betman Online gives us, of course, is a great platform for our games and those of our partners – and we have more of these to show at ICE this year. Some of our existing ones such as our greyhound racing, has an all new version with digitised tracks. Horseracing has been expanded, with the addition of a dirt track for flat racing and an all new jumps racing game.

VSoftCo's virtual football has also benefited from a major graphics upgrade, while we have also added VIP's all new virtual boxing game, which will be the first virtual boxing product to go live in the market. Many of these games have multi-territory appeal. Others are tailored specifically for individual markets because we believe that localising content is increasingly important to operators and their players. We will also be unveiling a host of new games at ICE. Aside from boxing we will be including a Formula 1 style motor racing product and a brand new basketball game, called Moneyball. These



Steven Spartinos,
CEO and
co-founder,
Kiron Interactive

"We will be including a Formula 1 style motor racing product and a brand new basketball game, called Moneyball. These sports games are complemented by a new roulette game called Spin and Win, which sits next to our other popular numbers product, Keno. I don't want to give too much away at this stage, but we will be providing a sneak preview of other products in the pipeline."

sports games are complemented by a new roulette game called Spin and Win, which itself sits nicely next to our other popular numbers product, Keno. I don't want to give too much away at this stage, but we will be providing a sneak preview of other products in the pipeline. We're very excited about the show this year and feel we can build even more on a very successful last 12 months. I'd urge people to swing by our stand, SI-132, and see how we might be able to help.

BREADTH AND DEPTH IN A BET A PRODUCTS RANGE

For technology supplier A Bet A ICE Totally Gaming has always been a great opportunity to connect with operators and fellow suppliers, both at home and abroad. That's because, as operations manager Jason Hardman explains, next month's annual celebration of all things betting and gaming is perfect for showcasing the depth and breadth of their products and services.

Along with many suppliers who have been around for a while, A Bet A started off life servicing the UK's retail bookmakers, focusing for the most part on horse and dog racing. Over the last twenty years those have changed beyond all recognition in order to cater for the changing tastes and requirements of their customers. What hasn't changed is the desire to place and capture a bet quickly and efficiently.

To make that process easier and more transparent we introduced a new betting shop display product at the back end of last year which finally removes the discrepancy between the odds shown on the tills and the customer's screen. These Smart Screen prevent the sort of latency issues that have plagued the retail industry for years, becoming a major cause of customer dissatisfaction. These are currently

being rolled out to clients who also use our EPOS systems, with which they dovetail, but we are also getting enquiries from further afield. Those EPOS systems are changing too, and we will be showcasing our ability to plug in tablet-sized devices into retail estates.

Also proving popular, is the development of the Punter's Jackpot, a brand new virtual racing-based pool bet which is designed to boost retail revenue streams. Launched in association with Kiron Interactive, this Superfecta product is available in licensed betting offices every 15 minutes throughout the trading day, providing customers with the chance to win a prize expected to reach around £15,000. Those placing a £1 bet on the first four horses in 14-runner races on Kiron's Dashing Derby

virtual racing will scoop or share the winnings, with jackpots rolling over if they are not claimed.

Pool betting is a specialism of ours and we recently finalised a deal to allow British and Northern Irish bookmakers to bet into the UK tote pool. The system is now being adapted to allow bookmakers in the Republic of Ireland to bet into the pool too, along with others overseas. This expertise spreads far beyond the system's traditional heartlands, however, as an exciting forthcoming deal in Africa will demonstrate.

But it's not all about retail at A Bet A, we are doing more and more for online and mobile-focused companies too. For many of these football and other non-racing markets are key and our tailored sports betting platforms and Apple/Android apps can cater for the needs of operators both big and small. Above all else we offer a tailored solution. So for any operators look to switch from existing technology to a more dynamic supplier, or those who are looking to make their first moves in the market, we'd be happy to talk to you on stand SI-310 at ICE.

AMATIC INDUSTRIES IS PLANNING TO SET ICE ON FIRE

AMATIC Industries from Austria will be bringing Fire and Ice to the International Casino Exhibition (ICE), just one of several new games to be showcased at the London event

AMATIC Industries is a family-owned gaming company that has created a name for itself by bringing innovative and complete solutions to the market. Whether gaming machines, games, multiplayer or online and mobile gaming – all this and more is developed by the AMATIC team that has over two decades of experience. The AMATIC slogan of Stay individual, select AMATIC well explains AMATIC's position in the industry.

The Performer Grand Arc (PGA) upright gaming machine is a great example of this innovative prowess. It the hit at last year's ICE with its curved design. Available last year with two or three screens, the Performer Grand Arc truly attracted the attention to visitors to the AMATIC stand. In particular, the Performer Grand Arc with three monitors perpetuated the exquisite design.

Another AMATIC prominent gaming machine – the C24, is the upright brother of the PGA slant top will be at ICE. The C24 brings the famous AMATIC curved design to the upright slot design world. The AMATIC team has further optimised the design of the C24, making it stand out even more, and this version will be on show at the ICE for the first time.

Further new games include titles such as Billy's Game, Flying Dutchman, Fruit Box, Grand Tiger, La Gran Aventura and Vampires. Billy's Game is the latest addition to the popular theme based around the gangster called Billy. Indeed Billy's Gang retains its popularity with AMATIC fans throughout the globe. The mix of fruit-based and feature-based games – all designed 100% in-house by the AMATIC team – is the strength of AMATIC. It is this power that has made AMATIC what it is today – namely the master of MULTI GAME.

AMATIC Industries is also a true force in the automated multiplayer market with its Roulette Grand Jeu range. These electronic roulette machines offer a full spectrum of possibilities – with one or two roulette wheels with the positions are built in to one unit. The Roulette Grand Jeu WS22 is available in the racing colours red and yellow alongside the traditional brown. The Roulette Grand Jeu Double has the two integrated roulette wheels and four large-screen monitors above it as the top-of-the-range version from AMATIC



Industries. Depending on local legislation, players can bet on either or indeed both of the roulette wheels at the same time. All this is rounded off with the Roulette

Grand Jeu Solitaire. This is the stand-alone alternative, the flexible and modular solution that can be combined with any number of Terminals.

AMATIC Industries offer complete solutions. For land-based operators, the Casino Online System includes clever features like Player Tracking and Cash Card and enables operators to link together all AMATIC'S solutions into their complete machine park. AMATIC Industries offers a wide range of Jackpot Systems – something that is set to gain in importance when operating the four-screen version of the Performer Grand Arc.

Online gaming is another speciality of AMATIC Industries. AMATIC Industries knows how important the casino feeling is for roulette players. This has been embodied in Real Roulette at grandx.com. Live Roulette can be played online at a real casino. The online solutions naturally also include numerous slots games from AMATIC Industries.

The large stand at S3-350 team will house the complete gaming solutions of AMATIC Industries. Stay individual, select AMATIC.

ASTROSYSTEMS TAKES VALIDATION TO NEW LEVEL

Astrosystems will be exhibiting its range of coin and note validators at the ICE show and EAG show in London

Astrosystems will once again be exhibiting at EAG London from 12th to 14th January 2016 (stand number 934). The show provides a fantastic opportunity to showcase the range of Microcoin and GBA products.

On display will be the Microcoin SP coin validator,

which has proved itself as a very successful product, particularly in the UK, within the pool table industry, jukebox, and kiddy ride markets. The extremely high levels of reliability from the SP, together with a unique jam release mechanism, have made this a very attractive product to operators and service technicians alike. Additional features include a unique bonus credit system, and remote downloading of firmware and software. As a further optional extra, the SP can also be fitted with a stylish SP 115mm faceplate which offers a blue illuminated

coin slot. To complement the Microcoin products, the Global Bill Acceptors range of note validation products is also truly diverse. The stackerless GBA ST2 bank note reader has been particularly successful in the challenging European gaming and amusement markets. Ease of servicing, along with impressive levels of reliability, have been the key contributing factors. Software and firmware can be downloaded by use of a USB stick, or via ccTalk and RS232 interfaces, which further enhances the simplicity of operation.

DIAMOND SET TO EXCEL FOR DLV AT ICE

DLV brings to ICE 2016 its Diamond Excel cabinet and fabulous three level Lab Creatures progressive

DLV regards ICE Totally Gaming as one of the sources of its inspiration. This is the place where DLV team and other exhibition participants and visitors explore something new in terms of technological progress, innovations in production and developments, attractions for players, marketing and commercialization approaches and a lot more.

Apart from new ideas which DLV draws at this show for the company's own business as a manufacturer and operator in Latvia and Peru, company's 20 years of experience in this industry let DLV also share its achievements and findings. At the show 2016 DLV will present its latest machine model – DIAMOND EXCEL – ergonomic and high-tech, equipped with all the necessary peripherals.

The machines will be presented with DIAMOND QUATTRO multigame and connected into progressive LAB CREATURES link with picturesque graphics and 3 jackpot levels. In addition to these products, there will also be dlvet betting terminals and 24" double-sided display for roulettes. DLV will be waiting for all ICE guests at its booth N4-160.



QUIXANT TO TURN COMPETITION GREEN WITH ENVY IN LONDON

Quixant will use ICE Totally Gaming 2016 in London to launch two important new gaming platforms based on the latest AMD Embedded R-Series "Merlin Falcon" APU, following a behind closed doors preview at the G2E Las Vegas show in October 2015

QMax-I is the first in a new "ultimate performance" tier of product in Quixant's line-up. 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.

Talking ahead of the show John Malin, Sales Director of Quixant, stated: "Our customers require a range of software compatible products that meet different price, performance and market needs. Just having one or two gaming boards in your line up is no longer sufficient. Typically, our customers end up using several products from our range, depending on their application. Some

might use the QX-40 in their main slot platform, the QXi-4000 as a link controller or for their table games and then maybe a QXi-307 for a lower cost machine they are exporting to South America... so they need a full range of cross compatible boards at different price/performance points."

"Despite the range of different products, we also believe it is essential that we have all of these products in stock. This is not a typical industrial market where your customers can accurately predict their demand. Demand in gaming can be very unpredictable, so we believe it is only possible to service customers properly if we carry stock. Combined with offering products with no MOQ, we believe this makes Quixant a more valuable partner to work with."

Quixant also recently opened a new 7,000sqft software development, training and customer support centre in Rome. "Hardware is only half the solution", stated Malin. "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."

The Quixant team look forward to welcoming you to our stand N1-420 at ICE 2016.

FUTURE OF TAILORED, MOBILE FOCUSED GAMES LOOKS BRIGHT

After a whirlwind 12 months that saw a record number of new games released and deals agreed, Johan Tornqvist, CEO of Play'n GO, looks back at a breakthrough year for the Swedish firm and predicts even bigger things to come in 2016

There are few very quiet moments in our industry but, even by the breakneck pace we've all come to expect, the past 12 months have been thrilling and exhausting in equal measure. ICE 2015 seems like only yesterday when we showcased our innovative, premium content to the world and left London with some great contacts and happy memories.

Since that bitterly cold week in the UK, we've been busy travelling the world speaking to operators of all shapes and sizes and are delighted to have signed agreements with firms who conduct their business on land, online and even on water. From Carnival Cruises and Mr. Green to Danske Spil and Casumo, operators have followed through from face to face meetings in London to taking our full suite of premium games.

The most important thing we took away from last

year's ICE was that for all the visions of the future on display at the ExCel centre, there is still an insatiable demand for what is proven to produce results – premium content.

As a company that was founded over 10 years ago in Sweden by a small group of people passionate about making quality games, we were delighted to hear that operators continue to recognise our talent for production. In the past year alone we've rolled out nearly 20 games, including Gemix, Tower Quest, Eye of the Kraken, Wild North and many others that have caught the eye.

Operators have also harnessed the power of our games studio to produce bespoke, tailored content for their players to enjoy. The process always begins with a meeting with our customer to dive deep into their desired game concept, theme, graphics and

music and, of course, maths model. From there our award-winning designers get to work producing a high quality premium game that operators like Unibet and Betsson can offer to their customers within just six months' time.

The future for tailored, mobile-focused games looks bright. As operators merge there is going to be a move towards more centralised content, with firms going above and beyond to hold on to their existing customers while trying to attract new ones. Casino brands will be looking for ways to differentiate themselves in the coming year and bespoke, tailored games will be a route more frequently travelled than ever before.

Much like these bespoke games, we are seeing an increasing demand for games that are region or country specific. We've been working hard on a number of new titles along these lines and can't wait to see the reaction to them.

We're also looking forward to showcasing our myriad talents at ICE in February, and will be sharing some very special content indeed with the industry. As a specialist in making premium content, we'd be very keen to talk to operators who might be interested in our games and solutions on stand N6-340 at ICE.

MAGNET HOLDING DOORS OPEN

12 months after exhibiting at ICE Totally Gaming for the first time, Mads Peter Veiby, CEO of slots supplier Magnet Gaming, reflects on an important year for the company

Making our debut at ICE last year was exciting and daunting at the same time. We were confident our games would be well-received, but we were also very conscious that operators are not short of options when it comes to slots content. The latter point was certainly reinforced for us when we saw some of the giant stands at ICE.

That said, we were pleasantly surprised by the steady stream of interested parties making their way to us to try out the games for themselves. We thought it was important that people could play the games, particularly on mobile devices, and will be doing the same again this year. Many visitors told us they were impressed by our content, not only because of its quality but because it was genuinely different to what was being produced elsewhere.

Both of these things were heartening to hear and we left London with renewed confidence that we were on the right track. We also left with a full contacts book and a list of people who were keen to engage with us, both in regulated markets and in regulating ones when the time comes. I think people were impressed by the way we had been able to bridge the gap between our

background in social and real money gaming, adapting many of the features of the former with great success for the latter. They were also impressed with the depth of game play in our slots. The buzz word is 'immersive', of course, but we prefer 'entertaining'. That's because there's no compulsion for players of our games to be hardened slot heads. Anyone can enjoy them, which opens up new user groups who might not consider themselves to be gamblers. The challenge for a game supplier of our size, however, is access to market. The stats tell us players like our games and that their retention rates are way above industry norms. But we still have to get them in front of those players – and that's not easy when those aforementioned bigger suppliers have more muscle than you. The solution is to partner with good aggregators and we are very close to announcing deals with two of the biggest and best. They will provide us with access to some of the most sizeable operators at a stroke and we're very excited about that.

We're also very keen to speak to operators about direct integrations too. More and more are keen to have original content that isn't available everywhere else and I think that is good news for boutique providers



Mads Peter Veiby,
CEO,
Magnet Gaming

"More and more are keen to have original content that isn't available everywhere else and I think that is good news for boutique providers like ourselves. We are also seeing new markets opening all the time, with dot country opportunities presenting themselves. Mobile is only going to get bigger in 2016 and we are very well-provisioned on the front."

like ourselves. We are also seeing new markets opening all the time, with dot country opportunities presenting themselves. Mobile is only going to get bigger in 2016 and we are very well-provisioned on the front. We'll have three brand new games to showcase on stand N6-210 and will be very pleased to show them to interested parties. We're also threatening to wear our bow ties again, which caused a bit of a stir last year – so keep an eye out for some smartly-turned out Danes!



GALAXY GAMING TO DELIVER AN OUT OF THIS WORLD EXPERIENCE

Galaxy Gaming is excited to heat up the floor at ICE Totally Gaming 2016 with the hottest line up of premium table games, side bets, progressives, and utility products

This year, Galaxy Gaming is featuring popular titles such as 21+3 TOP 3, Prime Three Card Poker, High Card Flush, WPT Heads Up Hold'em, plus a library of impressive new game content. With over 15 years of experience in the gaming industry, each game is crafted to fulfill a need. Our goal is simple; to provide casinos the tools to manage the floor with the ability to meet the demands of the day. Be sure visit us at stand S7-320 for a demonstration.

21+3 TOP 3, already an adored blackjack variation, contains a very popular proposition wager called "TOP 3". TOP 3 is an enhancement that increases the player's average bet amount by offering a second proposition wager, thus leading to a higher chance for a bigger payout. Since good things come in pairs, we're offering another side bet to the 21+3 TOP 3 combination

called "Super Pairs". This wager is based on the player's first two cards being a pair. Get a pair, get paid!

Another player favorite and award winning game, High Card Flush™, will bring a burst of excitement to London! This simple to learn and easy to play table game has swept across North America with over 110 placements and counting. It's all about the flushes with this poker variation. Galaxy Gaming encourages London to "Feel the Rush with High Card Flush!"

Our player friendly perk, the Prime wager, makes Prime Three Card Poker our most recognized game in the United Kingdom. Players will feel a comfortable sense of familiarity with Three Card Poker, but will be instantly surprised by this additional wager, which makes it even more addicting. The Prime wager wins



when the player's hand contains three cards of the same color and wins even more if both the player's cards and the dealer's cards are all of the same color.

Furthermore, Galaxy Gaming understands that flexibility is a key to success. Our improved "Real-time" Bonus Jackpot System (BIS) allows more data to be collected than ever before! BIS has the capacity to offer multiple jackpots and collect data from as many as six different wagers per bet spot. This is the perfect electronic bonusing enhancement to any game.

Our newest table game, Four Card Prime, features poker in its Prime. The Prime wager is based on all five cards the player is dealt and delivers a promising payout. A payout on the Aces Baby wager, another unique feature, will win with a pair of Aces or better. Both the Prime wager and the Aces Baby wager are player favorites. Additionally, players who lose with a Three-of-a-Kind or better will appreciate the Bad Beat Bonus feature, allowing a payout even when they lose.

IT'S A WORLD OF OPPORTUNITY FOR AUSTRIA'S PLANETWIN365

planetwin365 is one of Europe's fastest growing betting and gaming operators, with over one and a half million registered customers. The Austrian gaming company has been offering sports betting internationally through online and land-based retail channels since its foundation in 2009.

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At ICE 2016 planetwin365 will present itself to prospective web affiliates and land-based retail partners for expansion in existing and new markets. During 2015 the company obtained new betting and gaming licenses for Italy, Spain and Montenegro in addition to its existing operations in Austria, Serbia

and Belgium and its international online service in 13 languages.

The expanding international operator works with several thousand affiliated partners worldwide, supplies over 1300 retail outlets in Europe and processes an average of over 370,000 wagers per day. The planetwin365 platform provides a customizable all-round system that includes shops, online environments, mobile applications and betting terminals with proprietary software.

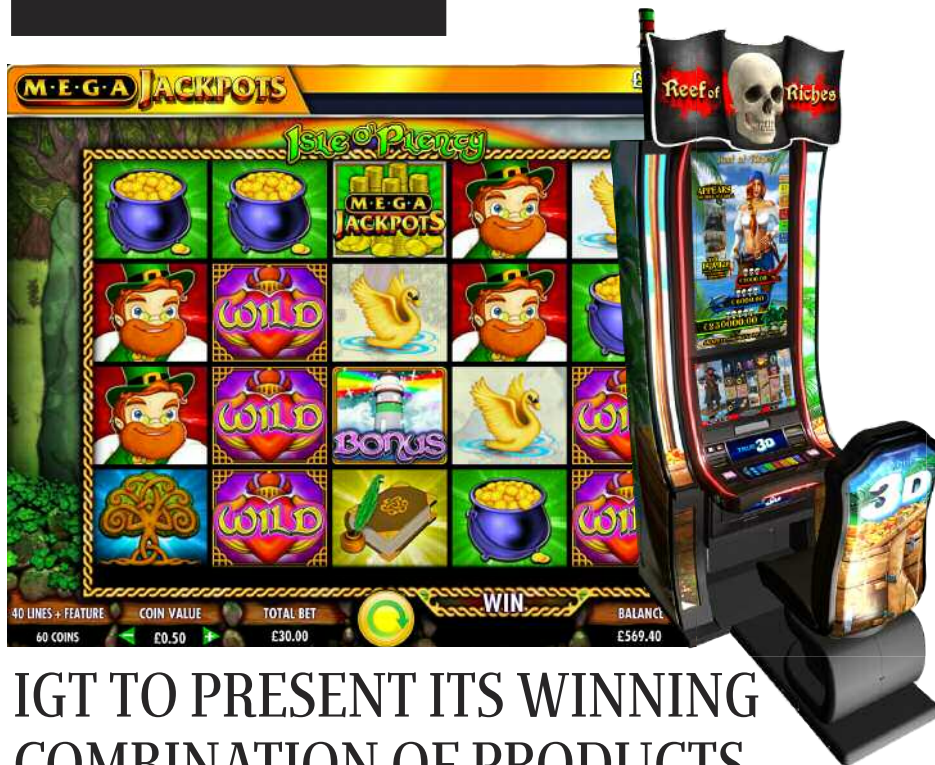
planetwin365 independently manages its own

sportsbook and live betting service. It offers highly competitive odds, innovative bet types and unique bonuses throughout a vast sports selection, aiming to create loyal customers and steady growth for retail partners and web affiliates. planetwin365 gives customers all the tools to make a more informed bet through extensive statistics, its live match tracker, video streaming and innovative services like the planetwin365 Market Movers. The planetwin365 online portal and shop concept also offer a fully integrated range of virtual games, casino and poker products, VLTs and AWP's according to local regulations.

planetwin365 is the widely known brand name of Austrian gaming company SKS365 Group GmbH. The SKS365 group of companies has over 250 employees with international headquarters in Vienna and further offices in Innsbruck, Belgrade, London, Brussels and Rome. The company takes an active role in protecting the integrity of sports and is an official partner of the FIFA Early Warning System. Visit planetwin365 at ICE: SI-250.

Preview

ICE TOTALLY GAMING 2016



IGT TO PRESENT ITS WINNING COMBINATION OF PRODUCTS

At ICE 2016, IGT will emphasize its best-in-class product portfolio for all regulated gaming segments and channels. IGT's stand N3-160 will feature more than 200 gaming products, including new, never-before-seen innovations that speak to the Winning Combination of games, systems and solutions IGT creates for its customers

IGT will spotlight the evolution of the Company's TRUE 3D product line with the introduction of new content. ICE will highlight the international debut for the IGT's hallmark title, Wheel of Fortune Double Diamond 3D. Melding the most popular slot theme of all time with the celebrated TRUE 3D technology, this 3D game represents the ultimate "Winning Combination." Wheel of Fortune Double Diamond 3D will join other TRUE 3D titles such as Plants vs. Zombies 3D which includes extensive 3D content and popular Plants vs. Zombies mechanics such as zombie uprisings and plants battling zombies; and Reef of Riches 3D, which takes players on a voyage through the high seas and features the player-favorite Trigger Tile mechanic to keep players engaged and looking for a big win. Both Plants vs. Zombies 3D and Reef of Riches 3D feature IGT's crowd attract technology, engaging passing foot traffic, grabbing their attention and inviting them to play the games.

IGT's new premium tournament solution, Spin Ferno, is sure to ignite interest in IGT's stand. Fueled by the Tournament Manager 5.0 systems solution, Spin Ferno enables operators to host single or multi-site slot tournaments on the award-winning S3000 cabinet. The initial list of S3000 titles compatible with Spin Ferno include Hotsy Totsy, Red Hot Diamonds, Fire Bells and Red Hot Lil' Devil – all themes that casino patrons can also enjoy in coin-in mode outside of the tournament environment. IGT will also spotlight its expanded game library for the S3000 cabinet by featuring new progressive themes, Hot Hits and I Heat

Texas Tea Pinball gives players the opportunity to engage in a skill-based bonus event, where they play pinball and the players' performances influence their bonus rewards.

Jackpots and many new themes including Triple Red Hot 7's Free Games, Triple Double Diamond Free Games, Burning Bars Free Games and more.

The Company will continue its tradition of releasing dynamic new linked progressive products with the introduction of several new themes designed specifically for international markets. Must-see linked progressives from IGT include Party Time, Fu Gui Ji Li, Masquerade, Super Red Hot Jackpots, Party Mania and the Fort Knox-inspired title, Egyptian Empire multi-level progressive.

IGT's family of Premium and Premium Plus brands, will be prominently featured in the Company's stand. Newly introduced titles, Wheel of Fortune Double Diamond Gold Spins, Wheel of Fortune New Orleans and Wheel of Fortune Lucky Free Spins will dominate a dedicated Wheel of Fortune space of the stand, and show attendees can also experience entertainment-packed titles such as House of Cards Welcome to Washington video slots, Jurassic Park Wild Excursion

video slots and The Dark Knight Heroes and Villains video slots from the Premium portfolio.

ICE attendees can experience IGT's latest addition to its skill-based family of products with Texas Tea Pinball. Housed on the CrystalCore cabinet, Texas Tea Pinball gives players the opportunity to engage in a skill-based bonus event, where they play a classic game of pinball and the players' performances influence their bonus rewards.

The Interactive portion of IGT's stand will feature a blockbuster lineup for new games and player experiences. New themes Megajackpots Isle O' Plenty, Wheel of Fortune on Tour, Cleopatra Plus, Family Guy and Goldify are among the many Interactive titles by IGT. The Company will emphasize its leadership in utilizing HTML5 across channels to quickly bring more dynamic, multi-channel games to market. IGT will spotlight HTML5 slot titles such as ICY Wilds for mobile and desktop, along with other Casino, Bingo, Poker and eInstant products that make the player experience seamless and fun across devices.

IGT will illustrate its firm commitment and leadership in systems technology by showcasing a vast and scalable array of systems solutions, built to meet the unique demands of any customer type. The Company will highlight advancements to Casinolink, GALAXIS, SYSTEM2go, IGT Advantage and IGT Cloud, including a suite of enhanced intelligent bonusing apps. Additionally, IGT will demonstrate its flexible Service Window solution supporting HTML5 and multiple mobile applications including Mobile Host and Mobile Responder.

In the lottery portion of its stand, IGT will highlight the Company's new video lottery terminal, the recently introduced Quasar cabinet. Boasting a modern look, ergonomic design and state-of-the-art technology, this new cabinet is backed by an extensive pipeline of IGT VLT content.

Preview

ICE TOTALLY GAMING 2016



THE CONCERTO FINDS ITS PERFECT STAGE AT ICE TOTALLY GAMING

One of the industry's newest video slots is rapidly expanding across the globe and will debut at ICE for the first time next month on the Konami booth

Konami Gaming, Inc.'s new Concerto video upright cabinet is hitting more casinos each week, with features including edge-to-edge 27-inch dual High-definition monitors, a 19.5-inch digital topper, signature holographic side lighting, and more. Two international debut game themes will be on display at ICE: Chili Chili Fire and Dragon's Law Twin Fever. Guests at ICE Totally Gaming will have the chance to experience these new KP3+ platform games—available exclusively on Concerto—as well as proven KP3 platform games which are compatible with the new cabinet.

Chili Chili Fire and Dragon's Law Twin Fever are new Konami 5-reel games that capitalise on the enhanced processing speed and resolution of the KP3+ platform by bringing custom art and animation to every 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 flavor. Chili peppers dance overhead in the topper and lay across the button panel with festive patterns and bold colors.

"This is the quality and attention to detail our customers can expect from Konami's powerful new KP3+ platform," said Matt Reback, vice president, marketing at Konami Gaming, Inc. "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 current 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 recognize and enjoy.

"At ICE next month, guests will be able to see two prime examples of Concerto's KP3 compatibility—one game they'll easily recognize and the other is an

all-new 4-5-5-5-4 Ultra Reels game that really caters to casino patrons internationally," said Mr. Reback. "Concerto is one of the gaming industry's biggest new releases of 2016 and we're thrilled to kick-off the year by showcasing it for our customers at ICE."

Concerto will take center stage at Konami stand #S6-110, alongside other top new games including Frogger and Dungeons & Dragons.



Matt Reback,
Vice President,
Marketing,
Konami

"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."



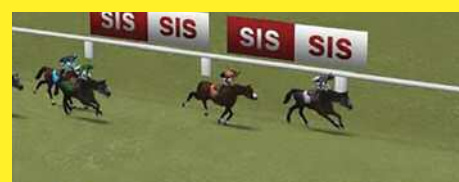
NEW INNOVATIVE PRODUCT LINE DEFINES THE SIS ICE SHOWCASE

SIS will be showcasing its innovative new products for the betting and gaming industry at ICE Totally Gaming

2015 has been a significant year for SIS. Recently the company launched SIS Stream, a new state-of-the-art multi-platform streaming solution. Offering low latency, SIS Stream is an open streaming service which allows punters to view content free-of-charge (Watch and Bet) as well as supporting the more traditional Bet and Watch model. Via this streaming platform SIS provide horse racing content from LARC, Jebel Ali, Meydan and Singapore.

In December, SIS announced agreements with BAGS (Bookmakers' Afternoon Greyhound Service) to stream the staple of the UK retail betting industry to international customers. With easy integration for operators, the move will make 30,000 greyhound races from UK tracks available to end-users.

SIS continues to be the official data provider for Spanish football following an agreement secured with La Liga in 2014. Utilising official in-stadium data scouts, the company will be showcasing its ability to deliver super-fast uninterrupted data tailored to the needs of bookmakers 10-15 seconds faster than



1.	Pen Eater	11/8
2.	Meadfoot Beach	11/4
4.	Cold Blooded	8/1

unofficial data suppliers. Earlier in 2015, SIS also secured a long-term deal with Racecourse Media Group (RMG) to provide horse racing pictures and data for RMG courses to licensed betting offices across UK and Ireland from 2018. This landmark deal gives SIS a strong platform from which its retail channels, will deliver over 100,000 betting opportunities to shops.

ENTER INTO THE HEART OF GAMING WITH SUZOHAPP

SUZOHAPP has big plans for the London ICE show next month, including a completely new stand design aimed at housing the companies largest ever selection of products

A brand new stand with a complete new focus awaits visitors to the forthcoming ICE in London that is set to take place between 2nd and 4th February. The new look will give a maximum focus to customers – with solutions being presented with a market orientation. In such a way more clarity is given to the gaming market that is made up of many different elements, such as for OEMs, operators, sports betting and lottery segments.

The currency handling solutions of SUZOHAPP were further strengthened by the acquisition of SCAN COIN in 2015. This year's ICE will be the ideal platform to introduce the SCAN COIN banknote and coin processing, counting and sorting solutions to the gaming market. SCAN COIN is a household name in the banking, retail and public transport markets and the gaming market will surely profit from the secure and sturdy SCAN COIN solutions.

Further SUZOHAPP cash handling solutions include the Comesterochangers – including the ROCK, SWING and PRO range. The SUZOHAPP The Bill-to-Bill™ Banknote Recycler and MFL™ Banknote Validator product lines are proudly designed and manufactured by SUZOHAPP in Canada and have become industry standard, setting the bar high, especially when it comes to its reliability, performance and customer satisfaction. The RM5 electronic validator, manufactured by SUZOHAPP in Europe, has been sold more than a million times and is the reference for secure coin acceptance in machines.

As the masters of hoppers and toppers, SUZOHAPP will again be showcasing its amazing range of coin hoppers and slot machine toppers. The brand new



Harald Wagemaker,
Harald Wagemaker, EVP Sales & Marketing of Gaming and Casino EMEA

"Our new design underlines our focus in providing the right solutions to all the market segments within gaming. Our focus is on our customers and that is why we have invested in a complete new design to reflect this. Naturally we will be exhibiting a wide range of our solutions including locks, pushbuttons and electronic pushbutton panels."

SHI950 video topper will receive its ICE debut in February. SUZOHAPP's InteractivePRO™ Tables and booth TV have celebrated success after success in the USA. The ICE will enable global operators to witness first hand the sheer entertainment they can offer their players in a wide variety of ways.

ELO Touch monitors will feature prominently on the stand as SUZOHAPP is the global distributor for ELO in the gaming market. The sheer quality of ELO is that what has made the company so successful in gaming. The level of technology implemented at ELO Touch is of such a standard that no other monitor supplier has been able to come close. Consistency is another great

benefit of the ELO Touch monitors. ELO guarantees keeping all sizes and measurements equal to the model they introduced.

SUZOHAPP is the global distributor for TransAct. Recognised worldwide for its unmatched reliability, and compatibility with all new and legacy games, the Epic® ticket-in/ticket-out (TITO) printer is installed in more than 500,000 slot machines worldwide. The Epic 950® printer can also print targeted, personalized coupons, in real time, when matched up with TransAct's Epicentral software. With the addition of a TransAct ServerPort™ the Epic 950® simultaneously connects to the game AND to the casino management system, to maximize the ability to communicate with and reward players – whilst they are playing

Harald Wagemaker, Executive Vice President Sales & Marketing of Gaming and Casino EMEA, looks forward to a great ICE, stating, "Last year's ICE was extremely special as we celebrated 60 years of business in Europe. This year's ICE is already looking to be special as well. Our new design underlines our focus in providing the right solutions to all the market segments within gaming. Our focus is on our customers and that is why we have invested in a complete new design to reflect this. Naturally we will be exhibiting a wide range of our solutions including locks, pushbuttons and electronic pushbutton panels. We have an excellent mix of our own products – that we develop and design ourselves – and the market-beating solutions from our partners where we are their global distributors in the gaming market. The whole SUZOHAPP team from around the globe sends out a warm welcome to come and see us at the ICE".

SUZOHAPP will be exhibiting at stand number N4-110 at the ICE.

THE FRUITS OF A YEAR OF INNOVATION AND DEVELOPMENT

At ICE 2016 BetConstruct will be demonstrating the fruits of a year of innovation and new development, as well as making a number of announcements designed to increase the freedom experienced by our partners.

At ICE 2015 BetConstruct will be demonstrating the latest version of the Spring Back-Office. Player profiling, Sportsbook management and reporting functionalities have all been upgraded, now also including Loyalty Scheme management. The margin and limits management tools, alongside the liabilities views, provide our partners with greater transparency and increased capabilities to grow their business.

Within the market leading Sportsbook, BetConstruct will showcase 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 will show its live sports video streaming service incorporating 2,500 exclusive matches as well as additional 2,000 eSports matches each month. This service is also available with an optional live event data service allowing bookmakers to provide fast and accurate odds to their players.

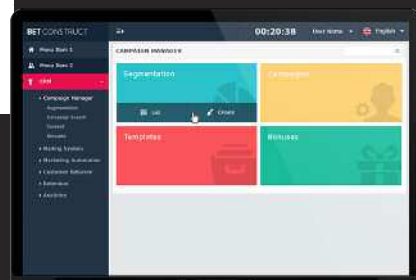
To complement its Sports betting offerings BetConstruct will exhibit a broad casino offering featuring slots and RNG games from the leading names in the gaming industry including NetEnt, Microgaming and BetSoft to name but a few. Additionally, BetConstruct's live dealer casino offering has been expanded 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 and are available on a 24/7 basis.

For information on our white label offering and all other BetConstruct product offerings we invite you to visit us at Booth SI-350.

Preview



INNOVATION AND ENABLING TECHNOLOGY FOR ICE

ICE Totally Gaming 2016 will see a host of new innovations showcased by TCSJohnHuxley. The focus continues on the Gaming Floor Live platform and its products, with special emphasis on the system's modules and new releases

"The last 12 months have been concentrated on innovation," comments Tristan Sjöberg, Executive Chairman. "We have been very focused on expanding our GFL suite, constantly innovating and adding products to the range – not just new offerings but also, developing and evolving existing key products so that they are enabled to integrate with the GFL platform."

Taking centre stage at ICE will be the GFL Gaming suite of products. This GFL module features fixed or portable touchscreen solutions, which enable customers to play live casino tables from any licenced area in the casino. 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.

Visitors to the show will see an assortment of GFL Gaming configurations designed to cater to every casino and players' need. Interactivity is extremely important and key to the player experience, which is why TCSJOHNHUXLEY will showcase a range of unique touchscreen gaming configurations, ensuring appeal for all ages and demographics. This variety of set-up options will illustrate how flexible the system is while it continues to deliver essential requirements,

such as security and real-time reporting.

GFL Bonusing, the floor-wide mystery and event-based progressive and jackpot system, will feature a range of games at ICE. Power 8's is an exciting progressive side bet for Baccarat, Big Bang Blackjack is a new progressive bet which gives players a chance to win one of three incremental jackpots and Casino Hold 'Em Plus is a fast and simple spin-off of the ever-popular casino table game, Poker. Each of these games benefit from GFL Bonusing's unique animated bet sensors and multi-level progressive pools by increasing player appeal and participation. The GFL Bonusing module also provides casinos with real-time reporting and game control, allowing operators to monitor gameplay and adjust the game configuration as necessary to increase its revenue earning potential (subject to local regulations).

The GFL Media Module, which includes Blaze LED surface technology, will showcase a range of new features. Customised game prompts and stunning animations that can be themed or branded, are just some of the new innovations being shown. Debuting at ICE will be the new Pinball Money Wheel, which features stunning audio and graphics to mirror a retro pinball machine; this theme is currently very popular



Tristan Sjöberg,
Tristan Sjöberg,
Executive
Chairman,
TCSJohnHuxley

"The last 12 months have been concentrated on innovation. We have been very focused on expanding our GFL suite, constantly innovating and adding products to the range – not just new offerings but also, developing and evolving existing key products so that they are enabled to integrate with the GFL platform."

with younger players and is experiencing a huge resurgence in Asia.

Although the emphasis has been on developing and launching the Gaming Floor Live platform and its modules, the focus has not diverted from the existing product range. To illustrate this, the full TCSJOHNHUXLEY product portfolio will be showcased at ICE displaying how these products are technology enabled to connect to, and benefit from, the new platform.

Preview

ICE TOTALLY GAMING 2016



MERKUR GAMING BRINGS 'PRODUCTS THAT DELIVER'

Merkur Gaming will make its largest display to date at ICE. Across 875 m2 of floor space trade visitors can experience tailor-made gaming machines and market specific games for the UK, Spanish, Dutch, Czech, Italian and African international markets

After a very successful phase in our core markets that was supported by first-class products and content, Merkur Gaming is now breaking new ground across the international casino sector," said Athanasios 'Sakis' Isaakidis, Senior Director International Sales. "We have successfully realised and optimised many international projects with our national companies and are now moving to open up new markets; most particularly in the casino segment.

"ICE is the ideal platform for us to expand our market position in this sector and to nurture contacts with existing and new customers." Explaining further, Mr. Isaakidis said: "What we will present, at ICE and far beyond, will be 'Products That Deliver'. We will deliver products that are the result of over 50 years of gaming experience, products that are affordable for cost conscious operators and products that promise future proof return-on-investment through being supported by our proven reliability in operation and our commitment to customer service and support."

Among the highlights of the Merkur Gaming product range will be the merkurstar upright and the Avantgarde slant top. The modern upright merkurstar cabinet had its world premiere at the recent G2E Las Vegas and is sure to captivate ICE visitors in London also. The merkurstar stands out visually thanks to its modern design and striking lighting effects along the edges of its two 24-inch monitors. Intelligent ergonomic design features, high-resolution HD technology and excellent sound all combine to promise perfect entertainment.



Athanasios Isaakidis,
Senior Director
International
Sales, Merkur
Gaming

"What we will present, at ICE and far beyond, will be 'Products That Deliver'. We will deliver products that are the result of over 50 years of gaming experience, products that are affordable for cost conscious operators and products that promise future proof return-on-investment through being supported by our proven reliability in operation and our commitment to customer service and support."

Merkur Gaming's highly successful Avantgarde slant top will equally attract great attention. The premium multi-game platform stands for realistic graphics and game animations in outstanding quality. The eye-catching frame illumination of the two 27-inch widescreen displays plus its straight contours characterise the Avantgarde slant top's refreshing design. Merkur Gaming's ICE appearance will be further enhanced by the Evolution SL's full-HD

production, the Evergreens Evolution, WB 4, the Vision Plus and the Highflyer as well as the Motion 2 cabinet specifically intended for the Italian market.

Following Merkur Gaming's recent appearance in Las Vegas, where customers and players alike were captivated by the numerous gaming innovations on display, the development and sales brand will continue to remain faithful to its philosophy and introduce ten brand new HD games at the ICE.

In order to be able to always provide the most exciting and entertaining games Merkur Gaming relies on the Gauselmann Group's international development expertise. Its proximity to the market and its great instinct for different player mentalities as well as cultural specificities are just some of the key factors that have ensured its success.

Alongside its Merkur Gaming portfolio, the Gauselmann Group will also present a wide range of products from the following sectors at the ICE: slot machines, game content, money management systems, online casino solutions and sports betting. Also present at stand N4-260 amongst others are adp Gauselmann, i.e. the Group's manufacturing company that manufactures products for international markets as well as the German home market, the British multi-platform developer Blueprint Gaming, the Spanish Merkur Dosniha company, responsible for the development and distribution of multi-game products in Spain, and for the Group's sports betting expertise the Cashpoint company and the X-Tip brand will also be present. The Gauselmann subsidiaries edict egaming (N4-340) and GeWeTe (N4-342) too be making their own ICE appearances immediately adjacent to the Merkur Gaming stand in London.



GPI EXPANDS INNOVATIVE PRODUCT OFFERINGS IN EUROPE

Gaming Partners International is an industry leader with its extensive suite of table game products including casino currency, playing cards, layouts and dice. GPI will be showcasing these as well as its new table layout and RFID offerings to its European customer base at the upcoming ICE show at the ExCel Centre in London.

GPI is excited to offer its full graphic EGC layouts to the company's European casino customers. The EGC layouts provide sharp, full color graphics that can duplicate almost any photo or sophisticated design with exacting precision. Ideal for all game types, EGC layouts give dealers and players an exceptional playing surface and are a durable and economical choice that provides extraordinary design flexibility.

Customers will also be able to see first-hand demonstrations of GPI's new exclusive SMART RFID offerings. SMART offers the latest advancement in casino currency RFID technology and when used with the Chip Inventory System (CIS) software,

SMART delivers a complete currency tracking and authentication solution. SMART can be integrated with third party software for optimum efficiency. GPI offers all the necessary components from SMART RFID currency, both antennas and readers. SMART is available on all of GPI's currency brands.

GPI is the global leader in gaming currency offering the largest selection of chips, plaques and jetons available with the latest innovations in design and gaming currency security features. The newest line of B&G plastic injection molded chips, the V-Series, was developed to provide customers an additional gaming currency option with advanced design

flexibility and an unmatched level of available security features. Beginning with the foundation of the chip, we developed the V-Series using 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 our original B&G JAV line of chips. The V-Series chips were designed to offer a whole new range of versatile edge spot patterns that can be created with a choice between two different size decals. For customers who order the V-Series with four or more color shots, the chips come standard with an infra-red security feature exclusive to GPI. With the large amount of handling of casino currency by dealers and players alike, we have also included ChipShield, an anti-fungal, helps keep the gaming chips cleaner, longer for a more sanitary chip surface.

Along with our currency offerings, we will be highlighting our extensive suite of currency security features. Customers can see demonstrations of some of our newer offerings including 3-in-1 UV and SecuriFilm. Our 3-in-1 UV is a security taggant that remains invisible under standard UV wavelengths but is revealed with a special device. Because it can be added to plastic injection-molded 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. SecuriFilm can be easily authenticated at the table and includes an additional covert security feature enabling a higher level of validation. Most important, unlike holograms, SecuriFilm is compatible with RFID chips.

Our popular Gemaco branded line of playing cards which includes two paper stock and two plastic card types will be on our tables and available for customers. We will be showcasing a full suite of table game products with each table stocked with the essential products required for a live game.

STEP INTO THE WORLD OF HIGH-TECH GAMING AT ICE

Comtrade brings its diverse technology portfolio to the ICE show, bridging the gap between land-based and online gaming

Comtrade Gaming, an independent technology provider to both the online and land-based gaming sectors, will be exhibiting at ICE for the eighth time. This year they will be presenting the latest innovations within their gaming platforms that have been heavily extended during the company's very productive 2015.

iCore, an enterprise gaming platform, allows operators to differentiate their offering by taking complete



control of player experience. This year visitors will be able to preview the new 2.0 version. The focus of their presentations will be the new automated sports betting bonusing and player engagement dashboards.

At ICE, Comtrade will launch the AwardGames suite,

which is an extension of their iCore Bonusing system. AwardGames allow operators to bonus their players in the form of engaging games, in addition to the more traditional "match the deposit" approach.

Comtrade's game server platform – gCore – has been extended with WebGL support to enable the using of 3D games on mobile phones. Their gaming machine management platform – sCore – is built around a standard G2S protocol that has been optimised and extended with multi-protocol support to connect legacy and distributed environments running on mobile networks like GPRS. All variants of server-based gaming will be shown with a random number or even game logic running on a central system.

STACKS OF IMAGINATIVE GAMES AND PROGRESSIVE FEATURES

2015 was one of the most productive years in the history of Aruze Gaming. In 2016, nothing less will do as Aruze continues to exceed expectations. Aruze Gaming's Albert Yu maps out the company's ICE showcase in high resolution

Here at Aruze Gaming we create games that give wings to the mind and flight to the imagination. We want to make games that people only dream of. We are Aruze gaming and we produce tomorrow's innovation, today!

With our groundbreaking new game, Virtual Roulette, we are bringing back the classics but with a twist. This new state-of-the-art HD Projection Roulette concept delivers a super-realistic wheel display and a thrilling side game conducted in vibrant color. The High Resolution LCD player interface enhances player interaction with energetic scene changes depending on game play and information accessed. New features include player interaction in shooting the ball and a thrilling Progressive Jackpot side game. This version is

perfect for beginners but still challenging enough for experienced players.

We have recently released our Cube-X Ultimate games! The Cube-X Ultimate games are distinctly different, with physical reels that are lit up with vibrant colors and a glorious topper. The Cube-X Ultimate games might just be one more Great Wonder of the World. Aruze Gaming is ecstatic to introduce THE GOLD LEGEND on the brand new CUBE-X ULTIMATE platform! THE GOLD LEGEND is part of the 999.9 Gold Wheel Series featuring a large mechanical wheel. Collect 10 Gold Bars and enjoy 7 prize selections on the Gold Wheel for the Free Games. We are also releasing BAGS OF CASH. Watch your riches pile up as the Gold Wheel spins to determine your prize amount! This is a 5 reel, 30-

line stepper slot game. Like THE GOLD LEGEND, it is part of the 999.9 Gold Wheel Series.

The JUNGLE CASH SERIES is bringing a whole new beast into the casino gaming world. The first linked progressive on the Cube-X platform for the proven Ultra Stack Series. 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. We are very pleased to release these wonderful games to our loyal customers!

Follow the call of the treacherous jungle with ULTRA STACK BEAUTY IN THE WILD! FIVE exhilarating FREE game selections allow players to choose the volatility of the feature. Special reels with a greater number of the Top symbol are used during the free games. Special credit prizes and FOUR Progressive levels are ready to pounce in the JUNGLE CASH feature. Select 1 of 5 WILD BEAUTY FEATURE options to play, but remember, the WILD BEAUTY FEATURE selection can be made only once so choose wisely. Go play, Win BIG, and become the ruler of the jungle!

Don't just take our word for it, come and see for yourself at Booth S4-I10!

IT'S GOING TO BE A HOT YEAR FOR HABANERO IN 2016

After a year of developing games and quietly doing deals in Asia Habanero is now ready to burst onto the international scene, according to CEO Nic Ioannoy

Habanero has been around for a while now, but things really got going in 2012 when the company was bought by a group of European investors. As industry veterans, we were aware that competition was stiff for suppliers. Yet we were convinced that there was still room for a flexible provider of quality slots and table games who could tailor their products to the widest possible variety of devices and operating systems, as well as individual markets.

As a result, we put together a team of skilled designers, developers, and mathematicians who had the know-how to produce games that would appeal to hard-core slot fans and casual gamers alike. Habanero now has offices in Johannesburg, Manila, Sofia, and Kiev and a very good understanding of what modern online and land-based operators and their players want.

The first job for the team was to make sure that existing content performed to the same high standards across desktop, tablet, and mobile devices. A significant number of the best games of the Flash catalogue are being converted across to HTML5 and will be ready by January 2016. The games work beautifully in portrait and landscape modes and players enjoy the same immersive experience no matter what they chose to play them on.



Nic Ioannoy,
CEO
Habanero

"We've also got some fantastic new products on the way, all of which has been designed in HTML5 too. Games like Ruffled Up and Bombs Away are very different to what's on the market at the moment. As well as producing great graphics and soundtracks for all our games, we've also thought long and hard about themes and storylines."

Our solution is multi-language and multi-currency administered through a single back office, tailored to suit the individual requirements of the operator. As well as games, we provide payment solutions and an end to end casino management system with all industry options supported. Operators and aggregators

are serviced by client and integration support both in Chinese and English

We've also got some fantastic new products on the way, all of which has been designed in HTML5 too. Games like Ruffled Up and Bombs Away are very different to what's on the market at the moment. As well as producing great graphics and soundtracks for all our games, we've also thought long and hard about themes and storylines. These have become quite formulaic in some places and I think players are crying out for fresh ideas.

The quality of our games has already helped us secure deals with over twenty operators in Asia, which is a specialist area for us. More and more suppliers and operators are trying to make the most of that market, amid a new-found confidence in RNG slot games. They are a perfect accompaniment to the hugely popular live dealer. But the different territories are idiosyncratic and require different solutions. We are helped greatly by having people like our Head of Asia, Daniel Long, on board, who not only understands the industry but local culture too.

But it's not all about Asia for Habanero. We feel we've got the breadth and depth of games to satisfy brands in multiple territories. So if you're an operator or an aggregator looking for unique content, we'd be very happy to talk to you on stand N2-243 at ICE.



Fantasy versus reality

2015 was a difficult year for Daily Fantasy Sports (DFS) in the United States. The sector has benefited from eight years of growth, but the last few months will be remembered as the beginning of the end of the unregulated era in the North American gaming market

In many American states, recent rule changes mean that local providers are now considered to be carrying out illegal activities similar to gambling companies. They have entered what is likely to be a very stressful period of negotiation with legislators from many states.

The overriding challenge is to find a way to create a legal framework for DFS. For this to happen, they will need to prove that DFS is not gambling but is instead a game of skill that is not based on luck. There can be little doubt that this process will be the cause of a very difficult year for them. In fact, there is a high probability that they will temporarily cease operations in Europe.

In contrast, 2015 has been a breakthrough year in Europe, where a real interest for DFS has been visible for the first time.

Why is it that this interest has suddenly increased and looks set to continue to grow within the next few months? The answer, I believe, is because several positive factors have created the necessary environment for growth:

- The cultural gap between Europe and the US explains why fantasy sport has not been particularly successful in Europe to date. American audiences are much more used to seeing and hearing commentators quote reams of statistics, partly because the frequent breaks in baseball and American football make the games less fluid and easier to analyze than football (soccer).
- Additionally, the incredible sums of money that FanDuel and DraftKings were able to raise during the summer of 2015 – US\$275 million and US\$300 million respectively – provided both legitimacy and substantial

advertising war chests. When businesses in a sector raise such a significant amount of money, the entire ecosystem – operators, VC's and customers – are forced to take note. This attention helped us at Oulala to raise €1.5 million this summer.

Finally, as I have mentioned above, fantasy sports is widely considered to be a skill game rather than gambling, but the existing rules that legalise gambling in Europe mean that companies like us can apply for and obtain licenses to operate legally in ways that are not currently possible in the United States.

So, why is it that European iGaming operators will strongly embrace DFS in 2016?

In the short-term, the development of big data appears to be beneficial for the sports betting sector as the demand for more statistics continues to grow. Many gaming customers mistakenly believe that more data increases their odds of winning.

However, there is little doubt that clients will eventually realise that big data is helping bookmakers to optimise their offered odds. We believe that if big data allows bookmakers to predict the outcomes of sporting events with a higher level of accuracy, their clients will begin to lose interest.

Big data is revolutionising our industry and this is only the beginning. One can therefore predict that, in the long-run, sports betting clients will become DFS players in large numbers. There will always be something exciting about playing against one another, rather than against the house. Also, DFS is a real social game. Instead of playing a game where you do not prove



Valéry Bollier,
CEO, Oulala Games

Valéry Bollier has over 10 years of experience in the iGaming industry. He is a regular speaker at industry conferences and seminars, as well as a contributor to various BtoB publications. Equipped with passion for Daily Fantasy Sports (DFS) and "Big Data", Bollier is the co-founder and CEO of Oulala, a revolutionary fantasy football game which was launched three years ago.

Fantasy sports is considered to be a skill game, but rules that legalise gambling in Europe mean that we can apply for and obtain licenses to operate legally in ways that are not currently possible in the United States.

much of anything when you win, DFS allows you to prove to your friends or the community that you know sports better than they do. In a digital world where everything is becoming social, DFS is definitely the natural next step.

To reduce this risk, it makes sense for sports betting operators to start offering the DFS experience to their clients as early as possible, in order to anticipate this potential shift.

For this reason, we have spent a considerable amount of effort working on a white label solution of our game. DFS is the next big thing in the iGaming sector, and with Oulala, any operators willing to benefit from this new opportunity will have access to a plug-and-play solution within the next few weeks.

Massive recruitment drive spurs growth for Sky Betting

Almost 12 months since becoming an independent company, Sky Betting and Gaming is investing £11m as part of expansion plans that include recruiting another 200 staff. G3 discusses the changes and what's in store for 2016 with Brand Director, Rob Painter

Sky Betting and Gaming is creating 200 jobs in Leeds and Sheffield and investing £11m as it boosts its workforce to more than 900. Why does the company require this volume of staff and where is that £11m being spent?

In March 2015, Sky Betting & Gaming (SB&G) became an independent company, with private equity firm CVC Capital Partners taking 80 per cent ownership of the business and Sky retaining 20 per cent. The deal means was most advantageous for us. We have retained the invaluable support, branding, integration and promotion provided by Sky Sports, but can now also take a longer term approach to decision making and there is a greater appetite to invest, leading to our recent announcement that we are investing £11 million in people, buildings and marketing as we expand our products and services. The £11 million will be invested this financial year in Marketing, 200 new hires, a new Customer Hub in Leeds city centre and expansion into a new floor in our existing central Leeds Headquarters.

What roles are you looking to fill and how easy is it to find the staff you need? Is there a real skills shortage in the industry right now?

The 200 jobs are primarily in our technology and contact centre teams. Such a large scale recruitment drive is challenging, especially as we refuse to compromise on the quality of candidate and demand that they not only possess the technical skills to do the job but also fit with our culture and values. We're looking for the very best individuals, which is often more about candidates having the right attitude and potential rather than solely focusing on experience. The people most valuable to us tend to come from other ecommerce businesses that, like us, put customer experience first in everything they do. The digital and technology space in Leeds is extremely competitive but adding an office in Sheffield has helped to alleviate this issue. We are supporting our recruitment drive with a £250,000 marketing campaign

that highlights our challenging, fast paced and exciting working environment. All our vacancies can be viewed at <http://skybetcareers.com/>

Earlier this year Sky Betting and Gaming created 90 new jobs in Leeds, engaging in a hire-a-thon event in which existing employees downed tools for the day to tap up industry contacts they felt would be suitable for a job at the firm. What was the outcome of the hire-a-thon?

We rallied our 600-strong team of employees in an internal hire-a-thon on January 29th in an innovative recruitment drive which proved a great success. Within 8 minutes of the hire-a-thon, 10 CVs landed in our recruitment team's inbox and by the end of the day more than 100 potential candidates had submitted applications. It was a fun day during which our employees, fuelled by free pizza, came together to review their professional contacts and used their insider knowledge to determine if any of their friends and acquaintances fitted not only the job descriptions but also SB&G's culture. SB&G's ambition is to become the UK's best digital business and to achieve this it's crucial that we involve our team in developing the future of the company in order to nurture a working environment that delivers job satisfaction and fulfilment. The team was incentivised financially to refer contacts to fill the vacancies and we also gave special prizes to the employees who sourced most CVs.

It's been a year since the sale by Sky of 80 per cent of Sky Bet to CVC Capital Partners, what's been the biggest change in operating as an independent business?

We are now masters of our own destiny. We can control what we do, from the products we launch to the benefits we give our people. For example, we've given everyone an extra day's holiday in recognition for the fantastic progress we've made so far as an independent



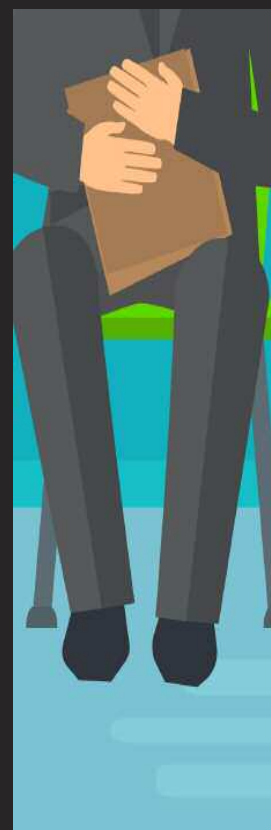
Rob Painter,
Brand and HR Director,
Sky Betting & Gaming

SBT is our unique approach to cash out. It integrates both comprehensive match stats and real time bet status updates and it's a feature that quickly became central to the live experience, increasing dwell times and being responsible for a big part of our sportsbook growth.

company. But the biggest change is pace. We are a smaller, more agile company making considered but faster decisions.

Following the uncoupling from Sky, one of the stated aims was to expand Sky Betting and Gaming's sports betting business in the UK, particularly in football mobile betting - how has Sky Betting and Betting progressed towards this goal?

We won five awards at November's EGR Operator Awards and three of them were for mobile. We retained our Mobile Operator of the Year crown and also picked up Mobile Sports Operator and Mobile Poker Operator. This is deserved recognition for the





fantastic work that we have done on mobile across all products for a number of years now. Much of what we do is new and innovative, not just for e-gaming but for e-commerce. We now have a higher proportion of revenue coming through mobile than any of our competitors, which bodes very well for the future. We implemented the launch of the Sky Bet Tracker (SBT), really well and this was a massive step forward, which helped us close the gap on competitors and instigated a big drive in customer engagement. SBT is our unique approach to cash out. It integrates both comprehensive match stats and real time bet status updates and it's a feature that quickly became central to the live experience, increasing dwell times and being responsible for a big part of our sportsbook growth. Over 50 per cent of all mobile sessions use SBT and it has delivered two million cash outs since launch.

Another target, outside the UK, was Italy. What progress has Sky Betting and Gaming made in this direction in 2015?

We have appointed Giovanna D'Esposito to head up our Italian operations as managing director of Sky Bet Italia. Giovanna brings with her a wealth of knowledge and experience of the Italian market, having held a similar post with Paddy Power. Her team will be based out of our new Rome office and we plan to launch Sky Bet Italia in 2016.

The ICE Totally Gaming Exhibition is just weeks away - what will you be hoping to see at the show?

I'm looking forward to seeing if there is anything new on the scene to pique the interest of marketers in our sector.

We have retained the invaluable support, branding, integration and promotion provided by Sky Sports, but can now also take a longer term approach to decision making, leading to our announcement that we are investing £11 million in people, buildings and marketing.

And with 2016 just around the corner, what are Sky Bet's goals both for the company and its offer to customers over the next 12 months?

As a result of becoming independent, we have enjoyed a period of fantastic growth and massive change this year, with great progress across the whole business. A change of ownership means we've taken control of our own future and relished the opportunity to build a stronger, brighter, digital business.

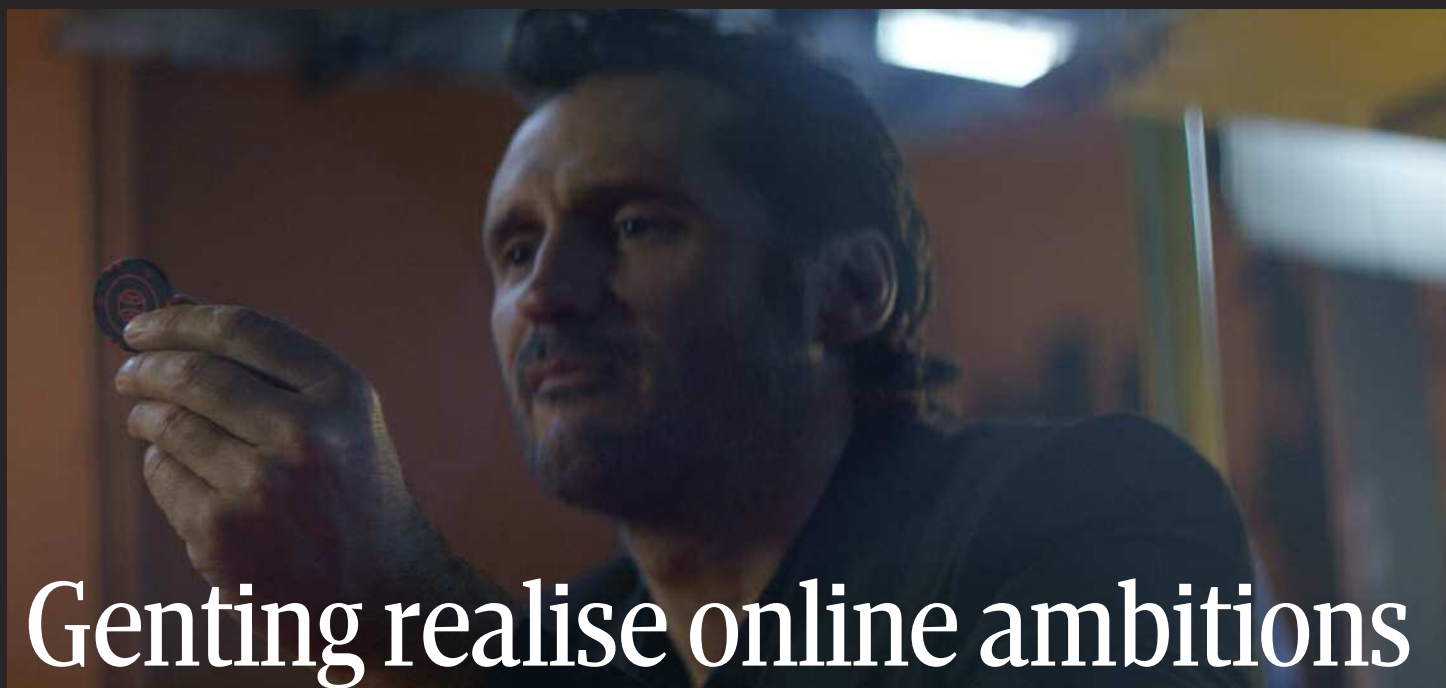
We've won a hatful of industry awards this year and will continue to strive to be recognized as the UK's best digital business. We're undergoing a period of transformation and there is still much to do internally in the New Year to extricate us from Sky's people systems and launch our own. Our dedicated transition team are doing a great job of rebuilding our people lifecycle strategies while ensuring minimal disruption to our employees. Our recruitment drive continues in the New

Year and we want to hear from people who are energetic, analytical and passionate about building a career in an exciting digital business. All our job vacancies can be viewed at <http://skybetcareers.com/>. As a result of our commitment and continued investment in Yorkshire, we'll soon employ a thousand people in the region and will be moving to a three-site structure once our new customer hub in central Leeds is ready. In the second half of the year, our exciting Italian operation will launch and we'll also celebrate the first intake onto our new software and commercial academies.

Externally, it's pretty simple. We will continue to live out our 'Making betting and gaming better' vision. We are working on making our platforms fit for further growth and ensuring the stability needed to give customers a superior user experience.

There are numerous mergers taking place in the betting and gaming industry and we will face big and aggressive rivals next year despite our own impressive growth. We face stiff competition in the sports betting app market now and will focus on improving the quality, range and user experience of our apps.

We have also spent a lot of time increasing our access to customer research and analytical insight and this informs everything we do. Leveraging our data in order to target and personalise offers more effectively will be one of our main focuses next year. We are currently in the process of updating and refining our segmentation to understand customer trends and behaviour better. All this is going on amid a challenging and changing regulatory environment, which will demand that we remain one of the most socially responsible and compliant operators. In summary, 2016 should prove to be an even more exciting year for SB&G!



Genting realise online ambitions

Genting Alderney, a UK online operator, was looking to extend its online gaming product portfolio and improve overall player experience. After an extensive search of the market and feeling obstructed by standard gaming platforms, they selected Comtrade Gaming's "iCore" enterprise gaming platform to help realise Genting's online gaming ambitions

Genting had a clear mission: more products, more suppliers, and more freedom but with less complexity. In addition, the new platform had to provide extra value to players and a higher level of operational control. This required a migration from a single game supplier to a multi-vendor platform – which can be a very challenging process for the operator, as well for the players. They wanted a provider, who could do the transition with as little impact on the existing business as possible. They also had some very specific features and functionality of their own design, so they needed a flexible provider who could take ideas from concept to delivery in a very short space of time.

By introducing multiple products and suppliers you end up with player, bonus, and loyalty features which need to be submitted by the game supplier, making it an incredibly confusing journey for players. What Genting needed was a central player, bonusing and loyalty management system that works with different suppliers and engages players across all products. Since Genting is a large land-based operator the platform had to enable a potential land-based/online integration for channel cross-sell.

To gain a higher independence over the player, Genting decided they also wanted outright ownership of their new platform, while still retaining a development and support relationship with their supplier. Also, the new platform provider had to be open to their needs and ideas, and could assure them with complete ownership of the data, as well as a faster time to market for new functionalities.

CHALLENGES

- Transition from a single to a multi-vendor platform.
- Complete ownership of the data.
- Central bonusing.

INTRODUCING A CENTRAL WALLET

Comtrade Gaming's iCore Enterprise Gaming Platform immediately allowed them a multi supplier, multichannel offering all via a seamless central wallet. Since Genting had been running an established online operation, they wanted to prevent potential risks and do the transition to a new platform with as little impact on the players as possible. Comtrade Gaming opted for a staged migration approach.

The migration was carried out in three phases. First, iCore was launched with a new brand, Genting Games, which was targeted as a reactivation campaign for all dormant players on their flagship brand, Genting Casino. After securing that the platform was running as intended, the poker players were migrated. Finally, all remaining players have been moved to Comtrade Gaming's iCore, which took over the Genting Casino brand, and shut down the previous system.

Multiple providers have been integrated along the process and in order to ensure a transparent operation, iCore uses a central wallet. This means that every player uses only one cash balance for all products, which enables that every player action is recorded in iCore in real-time, giving Genting a single view of all player activities across different products and high granularity of data which feeds marketing automation, cross-sell,

and customer service. All result in better player experience.

The central wallet also simplifies the operation by managing all aspects of an online gaming operations from one system across multiple suppliers in real time, giving the effect of a single vendor platform. Central reporting and business intelligence is also a huge benefit.

Based on Genting's needs, Comtrade Gaming's iCore has been made compliant with the Alderney Gaming Commission and recently with the UK Gambling Commission.

GAINING COMPETITIVE ADVANTAGE

Comtrade Gaming's iCore platform has not compromised on any of the important features of the previous platform and offers more player engagement features such as: a player game offering engine and leader boards across multiple suppliers.

By shifting to an open platform, Genting has a higher control of the operation and the player has a more transparent and rich experience. They are free to choose what integrations to take from the existing portfolio, or can decide to implement new ones within a very short lead time. They also benefit from a flexible continuous development approach that allows them choose what iCore roadmap features they would like, or choose to develop new features and functionality that suits their individual business needs.

"When we started this process, we were looking for a company that could offer a solution that would be right for Genting Alderney today, and Genting Group globally in the future. We required an experienced company with a robust and scalable online gaming platform and the ability to customise it to our specific requirements. Comtrade Gaming quickly demonstrated that they could offer that and much more." – Peter Nolan, Managing Director Genting Alderney.



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PIXIE WISHES

Casino Slots
Aristocrat Technologies

A magical combination awaits your players in Aristocrat's new Pixie Wishes video slot game – the first game to combine Aristocrat's legendary E-Series of games, the proven Hyperlink progressive technology, and the Helix cabinet for a true fairytale match.

Pixie Wishes is a beautiful and entertaining adventure for players where fairies, woodland creatures, magical coins, and wishing wells delight and inspire. A fully themed LCD overhead sign package draws players into the Pixie's world.

Pixie Wishes attracts and retains players with gorgeous graphics, compelling music, and frequent jackpots to keep players enthralled and entertained as they challenge the interactive progressive jackpot feature.

IGT LICENCE DEAL

Online slots
IGT - Gamesys

IGT has reached a licensing agreement with Gamesys, providing the entertainment online gaming company with intellectual property usage rights for certain game features offered in IGT's innovative patent portfolio. As the leading end-to-end gaming company, IGT holds more than 2,000 game feature patents worldwide.

The license agreement provides Gamesys with game and bonus features found on IGT slots. This enables Gamesys players to experience player-favourite features in the Gamesys slots library.

"We are very pleased to reach an agreement with Gamesys to provide licensing for IGT's best-in-class game feature patents. Working in partnership with Gamesys to enhance its online games leverages our industry-leading R&D investment to deliver better games to more players," said Victor Duarte, IGT's Global Chief Product Officer, Gaming.

"This agreement with IGT allows Gamesys to utilize compelling and well established game mechanics in key jurisdictions where such IP is protected by patents. By further extending our partnership with IGT we have ensured we can benefit from their investment in R&D to develop yet more compelling, unique content for our partners and players," said Hans Elias, Head of Games Studios at Gamesys.



01 LIVE BACCARAT SQUEEZE

Online Live Casino
Evolution Gaming

Evolution Gaming went live at the beginning of December with its first Live Baccarat Squeeze table at William Hill's recently opened Macau online brand (macau.williamhill.com).

The new game will be streamed live to William Hill players from a multi-camera studio installation at Evolution's Riga studios. In this Baccarat immersive experience, 17 HD cameras will capture all the action and suspense of the game known for being the most popular table game found in Macau's numerous land-based casinos. The highlight of Evolution's online Live Casino version of the game is the live squeeze of the cards captured in a series of close-ups.

This William Hill Live Baccarat Squeeze launch heralds the introduction of an all-new, greatly improved range of Evolution Live Baccarat variants for all player types. The range includes: single-camera Live Baccarat, across mainstream shared and VIP shared tables; new Multi-Camera Live Baccarat and new Live Baccarat Squeeze. All game variants, and all new features such as extra side

bets and roads, are available on desktop, tablet and smartphone. The new generic Live Baccarat tables available for all Evolution licensees are scheduled to go live by the end of January 2016, including the Live Baccarat Squeeze table which will be showcased at the ICE exhibition.

Richard Hadida, Evolution co-founder and Creative Director, said: "With this comprehensive upgrading of our entire Live Baccarat offering we have created a totally authentic live gaming experience. All of our Baccarat variants feature bean-shaped tables, cards dealt face down and our new User Interface. These elements, combined with additional side bets and a choice of roads, make the whole experience just like playing at the VIP Baccarat tables in Asia."

Hadida added: "For many players, the most absorbing and thrilling aspect of Baccarat is the ritual of the squeeze. With Live Baccarat Squeeze, the squeeze is recreated in crystal-clear close-ups to take the realism of online Live Casino to a whole new level."

02 PLUTO A400 GAMING CONTROLLER

Components
Heber

At this year's ICE Totally Gaming 2016 Heber will be demonstrating its latest and fastest gaming controller – the Pluto A400 – targeting the casino, bingo and street gaming markets. The Pluto A400, with its outstanding graphics and multimedia performance, is the latest product in a long and successful history of designing and selling top class gaming controllers and is based on the AMD Embedded R-Series SOC processor.

The new processor incorporates AMD's newest generation x86 64-bit CPU core (Excavator), third-generation Graphics Core Next GPU architecture, High Efficiency Video Coding (HEVC) for full 4K decode and DirectX 12, and state-of-the-art power management for reduced energy consumption, to



provide industry leading gaming performance. The Pluto A400 supports three display ports, two SO-DIMM slots of DDR4 memory, dual SATA drives and dual mSATA sockets with hardware RAID capability. It also supports seven USB ports, four serial ports, high definition audio 5.1 channels, two Gigabit LAN ports, and a PCIe x16 graphics expansion slot. In addition, the Pluto A400 platform incorporates a new Heber-defined I/O slot connector that will support a range of new USB and PCIe gaming I/O products to offer different solutions for different gaming markets.

03 TEMPLE OF LUXOR

Online Slot Games
Genesis Gaming

Genesis Gaming is excited to announce their latest innovative video slot game Temple of Luxor, available on Unibet. With two 50-line reel sets that combine to form a massive 11-reels featuring 4 Wild Reels for the bonus, Temple Of Luxor generates great excitement with many ways to win to create a unique, new game experience

Temple of Luxor is unique in its base game play, with two 4x5 reel sets, for a combined 100 lines of action. Wins are evaluated from left to right on one side and from right to left on the other. Large



symbol stacks keep the potential for large wins.

"Temple of Luxor gives players a new gaming experience, offering multiple reel sets and then a massive reel set in the bonus," said Geoffrey Hansen, MD of Genesis Gaming. "Players are increasingly looking for both frequent wins and large wins, which can be difficult to find in a slot game," said James Watson, Genesis Gaming. "Temple of Luxor's huge stacks of symbols and high line count make this a real treat for players."



01 ALFASTREET ROYAL DERBY

Multiplayer Gaming AlfaStreet

The Royal Derby has been the most interesting novelty of the year 2015, evoking equal interest among the vintage fans of these kind of machines and the modern ones. With its beautiful execution and intuitive interface, it's inviting everyone to join in and try it, which has been among the priorities during the design process. As all of our machines, it has to be easily inter-connectable to other equipment and our "Multiplayer" and "Simultaneous play" platforms, which enable players to enjoy multiple games on the single playing station at the same time. It is part of the completely renewed product line, where each of them reflects our pursuit for the best innovative solutions, superior craftsmanship and total adaptability to our client's needs.

Alafstreet's WIKY single terminal design has been earning its credibility as the reference product all over the business. Its level of adaptability, flawless ergonomics and undisputed quality has made it a benchmark for excellence in gaming. Over the years we've been constantly improving all aspects in order to provide maximum comfort and usability for the players as well as reliability for the clients. The latest incarnation is boasting a huge 32" touch screen monitor and a sleek line, which makes it highly desired on casino floors of the world. The machine can be arranged in different settings and connected to almost

infinite number of electronic or live cylinders, depending on casino layout and client's wishes. It incorporates the special option "Multigame" and "Simultaneous play", which enables a player to choose from a great variety of AlfaStreet developed entertaining games (Roulette, Sic Bo, Craps, Baccarat, Dragon vs Tiger, Big Six, various versions of Poker, Derby... new ones are coming!).

The patented solution for combining the live table outcomes, enables the players to choose simultaneous betting option also in combination with live roulette wheel, which can be viewed through optional "Picture in picture" feature on the terminal or video walls. Our efforts to strive for the highest level, complete customization and adaptation to our client's needs is once again defining the top class of gaming entertainment.

Both "Multigame" and "Simultaneous play" features are also available on our other products, the signature 8-station roulette R8 and a brand new compact roulette series represented by the R4, R5 and R6 electronic roulettes, which are a very convenient and practical possibility to extend the gaming option and enjoyment to smaller gaming venues – their light and versatile design enables our clients to put them in more restricted spaces, not renouncing to any of the options our other terminals provide.

02 SIMULTANEOUS BET PREVENTION

Multiplayer Gaming Interblock

Luxury gaming manufacturer Interblock® has unveiled its new and exclusive Simultaneous Bet Prevention Technology, protecting the house from players who are racking up valuable points due to revenue-neutral playing. The landmark technology is a major milestone in the field of electronic table games, and is available only from Interblock.

"Some players try to run up club points and/or free play credits without winning or risking losing, simply by placing simultaneous bets that balance each other out. Interblock's innovative Simultaneous Bet Prevention Technology protects operators by preventing this from happening," said John Connelly, Interblock's Global CEO. "This new technology is just one more example of how Interblock is leading the electronic table games industry with innovative products, solutions, and technologies."

With Interblock's Simultaneous Bet Prevention Technology, operators have more control over



players earning points and rewards due to revenue-neutral playing such as betting both red and black or even/odd on the same game in an electronic version of roulette. The technology also prevents players from occupying a seat that could be used by a legitimate player, and it protects earnings by making it impossible for a player to receive unearned credits and convert them to cash.

Interblock's Simultaneous Bet Prevention Technology allows the operator to prevent players from placing simultaneous opposite, yet equal, bets. With the configuration option, operators can quickly and easily restrict certain bets.

Products

LAND-BASED & INTERACTIVE



ON-DEMAND CASINO RACING GAMES

Sports-betting SIS

SIS has launched a suite of innovative on-demand casino racing games with Sky Vegas. The 2D and 3D horseracing, greyhounds, cycling and novelty Christmas interactive mobile games are a market first as they enable users to play anytime, anywhere, rather than be restricted to scheduled races.

Sky Vegas is launching SIS' innovative new on-demand games on their site on December 10, and will be able to offer simple fixed odds bets, as well as forecast and tricast wagers using the unique Forecast Slider, which gives clear odds on all available combinations.

Marc Thomas, Head of Product for SIS, said: "These innovative new games offer an on-demand sports betting experience, with a casino mechanic, which provides operators with a real crossover product for their sites."

"We are really excited to be launching with Sky Vegas. This is just the first in a number of unique mobile initiatives from SIS that will deliver fast gameplay, low data consumption for users and a high return for our clients across mobile and online casino."

Robert Parker, Head of Games for Sky Vegas, said: "This deal with SIS gives Sky Vegas access to the only on-demand virtual casino racing games available for mobile in the UK. The range of games available from SIS will appeal to all of our customers."

GOLAZO HD, RICHES OF THE SEA HD

Online/mobile slots Betpoint s.r.l. & World Match

Betpoint s.r.l. has announced the release of three new slot branded World Match games: Golazo HD, Riches of the Sea HD and Mandarin Fortune HD in the Italian market. Throughout December the Italian operator released another eight World Match's titles: 3D Farm HD, Dragon's Reels HD, Go Wild HD, Bandit's Bounty HD, Carnival Bonus HD, Monte Carlo Jewels HD, Fruits Evolution HD, Aztec Moon HD.

World Match's Slot Machines boast native HD graphics, great in-play 3D animations, hi-quality sound effects, all mixed in the ideal balance for an involving and rewarding game experience.

Furthermore, the game interface has been studied to ensure usability and great performances. On the top of all this, the connection with major Social Networks allows the players to share the game highlights with friends, without leaving the game.

Information

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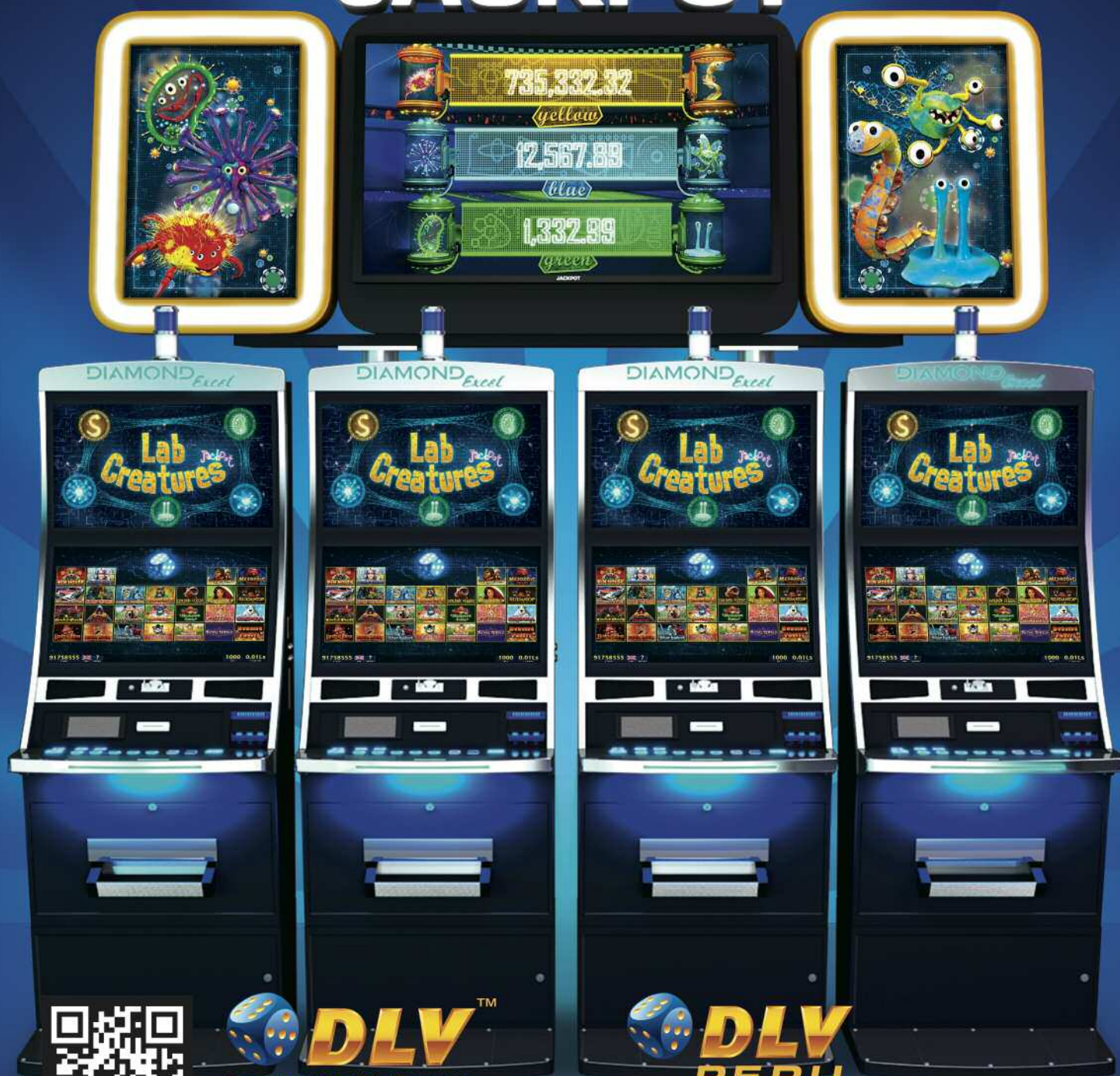
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