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## CROATIA MARKET REPORT A ROLLERCOASTER RIDE

Despite the growth of tourism and gains in the sports betting sector, Croatia's gaming industry is struggling

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Brazil's gaming law has suffered a major setback as Senators have failed to reach agreement .....  
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**US P24**



Residents of Taiwan's Penghu island have overwhelmingly rejected casino gaming .....  
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November 2016



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Lewis Pek  
Editor

## Comment November 2016

The Electronic Entertainment Expo (E3) launched in 1995 and was an immediate hit, attracting over 50,000 attendees. Designed to be the world's premier videogaming exhibition, the show had a fore-runner in the Consumer Electronics Show (CES), a custom event for electronics held twice a year, but was and remains a general catch-all for every kind of consumer technology. E3 was squarely targeted at videogames and from launch until 2006, saw attendees grow to 70,000 each year. It was a huge success and became a stalwart on the video gaming calendar each year - until 2006, when a revolt by exhibitors all but extinguished the event.

Consolidations, mergers and the increasing needs to scale game development and publishing output to meet the escalating demands of new hardware, saw the number of exhibitors shrinking, at a time when the costs of exhibiting rose exponentially. While externally the exhibition was the culmination of the booming success of videogames in the eyes of the public, internally the gaming business increasingly saw the event as an unjustified waste of time and resource.

On July 31, 2006, E3 announced it would be downsized and restructured due to the overwhelming demand from the exhibitors. On October 13, 2006, the new format of the show was detailed, which was smaller,

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G2E 2016 WAS A FABULOUS EVENT THAT THRILLED AND EXCITED THE 27,000 RECORD ATTENDANCE IN LAS VEGAS FOR THE EXPO

---

more intimate and would be invitation only. Costs dramatically fell, but so too did visitors, from 10,000 in 2007 to 5,000 in 2008. The reset had worked in scaling back the extravagances of the business, but the show was hugely diminished. In 2009, E3 reset itself yet again, reverting back to its old format and regaining its status and 50,000 attendees (still 20,000 shy of its heyday).

I bring all this up as I saw shades of E3 at the recent G2E show. A fabulous event that thrilled and excited the 27,000 record attendance in Las Vegas, but which was underscored with exhibitors railing against charges (when it's more expensive to move your products 300 yards than it is to ship from Europe - the world has gone insane) and wondering if costs justify the feedback and responses from the show - anyone still remember World Gaming Congress?

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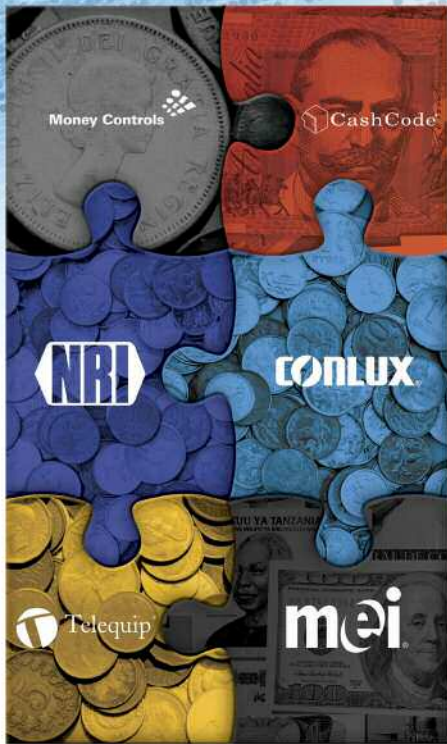


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# Calendar

November 2016

## ASIA & OCEANIA

### IAGR Annual Conference 2016

October 31–November 3, 2016

#### LOCATION

Park Royal Darling Harbour Hotel,  
Sydney, Australia

#### ORGANISER

International Association of  
Gaming Regulators  
PO Box 1365  
St Charles, Missouri  
United States  
MO 63302-1365

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[www.iagr.org/conference](http://www.iagr.org/conference)

## EMEA

### WrB Eastern Europe 2016

November 3, 2016

#### LOCATION

Polonia Palace Hotel  
Aleje Jerozolimskie 45  
00-692

Warszawa  
Poland

#### ORGANISER

Clarion Events  
Fulham Green, Bedford House

69-79 Fulham High Street  
London, United Kingdom  
SW6 3JW

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[www.wrbriefing.com](http://www.wrbriefing.com)

## EMEA

### MiGS 2016 – Malta iGaming Seminar

November 7–9, 2016

#### LOCATION

The Grand Master Suite,  
The Hilton Malta, Malta  
MiGS Ltd  
Level 1, Tower Business Centre  
Tower Street  
Swatar  
Malta

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event-launch/](http://www.maltaigamingseminar.com/event-launch/)

## SOUTH AMERICA

### SAGSE Latin America 2016

November 15–17, 2016

#### LOCATION

Costa Salguero Convention Center,  
Buenos Aires, Argentina

#### ORGANISER

Monografie SA  
Avenida Alvear 1883, Loc. 21  
Buenos Aires  
Argentina  
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[www.monografie.com](http://www.monografie.com)



## ASIA & OCEANIA

### MGS Entertainment Show 2016

October 18-19, 2016

#### LOCATION

Ventian Macau, Macau

#### ORGANISER

Macau Gaming Equipment  
Manufacturers Association  
Avenida de Amizade No 555  
Macau Landmark, 12/F - 1209  
Macau

T: +853 2878 7250

E: enquiry@macaogamingshow.com

www.macaogamingshow.com

## EMEA

### SiGMA 2016 – Summit of iGaming in Malta

November 16-19, 2016

#### LOCATION

Intercontinental Bay Arena, St  
George's Bay, Malta

#### ORGANISER

SIGMA  
Sundial Court No 7  
Victor Denaro Street  
Msida  
Malta MSD 1604

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www.maltaigamingsummit.com

## SOUTH AMERICA

### Third Brazilian Gaming Congress

November 20-22, 2016

#### LOCATION

Sao Paulo, Brazil

#### ORGANISER

Clarion Events  
Fulham Green, Bedford House  
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www.brasiliangamingcongress.com

## EMEA

### BEGE Balkan Entertainment & Gaming Expo

November 23-24, 2016

#### LOCATION

Inter Expo Center, Sofia, Bulgaria

#### ORGANISER

BEGE  
7 Kukush Str  
Sofia, Bulgaria  
1345

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## La reunión del Comité Especial de Brasil

sobre Desarrollo Nacional, que estaba prevista para el 19 de octubre a fin de estudiar la legalización del juego, se canceló en el último momento. Un portavoz del Senado advirtió de que no se había alcanzado un acuerdo a la hora de analizar la nueva ley y que hubo que revisar los artículos del borrador de ley que se refieren al proceso de licitación de operaciones y contratos de juego.

## Según la Autoridad de Fiscalización del

Juego de Bolivia (AJ), se necesitan nuevas reglas para controlar el juego online. En consecuencia, la AJ está manteniendo actualmente conversaciones con el Gobierno nacional acerca de la necesidad de crear una nueva ley sobre el juego que permita al comité del juego intervenir en el juego online y adoptar acciones legales contra aquellos que sean sorprendidos operando al margen de la ley.

## Euro Games Technology ha abierto una

nueva oficina en Bogotá (Colombia) tras hacer un estudio del mercado local y detectar altos potenciales de ventas para sus máquinas. El centro comercial y de servicios está bajo la dirección de Silviya Marinova, una profesional que atesora 12 años de experiencia en el sector del juego y que lleva aproximadamente un año formando parte del equipo de EGT.

## Merkur Gaming ha anunciado la inauguración

de una nueva empresa que se instalará en unas nuevas dependencias en Buenos Aires (Argentina). Tras haber finalizado un proceso de evaluación del mercado, se ha fundado Merkur Gaming Argentina SA como la más reciente filial íntegramente propiedad del Grupo Gausemann.

## Los expertos de Gaming Laboratories

International han tenido el honor de proporcionar formación individualizada al departamento de inspección y sistemas del Instituto Provincial de Lotería y Casinos (IPLYC) de la provincia de Buenos Aires del 12 al 14 de septiembre.

## El proyecto «Central Deck and Arena»,

desarrollado por SRV, está ahora un paso más cerca de convertirse en realidad, puesto que la Asociación de Máquinas Tragaperras de Finlandia (RAY) ha elegido el nuevo estadio multiusos en la ciudad finlandesa de Tampere para albergar su nuevo casino.

## Cherry ha suscrito un acuerdo con Evolution

Gaming, el proveedor líder de soluciones Live Casino. Según las disposiciones del acuerdo, las marcas Cherry tendrán acceso a toda la gama de Evolution de juegos en directo tanto estándar como VIP retransmitidos en streaming desde el estudio de Evolution en Letonia.

## El operador con sede en Macau Melco

International es ahora el único que queda en la carrera por la concesión del casino chipriota, tras la decisión por parte del operador camboyano NagaCorp de retirarse del proceso de licitación.

Brazil's new gaming law has suffered a major setback as Senators have failed to reach agreement on the latest draft before the committee stage

BRAZIL LEGISLATION



## Gaming Law Flounders in the Senate

A meeting of Brazil's Special Committee on National Development, which was scheduled for October 19, in order to study the legalisation of gambling was cancelled at the last moment. A spokesman for the Senate warned that no agreement had been reached when it came to analysing the new law and that the articles of the draft law which addresses the tender process for gambling operations and contracts had to be revised.

Amongst the initiatives which were scheduled for discussion were the types of gaming which would have been permitted, the duration of licences as well as the rules for the distribution of awards and the collection of taxes.

However, Chairman of the Committee Senator Fernando Bezerra Coelho said that a number of changes had been put forward by members of the Senate all of which had to be taken into account and studied for their possible inclusion in a new draft of the bill. Furthermore, no future date has been set for a debate when it comes to any revised version of the bill in the committee stage.

The act had been originally scheduled for debate in the special committee for October 5th but it was delayed until October 19th after Senator Fernando Bezerra Coelho made a request that the law be returned to the committee for further discussion.

The bill has been earmarked amongst three other major policy changes as an urgent priority by the President of the House Senator Renan Calheiros. Calheiros announced in June that the Senate would vote on a number of controversial projects that have had met with no agreement and have been stalled for years.

The Senate is considering a revised 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.

However the bill has faced a long and complex route though the committee stage as Senators have struggled to find consensus on the issue and divisions have become increasingly apparent. The draft law was initially approved in December and it was initially destined to go straight to for analysis in the Chamber of Deputies. However, Senator Randolfe Rodrigues, an opponent of the project, managed to gather enough signatures to ensure that the bill would not go direct to the Chamber of Deputies for

approval without full Senate approval first.

In April the Special Committee on National Development approved amendments to Brazil's new gaming laws meaning that the law would, it was believed at the time, be put forward before the full Senate for approval. However in August it was announced that the act would be discussed once again in the Special Committee on National Development in the Senate after Senator Fernando Bezerra Coelho made a request that the law be returned to the committee for further discussion.

The Senator claimed that more time was needed after hearing from representatives from a number of government agencies who had made it clear that the bill needed changes before being enshrined into law. Bezerra had said that the project needed to be improved upon specifically in order to prevent money laundering.

Amongst the new changes to the draft law are requirements which will make it obligatory for gaming establishments to keep records on bets as well as security camera footage for five years. In addition the act in its latest version will make it illegal for politicians and their relatives to run or operate gaming establishments in the future.

This and other important aspects of the draft of the new bill were due to be discussed on September 19th. However it would seem that the bill could face an increasingly difficult time in the Senate as the body becomes increasingly split on the issue.

Meanwhile gaming legislation is still faring well in the Chamber of Deputies and it's own gaming act was approved by a committee in September. The Regulatory Framework of Gaming provides that casinos can only be established in integrated hotel establishments such as large scale resorts. Depending on the population, the hotels where the casinos operate will have to offer a minimum number of rooms, ranging from 100 (to states with less than 5 million inhabitants) to thousands (in states with more than 25 million).

Now that the bill has passed through the committee stage it will need to go before the full house for approval. It will then need to go before the Senate before being finally signed off by the Executive branch. However if the Senate's version of the gaming bill is passed first (which is looking increasingly unlikely given the present circumstances) then it will need to go before the Chamber of Deputies and then the Executive. Either way it would seem that gaming legislation in Brazil still has a long way to go yet before it becomes a reality.





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**Greentube ha suscrito un acuerdo de** colaboración con la empresa de juegos móviles Chopsticks, con sede en Gibraltar. Según dicho acuerdo, Chopsticks desarrollará toda una gama de juegos móviles populares dando lugar a títulos que serán distribuidos por Greentube a sus canales online, móviles, sociales y terrestres.

**Los terminales de videolotería de APEX** gaming se han instalado con éxito en los 16 establecimientos de WINWIN en Austria. WINWIN ha creado un nuevo concepto de juego en Austria, y ofrece posibilidades para jugar en un entorno tranquilo, con una cafetería y un bar integrados.

**Kambi Group y Novomatic Lottery Solutions** (NLS) han suscrito un memorando para suministrar a las loterías reguladas por el Gobierno una potente solución de juego con servicio completo. El servicio combinará la plataforma de lotería de NLS con el servicio de apuestas deportivas de Kambi.

**La Generalidad de Cataluña tiene como** objetivo aprovechar el éxito de su lotería de Año Nuevo (La Grossa Cap d'Any) con la creación de un importante nuevo sorteo que se lanzará el 27 de abril y que coincidirá con el 30.º aniversario de la lotería de Cataluña.

**El Grupo Al Bidda, con base en Qatar, que ha** recibido permiso para construir un hotel rascacielos en el Puerto de Málaga, ha incluido un casino como parte de su plan empresarial.

**Incorporando la primera experiencia de resort** de juego de lujo a la región de la capital estadounidense, el MGM National Harbor, valorado en 1400 millones de dólares, hará su estreno largo tiempo esperado el jueves, 8 de diciembre, a solo unos minutos de Washington D.C. en la ribera del río Potomac.

**Red Rock Resorts ha anunciado que su** empresa Station Casinos ha finalizado la adquisición del establecimiento terrestre Palms Casino Resort en el área de juego estadounidense de Las Vegas, Nevada.

**Los habitantes de la isla taiwanesa de Penghu** han rechazado una vez más la propuesta de construir casinos en este condado insular tan popular por su turismo.

**SIS ha suscrito un acuerdo en exclusiva de** tres años con el Club de Turf de Mauricio para distribuir por primera vez fotografías de las carreras, datos y precios de cuotas fijas a operadores online y casas de apuestas minoristas británicas.

**El Grupo Star Entertainment Group ha** obtenido una nueva licencia de casino por parte del Gobierno de Queensland para el resort integrado que tiene previsto construir en Queens Wharf Brisbane.

**GLI ha sido autorizada por la Comisión del** Juego del estado de Nueva York para realizar pruebas y certificaciones independientes de equipos de juego dentro del estado de Nueva York.

## Chile Tender Remains on Track

The head of the Chilean Gaming Board (SJC) has reported that Circular N° 62 (slot technical standards) will not be modified this year

Interest has been growing in investing in Chile's municipal casinos, especially the casino located in Viña del Mar.

### CHILE LEGISLATION

The head of the Chilean Gaming Board (SJC) has reported that Circular N° 62 will not be modified this year. The circular outlines the SJC's policy when it comes to the technical standards for slot machines as authorised under Law No. 19,995 and states that new casinos may only house slot machines which are either brand new or have been manufactured within the previous two years and have not been used.

The board said that it had made its decision so that the process of granting the municipal casino licences, which began in May, would not be affected by any abrupt changes to gaming board policy. According to a statement: "The board has evaluated the change to the circular which has been in force since April 7, 2015, after a request was made from the industry. However the body adopted the decision to postpone its revision having analysed the comments which it received on the two occasions (May and September this year) when the norm was put up for consultation . . ."

According to the board it soon became apparent that there "were opposing views concerning the effect its modification might have on the



granting of licences particularly on those processes which are already underway."

As a result the board decided that now was not the time to change gaming rules "because it could affect the principles of competitiveness that should be safeguarded in the seven open processes for licences considering that it is less than a month before the Audience for the Presentation of Offers which will be held on November 4." As a result it said that Circular N° 62 will remain "in force and without changes."

The seven new licences are available after President Michelle Bachelet signed into law new regulations, which extend the licenses of the seven municipal casinos. The new rules extend the licenses until December 2017 in the districts of Vina del Mar, Arica, Iquique, Puerto Varas, Coquimbo, Pucon and Puerto Natales, which all expired on December 31, 2015. Once these licences expire the statute provides that from that date onwards, those municipalities will continue to be a home to a casino for a total of three periods of 15 years each and the new casinos will come under the supervision of the SJC.

### Bolivia

#### Calls for new laws to control online gaming

*New rules to control online gaming are needed according to Bolivia's Authority of Taxation and Social Control over Gaming (AJ). According to the board, online gaming especially via social networking sites and via internet cafes is growing at a fast pace, but the board does not have the legal or technological resources to regulate it. As a result the AJ is currently in talks with the national government over the need to create a new gaming law to allow the gaming board to intervene in online gaming and take legal action against those found to be operating outside of the law.*

*Head of the AJ Jéssica Saravia Atristain said: "We have proved that bets are being generated online where they (the players) are connecting to a server which is prohibited." The official said that online gaming was often carried out in online betting centres which*

*are disguised as internet cafes. Curucusi Games is currently the only licensed land based operator in Bolivia. The company applied for a licence in 2011 and its first casino opened in Santa Cruz in 2014.*

*Oscar Arce Rodríguez, regional director of the AJ said that a number of online gaming companies were using legal loopholes in order to take advantage of current laws, especially via mobile phones. "There is a lot of demand for online gaming, which is punishable by law, but we need a law in order to be able to act . . . We are reviewing loopholes so we can take action on the matter," he said.*

*Sports betting via mobile phones is also illegal, but the board needs legal resources and more government backing first in order to intervene in the matter. "There are norms for sports betting on cell phones and it is not permitted, controls will be carried out and if we find that the organiser of these bets are (based) in Bolivia then they will be punished," he said.*

### Dominican Republic

Scientific Games has secured its third casino-management systems solutions contract with a Hard Rock casino resort, signing an agreement with Inversiones y Entrenamiento PC to supply casino systems solutions to Hard Rock Hotel & Casino Punta Cana in the Dominican Republic. Scientific Games is replacing a competitor's systems solutions at the Caribbean casino resort, which features a 45,000 sq.ft. casino with more than 450 slot machines and 40 table games. Hard Rock International's Executive Vice President of Operations, Hotels & Casinos Jon Lucas said: "After our positive experiences with Scientific Games at our Florida and Ohio properties, it was an easy decision to engage Scientific Games once again for Hard Rock Hotel & Casino Punta Cana."



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I N D U S T R I E S

**ARGENTINA** – Gaming Laboratories International's experts had the honour of providing customised training to The Institute of Lotteries and Casinos of the Province of Buenos Aires (IPLYC)'s systems and inspection department from Sept. 12 to 14. The IPLYC, interested in strengthening their technical knowledge and expanding their professional toolkit, reached out to GLI's world-renowned educational program, GLI University, for training and invited regulators from other Argentinean jurisdictions.

The three-day, customised training took place in the cities of Pilar and Tigre and included a theoretical introduction based on GLI's Slots 101 module and on-site inspection training on system verification, communication testing, machine and game verification and progressive verification. IPLYC Director of Systems, the Province of Buenos Aires regulatory entity, Marcelo Mehl said: "We are very satisfied with the training. GLI developed a curriculum tailored to our needs. We want to strengthen our relationship with GLI and plan for at least three trainings per year, especially for the inspectors that work within the regulatory entities. Also, we will continue to invite regulators from other jurisdictions to participate in the training."

**ARGENTINA** – Merkur Gaming has announced that it has opened a new company and will take up new premises in Buenos Aires, Argentina. Having now completed a process of market evaluation, Merkur Gaming Argentina, SA has been established as the latest wholly owned subsidiary of the Gauselmann Group. It is planned that the new company, which will be located in Buenos Aires, will be fully open for business in early 2017.

Charles Hiten, Chief Executive of Merkur Gaming Americas, stated: "Argentina is now re-established as one of the most successful countries in Latin America and, with its clearly favourable trading climate, it is exactly the right time to bring the Merkur brand, backed by the high manufacturing standards and exceptional innovation of the whole Gauselmann Group, onto the Argentinean landscape. I would also like to note that Merkur Gaming has, because of its reputation and proven success in other Latin American countries, received many enquiries from major operators in Argentina over the past few months and we are now very glad to be able to respond so positively."

As moves to source the ideal premises and to recruit the necessary staff are carried out Mr Hiten also noted that the team and the premises that Merkur Gaming Argentina, SA will establish will be exemplary. "Building on the success of our intensified activities throughout Latin America, including increased brand awareness and the creation of an exceptionally strong team, all of whom embrace and share our commitment to excellence, has helped to give Merkur Gaming a strong presence across the region. We expect nothing less from our new expansion into Argentina and, given the full support and the resources being brought to bear through the Gauselmann Group, we are totally confident of success. So my message to Argentinean operators is 'you asked, we are responding and we are committed to making Merkur Gaming a 'must have' investment for the gaming floors of Argentina."

## Colombia Unveils New Unified Lottery

The National Federation of Departments of Colombia (FND) has announced that it is preparing a bill whereby all of the local state lotteries will be unified

Colombia is to unify all local state lotteries in a bid to increase gaming revenue generated as a whole for the state

### COLOMBIA LEGISLATION



Amikar Acosta, President of the National Federation of Departments (pictured), has announced that the organisation is in the process of carrying out a market study that would lead to the development of specifications for an "open tender in order to find an operator that offers better guarantees."

According to the statements made by Acosta, the bidding process is expected in November and the project could be implemented before the end of this year. Loto lotin as the new game will be called will be a way of integrating the current state run lotteries into a single product. "The idea is not to compete but to ally ourselves with those (lotteries) that still exist," he said.

Regarding the current controversy over Baloto he said that before the game is given the go ahead that the Ministry of Finance and the Colombian Gaming Control Board (Coljuegos) should carry out a study first on the impact the new game would have. The tender to operate Multiplicador (Multiplier), a new option for those who play Baloto, has been postponed in Colombia after regional governors argued that

the new game would mean less income for the health sector and job losses over time.

According to the governor of the Department of Atlántico Eduardo Verano De la Rosa, there used to be a total of 26 locally run lotteries operating in Colombia, but only six remain of which only four are profitable. Verano de la Rosa also came out in support of the new initiative put forward by the FND and said that it could also lead eventually to a regional version of the popular Baloto game.

Besides the most popular national lottery games of Chance, Baloto, and Super Astro there are also a wide number of games offered by each department. However, the local lottery sector per region is in decline and the products have been losing popularity in each department for over ten years. They have also been plagued by a number of corruption scandals. As a result there have been moves by the central government to take lotteries out of the control of local governments and place a number of new games under the control of the Colombian Gaming Control Board.

### Costa Rica

*Waco Limitada's Casino Club Colonial in San Jose, Costa Rica is the first casino in the country to install IGT's S3000 cabinet and its Sphinx 3D game with True 3D technology alongside 14 of IGT's CrystalDual cabinets. Jessica Luna, IGT Senior Sales Director, said: "Players around the world continue to enjoy IGT's True 3D title Sphinx 3D and games on our S3000 and CrystalDual cabinets; we're excited to now extend those experiences to players at Casino Club Colonial."*

*"When updating our casino floor, we knew that the inclusion of IGT's latest products would ensure that we are offering our players the most exciting gaming experiences in the market," said Shelby McAdams, Presidente, Waco Limitada. "By adding products such as Sphinx 3D and the S3000 and CrystalDual cabinets to our casino, we are giving players in San Jose yet another reason to choose Casino Club Colonial."*

EGT opens new office in the Colombia capital, Bogota

### Colombia

Euro Games Technology has opened a new office in Bogota, Colombia, after researching on the local market and finding high sales potential for its machines. The trade and service center is headed by Silviya Marinova – a professional with 12 years of experience in the gaming industry and part of the EGT team for about a year. Elaborating on the reasons that led to the decision for the new establishment of the company

Mrs. Marinova commented: "Our participation in this year's edition of FADJA Colombia was a great success and reaffirmed our intentions to step directly into the country. Most of the local casino operators and players have heard about EGT and are familiar with our products'

excellent results in Central America. They have seen us at the G2E Vegas and SAGSE Panama exhibitions as well and have followed our growth as a company and portfolio. EGT's positive image is actually the real foundation of our office in Colombia that will provide sales and rental services, together with technical support and parts."

The flagship cabinet of Premier series – the bestseller P-24/24 Up, and the elegant P-27/27 St Slim are among the key models that are expected to be most favoured by the gaming audience in the country. Both cabinets have already been introduced to Colombia, with installations in 2015 in Nao Sun casino in Cartagena, operated by Sun International and through October and November this year, 78 will be supplied, together with 50 Classic Premier slot cabinets, to several casinos of Codere, with which EGT has already been working in Panama and Argentina.



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**Ein Treffen des brasilianischen**

Sonderkomitees zur nationalen Entwicklung, des für den 19. Oktober zur Erörterung der Glücksspielgesetzgebung anberaumt war, ist im letzten Moment abgesagt worden. Ein Senatssprecher hat angemahnt, dass bei der Analyse des neuen Gesetzes keine Einigung erzielt werden konnte, und dass die Paragraphen des Gesetzentwurfes, die das Ausschreibungsverfahren für Glücksspielbetriebe und Verträge betreffen, überarbeitet werden müssten.

**Laut der für die Besteuerung und**

gesellschaftliche Aufsicht über das Glücksspielwesen zuständigen bolivianischen Behörde (AJ) sind neue Bestimmungen zur Überwachung des Online-Glücksspiel erforderlich. Als Konsequenz befindet sich die AJ gegenwärtig mit der Staatsregierung in Gesprächen über die Notwendigkeit der Schaffung eines neuen Glücksspielgesetzes, dass der Glücksspielaufsicht ermöglicht in das Online-Glücksspielgeschehen einzugreifen und rechtliche Schritte gegen diejenigen einzuleiten, die für außerhalb des Gesetzes operierend befunden wurden.

**Euro Games Technology hat nach Erkundung**

des örtlichen Marktes und der Ermittlung eines großen Absatzpotenzials für ihre Automaten eine neue Niederlassung im kolumbianischen Bogota eröffnet. Das Verkaufs- und Kundendienstzentrum steht unter der Leitung von Silviya Marinova, einer Expertin mit 12 Jahren Erfahrung in der Glücksspielbranche, die seit etwa einem Jahr bei EGT ist.

**Merkur Gaming meldet die**

Geschäftseröffnung eines neuen Unternehmens und die Absicht, in Buenos Aires, Argentinien, neue Geschäftsräume zu beziehen. Nach dem Abschluss einer umfassenden Marktbeurteilung wurde die Merkur Gaming Argentina SA als jüngstes zu 100 Prozent im Besitz der Gauselmann Gruppe befindliches Tochterunternehmen gegründet.

**Fachleute von Gaming Laboratories**

International (GLI) hatten die Ehre, vom 12. bis 14. September bei der für Geräte und Prüfungen zuständigen Abteilung des Institutes für Lotterien und Spielbanken der Provinz Buenos Aires (IPLYC) eine kundenspezifische Schulung durchzuführen.

**Das von SRV entwickelte Central Deck and**

Arena-Vorhaben ist seiner Verwirklichung jetzt einen Schritt näher, da sich der finnische Spielautomatenverband RAY für die neue Mehrzweckarena in Tampere als Heimat für seine neue Spielbank entschieden hat.

**Cherry hat eine Vereinbarung mit Evolution**

Gaming, dem führenden Anbieter von Live Casino-Lösungen, unterzeichnet. Gemäß den Vertragsbedingungen erhalten die Marken von Cherry Zugang zu dem gesamten Angebot an live aus dem lettischen Studio von Evolution übertragenen Standard- und VIP-Live-Spielen.

**RAY Inks New Casino Deal with SRV**

SRV-developed Tampere multifunctional arena has been selected to house a new casino by Finland's Slot Machine Association (RAY)

€500m Central Deck and Arena project in the Finnish city of Tampere has been selected by RAY to house its new casino

**FINLAND CASINO OPERATIONS**

The Central Deck and Arena project, developed by SRV, is now one step closer to becoming a reality, with Finland's Slot Machine Association (RAY) selecting the new multifunctional arena in Tampere to house its new casino.

"This is great news for SRV, and we are delighted that RAY selected our multifunctional arena as the location for their new game and event centre. We will be proud to continue promoting this unique project, which – if realised – means that Tampere will have a completely new district with good transport connections," says Timo Nieminen, SRV's Executive Vice President, responsible for project development in Finland.

The strengths of the Central Deck and Arena project, which RAY considered when making the decision on the location of the new casino, include diverse restaurant, accommodation and entertainment services, a rich selection of events around the year, and a central location with good transport connections.

In February 2016, the City of Tampere selected a consortium formed by SRV to further develop the Central Deck and Arena project. Negotiations have been conducted throughout the year on the financing of the project, key



rental and cooperation agreements, and investor cooperation. The aim is to complete a major part of the agreements by the end of the year, after which the final decision can be made.

If realised, the project, the total value of which amounts to EUR 500 million, would connect the eastern and western parts of Tampere. The area would form a new kind of hybrid block, combining a multifunctional arena, offices and apartments. In addition to the casino, the largest sports and event arena in Finland would house a hotel, restaurants and other recreational premises, which would enable SRV to collaborate with various kinds of partners.

The first phase includes covering the southern railway yard with a deck, on which the event arena, two tower buildings and a training hall will be built. The second phase includes the building of a northern deck and three tower buildings. The entire site will include a total of 120,000 floor square metres and over a thousand apartments. The aim is to begin construction work of the southern deck and the event arena in spring 2017. According to the estimated schedule, the first phase will be completed in the summer of 2020, and the whole area in 2023.

**Sweden**

**Cherry signs Live Casino deal with Evolution**



Cherry has signed an agreement with Evolution Gaming, the leading provider of Live Casino solutions.

Under the terms of the deal, Cherry brands will have access to Evolution's full range of standard and VIP live games streamed from Evolution's Latvia studio. Cherry will also take many of Evolution's localised Live Casino services for Europe which are native speaking dealer tables streamed from Evolution's Malta studio.

Cherry iGaming CEO Jonas Wählander commented: "Having monitored the exciting growth trends in the Live Casino market we have chosen to partner with the industry's leading provider to better capitalise and increase our growth on this product category. Evolution's extensive Live Casino offering with its turnkey generic and localised solutions for Europe enables us to do that very efficiently together with our outstanding in-house knowledge."

**Bosnia**

Comtrade has announced an online extension to Bosnia and Herzegovina's multi-channel lottery (Lutrija Bosne i Hercegovine). Comtrade's solution now enables lottery players multi-channel access to games of chance including TV Bingo, Loto 6/45 and 5/39, Joker, Pick the Colour and Bingo Plus via desktop, mobile and tablets. Furthermore, players will be able to participate in the lottery and sports betting in a digital format. "Comtrade's venture with Bosnia and Herzegovina provided a unique opportunity in strengthening the Balkan region's lottery strategy", said Aleš Gornjec, general manager for Comtrade Gaming. "We worked alongside regulatory efforts with a forward-thinking approach to create solutions that fit each stakeholder's needs."

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**Der in Macau ansässige Betreiber Melco** International ist jetzt der letzte verbliebene Anwärter auf eine Spielbankkonzession auf Zypern, nachdem sich die kambodschanische NagaCorp zum Rückzug aus dem Ausschreibungsverfahren entschieden hat.

**Greentube hat eine** Partnerschaftvereinbarung mit Chopsticks, einem auf Gibraltar ansässigen Unternehmen für mobiles Glücksspiel, abgeschlossen. Gemäß der Vereinbarung wird Chopsticks eine Reihe beliebter Online-Spiele zu Glücksspieltiteln weiterentwickeln, die dann von Greentube über die bestehenden Kanäle online, mobil, in den sozialen Medien und an ortsfesten Standorten vertrieben werden sollen.

**Die Aufstellung von Video-Lotterie-Terminals** (VLT) von APEX an allen 16 Standorten von WIN-WIN in Österreich ist erfolgreich abgeschlossen worden. WINWIN hat in Österreich ein neues Glücksspielkonzept entwickelt und bietet entspannende Spielmöglichkeiten eingebettet in einen Café- und Barbetrieb.

**Die Kambi Gruppe und Novomatic Lottery** Solutions (NLS) haben eine Absichtserklärung zur Bereitstellung einer universellen Glücksspiellösung für staatlich regulierte Lotterien unterzeichnet. Das Dienstleistungsangebot vereint die Lotterieplattform von NLS mit dem Sportwetteangebot von Kambi.

**Die Regierung von Katalonien beabsichtigt**, aus dem Erfolg ihrer Neujahrslotterie (La Grossa Cap d'Any) durch die Schaffung einer groß angelegten neuen Ausspielung, die am 27. April, dem 30. Geburtstag der katalanischen Lotterie, an den Start gehen soll, Kapital zu schlagen.

**Die Al Bidda Gruppe mit Sitz in Qatar, der die** Genehmigung zur Errichtung eines Hotelhochhauses im Hafen von Malaga erteilt worden ist, hat eine Spielbank in ihre Geschäftspläne mitaufgenommen.

**Als erste Luxus-Glücksspieleinrichtung in der** Region um die US-Hauptstadt wird das 1,4 Mrd. US-Dollar teure National Harbor von MGM am 8. Dezember nur wenige Minuten von Washington D.C. entfernt am Ufer des Potomac sein heiß ersehntes Debüt geben.

**GLI ist von der Glücksspielaufsicht des** Bundesstaates New York zur Durchführung unabhängiger Prüfungen sowie zur Zertifizierung von Glücksspielgeräten in dem Bundesstaat ermächtigt worden.

**IGT und die Lotteriegesellschaft von British** Columbia (BCLC) melden die Erstausspielung von IGTs Powerbucks, Nordamerikas erstem Allkanal-Jackpot mit progressiver Gewinnsumme.

**Red Rock Resorts melden den Abschluss der** Übernahme des Palms Casino Resorts in der US-amerikanischen Glücksspielose Las Vegas im Bundesstaat Nevada durch ihren Unternehmensbereich Station Casinos.

## Melco: Last Man Standing in Cyprus

Macau-based operator Melco International is now the only operator left in the race for the Cypriot casino concession following a decision by Cambodia operator NagaCorp to pull out of the bidding process

NagaCorp and Bloomberry withdraw from Cyprus licence tender as land-owners effectively priced them out of the market



### CYPRUS CASINO LICENCES

Cyprus licence-bidder, NagaCorp, the operator of Phnom Penh's Naga World casino, said in a filing to the Hong Kong Stock Exchange: "After careful review and given all the latest information available to us, the company will not be participating in the Request For Proposal and the decision made is in the best interest of our shareholders and the company."

The decision follows an identical move by Bloomberry who operates Solaire in the Philippines with the cost and difficulty of securing land believed to be at the root of both companies pulling out. NagaCorp and Bloomberry has both been given extra time to submit their final proposals with a three month extension being granted from the initial deadline of July 5. They said that their proposals had been delayed due to the state bureaucracy involved in land acquisition.

Reports suggested that the bidders that had withdrawn had failed to find suitable and affordable land, which is plausible, given how land prices rocketed as soon as owners realised the buyer would be a casino company. And if

the land required was in a coastal area prices would have been prohibitive. Perhaps this was inevitable given the government's plans for a large-scale resort with many other attractions; with the government only interested in an investment of half a billion euros.

The key to Melco international securing land lies with the fact that one of its partners Cyprus Phasouri Limited already has plenty of available land on the island. The decisions by NagaCorp and Bloomberry leave Melco in a strong negotiating position. So will the single bidder be able to lower the price for the licence? Cyprus' Finance Ministry has categorically denied that's the case, pointing out in the tenders specs that the final proposal cannot deviate by more than five per cent from the original bid. And what if the successful bidder insists on a 10 or 20 per cent reduction on the original proposals? Would the government be prepared to scrap the procedure and start from scratch delaying the start of the project, currently scheduled for the first half of 2017, for another two years? A history of climbdowns under pressure would suggest that Melco holds all the cards right now.

### GVC joins forces with Scientific Games to boost engagement

#### UK

GVC has struck a deal with Scientific Games Corporation's WMS studio to supply its online casino content to the Group's Spanish and Belgium gaming sites.

The new games, which will be offered through the bwin, partycasino and partypoker brands, will see in excess of twenty titles added to GVC's portfolio, another significant upgrade as the Group continues to expand and improve its casino line-up in regulated markets.

Popular slots within the WMS stable include Rainbow Riches, Thai Flower and Spartacus Gladiator of Rome themes, all of which - and many more - will now be available to GVC's players in Spain and Belgium.

The new content will be fully integrated into GVC's gaming platform over the coming weeks.

Liron Snir, GVC's Chief Product Officer said: "We are really pleased to be able to offer WMS award-winning content to even more of our customers. This is another big step forward for us in building a best-in-class casino for our players, wherever they may be."

Bob Hays, Vice President Commercial, Interactive at Scientific Games, added: "We're excited that GVC has selected us to provide games in Belgium and Spain with the initial release of twenty SG Interactive titles across desktop and mobile.

"This is a fantastic opportunity to deepen our existing relationship with GVC, carrying our strong partnership forward into new markets. We look forward to rolling out more content in the near future."

#### Austria

*Greentube has signed a partnership agreement with Gibraltar-based mobile gaming company Chopsticks. Under the agreement, Chopsticks will develop a range of popular mobile games into gambling titles that will be distributed by Greentube to its online, mobile, social and land-based channels. The two companies will work closely together to hand-pick a selection of fast-paced and easy-to-play casual and social games. Experts in gamification, Chopsticks will add world-class mathematics to create highly entertaining skill-based titles that will be made available by Greentube on all devices. The games will expand the Greentube portfolio with a broad new range of titles that target a wide demographic of player of all ages. This agreement marks the entry of Greentube into the skill-based gaming segment being explored by companies to attract a wider variety of players.*





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\*Favorite German toy.

## VLT success for APEX gaming in Austria

The WINWIN operations of Casinos Austria and the Austrian State Lottery have chosen to install the latest VLTs from APEX gaming



**Richard Edwards, (Director, NMI Gaming), Filippo Ferri (Regional Manager, NMI Gaming), Andrew Rosewarne, (Director NMI Gaming)**

**SPAIN** – NMI has announced the appointment of Filippo Ferri as Regional Manager for Spain and Latin America. NMI Gaming's Managing Director, Andrew Rosewarne: "Filippo brings with him many years of experience in the industry, unparalleled knowledge of gaming regulations and markets, and a proven track record in management and business development. I am certain our customers, both existing and future, will benefit greatly from Filippo joining our team." Filippo has an extensive knowledge of i-gaming and the gambling industry. In this new role, Filippo will further NMI's operations in a number of key strategic markets such as Spain, where the company has had a long standing presence, looking after a growing portfolio of successful local and international players.

**GREECE** – Intralot has signed a cooperation agreement with FIFA's subsidiary Early Warning System (EWS) becoming an integral part of FIFA's global endeavor to promote and protect the integrity of football. By establishing a trusted communication platform, the two parties have agreed to exchange information on irregular and suspicious betting activities, so as to detect and prevent attempted manipulation and match-fixing.

Socrates Kokkalis, Intralot Group Deputy CEO, stated: "Our new agreement with EWS at Group level, is the continuation of the cooperation we have established since 2008, when Intralot subsidiary 'Betting Company' joined EWS' international network of partners. Transparency and integrity are Intralot Group's core values and we are proud to be part of a global alliance that safeguards them."



**SOUTH AFRICA** – GLI has appointed Devon Dalbock as General Manager of GLI Africa. GLI's Managing Director of GLI Europe and Africa Martin Britton said, "I am pleased to welcome Devon to the GLI

Africa team, providing leadership support with our initiatives in South Africa and the Africa region as a whole. Devon brings with him many years of experience in the industry as well as his management skills. He will be responsible for driving and executing our business objectives while maintaining existing relationships."

Mr. Dalbock joins GLI with over 20 years of management-level experience with organisations ranging from entrepreneurial ventures to multi-national companies. He has been a part of a valuable network of business contacts throughout South Africa, USA, Europe and Australia.

It's a win-win scenario for Austria's APEX gaming as VLT operator WINWIN chooses APEX for all 16 outlets

### AUSTRIA CASINO OPERATIONS

APEX gaming's VLTs have been successfully installed at all 16 outlets of WINWIN in Austria. WINWIN has created a new gaming concept in Austria and offers relaxed gaming opportunities with an integrated café and bar. WINWIN currently operates in four Austrian states (Lower Austria, Upper Austria, Salzburg and Tirol). WINWIN is a joint venture between Casinos Austria and the Austrian State Lottery (Österreichische Lotterien) and offers secure and safe gaming in stylish settings.

APEX gaming has amassed great experience in VLT gaming, with its terminals fulfilling all the requirements stipulated in the Austrian VLT Gaming Ordinance. The excellent choice of games displayed in pin-sharp graphics on its EVO2 platform enrich the complete gaming offer at WINWIN. Continuing to invest in the latest technology has also proven its worth, as APEX has ensured its VLTs are connected via the G2S protocol. Although well known to the gaming market, the number of jurisdictions demanding G2S is relatively small, however, it is a requirement in Austria. APEX gaming management has invested to ensure that its VLTs



run perfectly on both G2S and SAS.

A winning partnership is also characterised by the support given. WINWIN management reports on the exemplary and extremely professional installations carried out by the APEX gaming team throughout the locations in Austria, each taking place without a single issue.

Since installation, WINWIN reports that the APEX games have been accepted very well by their customers and APEX gaming belongs to the leading performing in relation to machine turnover.

Johannes Weissengruber, Chairman and founder at APEX gaming, explains the significance of winning the WINWIN contract: "This is an excellent reference for us – there are at present only a handful of manufacturers worldwide that can confidently answer all the G2S requirements. We belong to these companies. We are very proud to win this key contract in our home country with such a prestigious company. It is a pleasure and an honour to work so closely with WINWIN."

Gaming1 and Amatic to offer multi-games to online players

### Austria/Belgium

Amatic Industries and Gaming1 have signed an agreement to offer Amatic Amanet games to the online gaming market. Gaming1 is a full-service partner specialised in high-performance online casino and sports betting projects. Gaming1 focuses exclusively on land-based casino operators who are ready to take their business to the next level by moving online in regulated markets.

Amatic has taken its established land-based games and successfully transferred them to the online sector. This proven success has led to Gaming1 offering Amatic's Amanet games for its international network of operators starting with Belgian online leader Circus.be.

Amatic's Tatjana Bauer-Engstberger welcomed Gaming1 to the growing customer base for Amanet. "We are very pleased that our games will now be available for online play on Gaming1's platform. Sealing this contract has enabled Amatic to enter the Belgian online gaming market. Our belief and strategy has always been that proven land-based games will set the hallmark for success in online gaming. Our focus on multi-games has enabled our global presence in the land-based gaming market and we are taking this global footprint into the online gaming market."

Sylvain Boniver, CEO of Gaming1 said: "We are specialists when it comes to helping land-based operators extend their business online – it's the DNA of our company. Adding the well-established Amatic games to our portfolio is completely aligned with our strategy of convergence between online and land-based."

### Austria

*Kambi Group and NOVOMATIC Lottery Solutions (NLS), have signed an MoU to provide a powerful full-service gaming solution to government regulated lotteries. The service will combine NLS's lottery platform with Kambi's sports betting service.*

*"This alliance is a part of the NLS 'best of breed' philosophy in which two modern systems are combined to deploy state-of-the-art technologies that maximize the inherent expertise of each system individually," said NLS CEO Frank Cecchini. Co-branded and marketed as 'NLS Sports Betting – Powered by Kambi', this solution directly responds to the increasing demand for a superior and consistent user experience across all channels, including interactive gaming. NLS and Kambi will integrate the exceptional elements of each solution to bring lottery operators the optimum growth platform. T*



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\*Players' favorite toy.



**SPAIN** –Only two years after its creation, R.Franco Digital's hard work is bearing fruit. It started with the achievement of on-line gaming and sport betting licences in Spain and the implementation of an on-line operation under the Wanabet brand, in addition to opening the first start-up incubation and acceleration project in the gaming industry, which will soon be continued with new initiatives.

Simultaneously, R.Franco Digital has developed major projects and acquisitions which materialised in a complete portfolio of B2B2C solutions, services and contents for the gaming industry, both in the national and the international arena. At the Berlin Expo, R.Franco Digital performed a series of presentations including the grand debut of its new R. Franco Games' brand. This new Group brand encompasses the adaptation to the digital world of its best known games, as well as the inclusion of new, different and innovating games, such as roulette, AWP, mini-games etc.

For this project, the Company invested in the development of Kolyseo, R.Franco's own games server intended to create and distribute games on any (on-line and retail) channel and platform, and to become seamlessly integrated in any gaming operation. This new tool is also provided with powerful back-office, which facilitates game management for operators. At present, Kolyseo is already integrated with IRIS, the Group's omni-channel players platform which stands out for its high performance, flexibility and scalability, with 1,500 integrated games from different suppliers.

According to Alejandro Casanova, Group CDO, "R. Franco Digital's presence at EIG is just the beginning of our intense activities which, at every level and starting from ICE in February, we will develop in the next year".

**GERMANY** – NOVOMATIC AG has filed a lawsuit with the Berlin District Court against Euro Game Technology Ltd. (EGT), headquartered in Sofia, Bulgaria, as well as its German sales partner D-Systems GmbH, headquartered in Hanover. NOVOMATIC has filed an action for discontinuance of the further sale of certain slot games offered by Euro Game Technology and is demanding compensation for damages.

The lawsuit is based on NOVOMATIC's view that several games offered by Euro Game Technology "systematically and unfairly use essential elements (including the reel strips) of well-established NOVOMATIC games." Specifically, the games in question are "Ultimate Hot", "Olympus Glory", "Flaming Hot", "5 Dazzling Hot", "Lucky Hot" and "Extremely Hot". Similar legal actions are currently being prepared in other countries.

## New Lottery to be Launched in Catalonia

The Government of Catalonia aims to capitalise on the success of its New Year's Lottery (La Grossa Cap d'Any) with the creation of a major new draw

The New Year's Lottery, Catalonia's major new draw, will be launched in April next year to coincide with the 30th anniversary of the lottery

### SPAIN LOTTERIES



The Government of Catalonia aims to capitalise on the success of its New Year's Lottery (La Grossa Cap d'Any) with the creation of a major new draw which will be launched on April 27th and will coincide with the 30th anniversary of the Catalan lottery. The lottery will launch €12m in tickets and a total of 80,000 numbers will go on sale for €5 a ticket. Tickets will be on sale, two days after the draw of La Grossa Cap d'Any, which this year is now in its fourth edition. The government will put on sale a total of €34m worth of tickets for this year's La Grossa Cap d'Any.

"La Grossa has become the lottery of Catalonia... and is the time to make it grow. That's why we are launching a new lottery on a date as emblematic to Catalans as Sant Jordi," said Director General of gaming and Taxation of Catalonia Marta Espasa. Sant Jordi is the Catalan name of Saint George who is the patron saint of Catalonia. It is also known as El Dia de la Rosa (The Day of the Rose) or El Dia del Libro (The Day of the Book) and the day of Sant Jordi is the Catalan equivalent to Valentine's Day.

"Of the 6.8m tickets that will go on sale, nearly a million will have a prize," Espasa said and added that the new lottery was in response to growing demand for more locally held draws.

Tickets for the La Grossa Cap d'Any have been

on sale since July and can be purchased at any of the more than 2,000 outlets that sell tickets, such as kiosks, bookstores, bars or tobacco shops and online.

The lottery along with other local lottery products including 'Loto Rapid', '6/49', 'Trio', 'Super 10' as well as brand new scratch card games were specifically developed and launched by Novomatic Lottery Solutions (NLS) via its omni-channel lottery system for lottery of Catalonia in April. This solution integrates the Catalan Lottery's sales network across retail, internet and mobile, and gives the Lottery's customers access to its products from any channel.

Last year sales for the La Grossa de Cap d'Any, stood at €23m which left a profit of €5.6m which was destined for social welfare programs according to Espasa. So far from the first draw of La Grossa which was held on 31 December 2013, the lottery has generated a total of €20m of profits which has been destined to social welfare projects. The aim of the new lottery is to maximise the benefits from the continued success of the New Year's Lottery which was first launched in 2013 in order to help reduce the government deficit and to obtain part of the €350m that Catalans play via the state run Christmas lottery as well as the Loteria del Niño held on 6th January.

## Andalusia to allow sports-betting across the Spanish region

### Spain

The Regional Government of Andalusia will authorise sports betting in slot parlours, bingo halls and casinos. The announcement was made by local authorities during the fifth edition of the Andalusia Gaming Conference which was held at the Palacio de Congresos y Exposiciones de la Costa del Sol in Torremolinos. Director General for Heritage of the regional government Antonio Miguel Cervera said that new laws would be in place within a year.

It is hoped that new rules will

help the industry continue to recover after suffering subsequent falls in revenues between 2010 and 2014.

Andalusia is the only government which does not permit sports betting and the news was greeted warmly by local industry insiders who have been lobbying for changes to local gaming rules for around five years.

The Andalusia Gaming Convention aims to be a meeting point for all companies specialised in the sector, not only in Andalusia, but also in the rest of the Spanish autonomous communities. The gaming sector in the region generates a total of 12,200 direct and indirect jobs via a total of 881 gaming operators.

### Belarusia

*Olympic Entertainment Group (OEG) has confirmed it will exit the Belarusian gaming market due to the inefficient operations caused by the macroeconomic situation and poor prospects to increase profitability in Belarus.*

*The revenues and income of the Belarusian subsidiary of OEG in 1H 2016 amounted to €0.2m and operating loss amounted to €0.15m. In 1H 2016 the Belarusian operations constituted 0.2 per cent of the Group's total revenue and income.*

*The liquidation of the Belarusian subsidiary will not cause OEG any material impairment of assets nor liquidation related costs, which will be about €0.1 to 0.2m.*



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## Malaga skyscraper could feature casino

The Qatar-based Al Bidda Group has been given permission to build a hotel in the Port of Malaga and included a casino as part of its business plan

A skyscraper hotel to be constructed in Malaga by Al Bidda Group must clear regulatory hurdles if it's to include a casino as part of the development

SPAIN CASINO OPERATIONS



**MACEDONIA** – The official inauguration of the expanded casino premises at the Macedonian Casino FlaminGO was celebrated last month with a grand festivity and 3,000 guests as well as NOVOMATIC brand ambassador Niki Lauda as a special VIP guest.

Following the takeover by the NOVOMATIC Group and an investment in extensive refurbishment measures amounting to some EUR 40 million, Casino FlaminGO reopened at the beginning of 2014. The latest expansion of the casino premises, which has now concluded, amounted to a further EUR 14 million.

The Casino FlaminGO complex to date comprises a hotel with 60 rooms and Spa & Wellness areas, as well as two restaurants, three bars, a café and a nightclub. The casino floor offers 26 live gaming tables with a comprehensive offering, and the number of slots has now been expanded from the original 470 gaming machines to 920 terminals – and will further increase to 1,001 units by the end of the year.

At this point, Casino FlaminGO will become South East Europe's largest casino, offering jobs for 570 staff and welcoming more than 500,000 guests per year.

**SPAIN** – Spanish multinational Codere has announced that it will focus its growth initiatives in Spain around sports betting while it will remain attentive to the local market via the purchase of additional slot machines.

Codere has also announced that it is seeking to purchase slot parlours and launch sports betting in Italy while in Mexico it plans to deploy a strategy focused on acquisitions. Codere has also signed an agreement with Comar Group (Grupo Comar), which is the leading operator of private gaming in Galicia. The agreement will allow both companies to operate sports betting jointly.

The agreement means that Codere will strengthen its presence in this community, as a result of the "enormous expansion Comar has made in Galicia during its more than three decades of history in the private gaming sector." The agreement carries "a high strategic value for both companies, as it will provide continuity to a number of other projects already developed in other communities." Both companies have worked together in Galicia since 2013. Comar was founded in 1984. At present, it consists of 60 companies operating in both national and international markets and in a wide range of activities including casinos, bingo halls, slot parlours as well as tourism (hotels, restaurants), and property development.

The Qatar-based Al Bidda Group, which has been given permission to build a skyscraper hotel in the Port of Malaga, has included a casino as part of its business plan.

The casino would help enable the company to make the project more profitable and make a faster return on the €106m, which it will invest in the construction of the hotel. The casino would have an estimated cost of €3.6m.

According to local gaming rules, however, a casino would not be permitted on the premises as only two casinos are allowed per province and gaming regulations in the autonomous region rule that casino licences may only be granted after a tender process has been carried out.

Currently Malaga already has two casinos also linked to a hotel: The Casino de Marbella, which is located within the grounds of the Andalucía Plaza Hotel, and the Torrequebrada casino located on the Benalmádena coast in the HB Torrequebrada Class Hotel. The Casino de Marbella has 101 gaming machines and also features American Roulette, Black Jack,

Caribbean Poker and Texas Hold'em Poker. Although smaller scale with 23 tables and 80 slot machines the Torrequebrada casino is also a highly popular tourist destination.

The Bidda group is currently thought to be considering the purchase of one of the current licences and is rumoured to be in talks with Gran Madrid Business Group, which manages and operates the Casino de Torrequebrada-Malaga as well as the hotel and casino complexes in Torrelodones (Casino Gran Madrid) and Cartagena (Gran Casino Cartagena).

The Al Bidda Group has investments throughout the Persian Gulf. Currently named 'Suites Malaga Port' the new skyscraper will be located on the Dique de Levante the jetty which delimits the eastern side of the port.

The building, will rise to 135 metres, house 352 rooms, provide parking for 485 vehicles, feature a conference centre, luxury shopping centre, swimming pools, a spa, and possibly a casino. The project was endorsed by the city council last month and is due to open in 2020.

Swiss Casino Zurich jackpot hits for 7.5m for lucky winner

### Switzerland

The biggest ever slot machine jackpot in Europe has just been hit on a Wide-area System supplied by DRGT.

The lucky lady who became an instant millionaire was playing at Swiss Casino Zurich on September 18 when she hit the winning combination and took home a tax free 7,560,857 Swiss Francs.

The SWISS JACKPOT can now be played in seven casinos: Grand Casino Bern, Baden, Luzern, Basel, St. Gallen, Lugano and Zürich, making it the most exciting in Europe.

DRGT's Wide-area progressive jackpot technology, used by the SWISS JACKPOT, links slot machines in different casinos that allows operators to offer

players either larger jackpot prizes or faster hit rates.

"We offer our congratulations to the lucky customer who won this record jackpot and thank the Swiss Casino operators for their trust in DRGT to supply the technology that drives this prestigious solution." said Jurgen De Munck, CEO and co-founder of DRGT. "I would also like to invite operators to contact our team to understand why DRGT should be your next system. Our team of industry experts can show you all about our unique, rich jackpot solutions that are fully scalable from one slot machine to thousands of machines spread across hundreds of sites."

The same proven jackpot technology is now also available for table games, giving operators the chance to connect tables across their casino(s) to offer a more exciting customer experience, specifically targeted to attract millennials.

### UK

*After a very brief flurry of activity, William Hill and Canadian online gambling company Amaya abandoned merger talks, leaving the British bookmaker struggling to find a partner in a fast consolidating industry. Amaya, operator of the PokerStars website, and William Hill, one of the best-known British gambling brands, had said they were in talks about a merger of equals, but the deal was thrown into doubt when a leading investor in William Hill said it would oppose the plan. The Canadian company said it had decided it could best deliver shareholder value by remaining an independent company, while William Hill said it decided to walk away after canvassing its biggest investors. Amaya shares tumbled 8.3 percent. William Hill turned down a joint takeover from 888 and Rank Group in August and is looking increasingly isolated after Paddy Power and Betfair joined forces, while Ladbrokes agreed to unite with Gala Coral.*

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**Une réunion du Comité Spécial sur le**

Développement National au Brésil, programmée le 19 octobre et qui avait pour but d'étudier la possibilité de légaliser les jeux d'argent, a été annulée au dernier moment. Un représentant du Sénat a indiqué qu'aucun accord n'avait été conclu concernant l'analyse de la nouvelle loi et que les articles de l'ébauche de loi traitant du processus de fusion pour l'exploitation et les contrats relatifs aux jeux d'argent devaient être révisés.

**D'après l'Autorité de Taxation et de Contrôle**

Social des Jeux bolivienne (AJ), de nouvelles lois sont nécessaires pour contrôler les jeux en ligne. L'AJ est par conséquent actuellement en pourparlers avec le gouvernement national sur la nécessité de créer une nouvelle loi sur les jeux d'argent permettant au comité des jeux d'intervenir dans les jeux en ligne et de prendre des mesures légales contre ceux qui fonctionnent en-dehors de tout cadre législatif.

**Euro Games Technology vient d'ouvrir un**

nouveau bureau à Bogota, en Colombie, après avoir effectué une étude du marché local et découvert que la ville offrait un fort potentiel de ventes pour ses machines. Le centre commercial et de service est dirigé par Siliya Marinova, une professionnelle qui jouit de 12 années d'expérience dans le domaine des jeux et qui fait partie de l'équipe d'EGT depuis environ un an.

**Merkur Gaming vient d'annoncer l'ouverture**

d'une nouvelle entreprise et l'achat de nouveaux locaux à Buenos Aires, en Argentine. Suite à la réalisation d'une étude de marché, Merkur Gaming Argentina SA vient de devenir la toute dernière filiale à cent pour cent de Gauselmann Group.

**Les experts de Gaming Laboratories**

International ont eu l'honneur de dispenser une formation personnalisée au service Systèmes et Contrôle de l'Institut de Loteries et de Casinos de la Province de Buenos Aires (IPLYC) du 12 au 14 septembre.

**Le projet de Centre de jeux, développé par**

SRV, a fait un bond vers sa réalisation tandis que l'Association des Machines à sous finlandaise (RAY) sélectionne actuellement un nouveau site multifonctions dans la ville finlandaise de Tampere pour accueillir son nouveau casino.

**Cherry vient de signer un accord avec**

Evolution Gaming, premier fournisseur de solutions pour Live Casino. Selon les termes du contrat, les marques Cherry auront accès à l'intégralité de la gamme de jeux live standard et VIP d'Evolution, en streaming, depuis le studio letton du groupe Evolution.

**Greentube vient de signer un contrat de**

partenariat avec Chopsticks, une entreprise de jeux mobiles basée à Gibraltar. D'après les termes du contrat, Chopsticks va développer une gamme de jeux mobiles populaires adaptables aux jeux d'argent que Greentube distribuera via ses réseaux en ligne, mobiles, sociaux et sur le terrain.

**MGM National Harbor to Open December**

The \$1.4bn MGM National Harbor is scheduled to open December 8, bringing 125,000sq.ft. of casino space and 3,300 slot machines to Washington D.C., including an entertainment programme for the biggest acts and events

Guests to enjoy a sophisticated hotel, high-energy casino, celebrity-chefs, entertainment, nightlife, destination spa, upscale retail and curated art

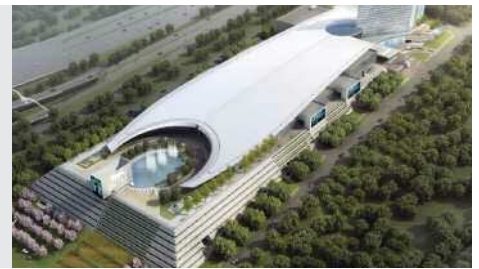
**MARYLAND CASINO OPERATIONS**

Bringing the first luxury gaming resort experience to the Capital Region, the \$1.4bn MGM National Harbor will make its highly anticipated debut Thursday, December 8, just minutes from Washington D.C. on the banks of the Potomac River.

"After years of planning, designing and developing, we are thrilled that the moment is almost upon us to share this very special resort with the community and visitors from around the world," said Lorenzo Creighton, President of MGM National Harbor. "We are grateful to Prince George's County, the state of Maryland and all of the local designers, artisans and businesses that have collaborated with us to deliver this global resort with very local roots."

Bill Boasberg, the resort's general manager, said: "On December 8, MGM National Harbor will introduce something unprecedented to one of the country's most popular travel destinations. Under one roof, guests will enjoy a sophisticated hotel experience, high-energy casino, celebrity-chef restaurants, world-class entertainment, nightlife, destination spa, upscale retail and curated art, complemented by incredible panoramas of D.C., Maryland and Virginia."

Surrounded by the lush woodlands and rolling riverscape of Prince George's County, with sweeping views of the capital's iconic



monuments, MGM National Harbor will be a destination distinct to its setting with contemporary and bold architecture and design inspired by the historical region.

More than 125,000 square feet of dynamic casino space will feature poker, a variety of table games and more than 3,300 slot machines to keep the energy going all night.

MGM National Harbor has partnered with entertainment giant Live Nation for entertainment programming at The Theater at MGM National Harbor, an intimate 3,000-seat venue slated to host the entertainment industry's biggest acts and events. Complete with VIP suites and reconfigurable seating arrangements, the venue will welcome A-list concerts, comedy shows, UFC fights, boxing matches and other special events.

Clique Hospitality, the trendsetting experts who have defined Las Vegas' famed nightlife industry for more than a decade, is creating two distinct venues certain to become go-to spots for sophisticated socializing and inventive cocktails. Felt Bar & Lounge is an indoor/outdoor lounge featuring the region's first tableside mixology program; and Blossom Cocktail Lounge, inspired by Washington, D.C.'s famed cherry blossoms, will be at the center of all the action.

**GLI authorised to test for the New York State Gaming Commission**

**US**

GLI has been authorised by the New York State Gaming Commission to perform independent testing and certification for gaming equipment in the state of New York. GLI has also been authorised to conduct inspection and certification for the following categories:

- Games and game variations
- Gaming devices and their modifications
- Gaming associated equipment and their modifications

- Cashless wagering systems and their modifications
- Inter-casino linked systems and their modifications
- Mobile gaming systems and their modifications
- Interactive gaming systems and their modifications

With this authorisation now in place, GLI is actively performing testing and certification for the New York State Gaming Commission and will be releasing results soon. The company is looking forward to continuing its relationship with New York as they progress through this important market expansion. GLI wishes to thank the New York State Gaming Commission and their staff for their ongoing professionalism and support.

**US**

*Isle of Capri Casinos has entered into a definitive agreement to sell Lady Luck Casino Marquette to an affiliate of Casino Queen, based in Swansea, Illinois. Under the terms of the agreement, CQ Holdings Company, will purchase Lady Luck Casino Marquette for cash consideration of \$40m. The sale is expected to close in early fiscal 2018, subject to the approval of the Iowa Racing and Gaming Commission, the Illinois Gaming Control Board and customary closing conditions.*

*This transaction is expressly permitted by the recently signed definitive merger agreement to which Eldorado Resorts will acquire all of the outstanding shares of Isle of Capri Casinos.*



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NOVOMATIC GROUP

**L'opérateur Melco International basé à Macao** est dorénavant l'unique opérateur en lice pour la concession du casino chypriote suite à la décision de l'opérateur cambodgien NagaCorp de se retirer de l'appel d'offres.

**Les VLT d'APEX viennent d'être installés dans** l'ensemble des 16 points de vente de WINWIN en Autriche. WINWIN vient de créer un nouveau concept de jeux en Autriche qui offre la possibilité de jouer de manière décontractée dans un espace avec café et bar.

**Kambi Group et Novomatic Lottery Solutions** (NLS) viennent de signer un protocole d'entente pour fournir aux loteries réglementées par le gouvernement une solution de jeux complète performante. Ce service associera la plate-forme de loterie de NLS aux services de paris sportifs de Kambi.

**Le gouvernement catalan souhaite tirer profit** du succès de la loterie de la nouvelle année (La Grossa Cap d'Any) avec la création d'un nouveau tirage à gains élevés qui aura lieu le 27 avril et coïncidera avec le 30e anniversaire de la loterie catalane.

**Le groupe Al Bidda basé au Qatar qui a obtenu** la permission de construire un hôtel aux dimensions vertigineuses dans le port de Malaga, a inclus un casino dans son projet commercial.

**Le MGM National Harbor, premier complexe** de jeux de luxe d'1,4 milliards de dollars à ouvrir ses portes dans la région de la capitale des Etats-Unis, ouvrira au public bien plus tôt que prévu, jeudi 8 décembre, et se situe à quelques minutes de Washington D.C., sur les rives du fleuve Potomac.

**La Commission des Jeux de l'état de New York** vient d'autoriser GLI à effectuer des tests indépendants et à établir des certifications pour les équipements de jeux dans l'état de New York.

**IGT et la British Columbia Lottery Corporation** (BCLC) viennent d'annoncer le lancement de Powerbucks, le premier jackpot multicanal à prix progressif d'Amérique du Nord instauré par IGT.

**Red Rock Resorts vient d'annoncer que sa** filiale Station Casinos vient d'acquérir les locaux du Palms Casino Resort situés au sein du paradis des jeux d'argent américain, à Las Vegas, dans le Nevada.

**Ainsworth Game Technology (AGT), le** cinquième plus grand fabricant de jeux au monde, vient d'inaugurer son nouveau siège social en Amérique du Nord, dont le montant s'élève à 40 millions de dollars US. Le gouverneur Brian Sandoval, Len Jessup, président de l'UNLV, Len Ainsworth, fondateur du groupe Ainsworth, et des centaines d'employés d'Ainsworth étaient présents pour l'inauguration.

**Les résidents de l'archipel de Penghu,** appartenant à Taïwan, viennent à nouveau de rejeter le projet de construction de casinos sur leur comté très apprécié des touristes.

## IGT and BCLC's Omni-Channel Jackpot

Powebucks links the jackpot pool from land-based Powerhits slot games at BCLC 33 gaming facilities with the mobile and desktop version of the game

IGT and BCLC launch North America's first omni-channel jackpot offering prize pools upwards of \$1m across land-based, mobile and desktop

CANADA SUPPLIER NEWS



IGT and the British Columbia Lottery Corporation (BCLC) have announced the Canadian debut of IGT's Powerbucks, North America's first omni-channel progressive prize pool jackpot. Powerbucks links the jackpot pool from the land-based Powerhits slot games at BCLC's 33 gaming facilities, with the mobile and desktop versions of the game on PlayNow.com in British Columbia and Manitoba.

In 2010, IGT began offering games online through PlayNow.com, Canada's first regulated online gambling site. The launch of the converged Powerbucks jackpot marks a new milestone for IGT and BCLC as they continue to develop new and exciting experiences for players living in an increasingly digital world.

"Powerbucks delivers a whole new jackpot experience to PlayNow.com players that is unique in North America," said Monica Bohm, BCLC Vice President of eGaming. "Players can play Powerbucks for a chance to win jackpots of

\$1 million or more anytime from their mobile devices, home computers or local casinos."

"The introduction of new, innovative products, such as Powerbucks, helps BCLC deliver the very best in gambling entertainment to British Columbians while benefiting communities across the province," said Brad Desmarais, BCLC VP of Casino and Community Gaming.

"IGT is pleased to partner with BCLC for the Canada debut of Powerbucks," said David Flinn, IGT Regional Vice President, Canada.

"Powerbucks extends IGT's legacy in developing omni-channel products that push the envelope of innovation and transform the way players enjoy gaming entertainment."

Powerbucks players betting \$0.50 to \$2.99 are eligible for the game's static \$1 million jackpot and players wagering a minimum \$3 bet are eligible for the game's progressive jackpot that starts at \$1 million.



Nevada

### Red Rock finalises purchase of The Palms

Red Rock Resorts has announced that its Station Casinos business has completed the acquisition of the Palms Casino Resort land-based facility in the US gambling haven of Las Vegas, Nevada. Terms of the deal were not disclosed, but Red Rock said that The Palms, which becomes its 20th property in the Las Vegas valley, is "uniquely positioned to benefit from strong economic trends and record visitation levels currently being experienced in the market".

The Palms, an established brand in Las Vegas, is located adjacent to the main Strip area. Marc Falcone, executive vice-president, chief financial officer and treasurer of Red Rock, said: "We are excited to welcome the talented members of the Palms team to the Station Casinos family.

"The Palms' outstanding location, premium amenities and highly recognisable brand will allow us to provide a new level of excitement for local and visiting guests to Las Vegas."

US

Shooting Star Casino is to sign a multi-property systems deal with Aristocrat. Shooting Star chose Aristocrat's Oasis 360 casino management system for its newest property, Star Lake Casino in Minnesota and chose Aristocrat's Oasis HALO loyalty platform, player portal and the TrackIt table rating system for installation at all three of its Minnesota sites.

Bill Marsh, General Manager for Shooting Star Resorts, said, "We've been working with Aristocrat for many years, and after doing extensive due diligence we determined that Aristocrat was the right choice for our business as we plan to open our new resort in the first quarter of 2018. It was clear after a comprehensive review that Aristocrat is committed to their systems business, and we are pleased to partner with them moving forward. We believe they have the best leadership in the industry and are the premier provider of both games and systems."

# Penn Opens Hollywood Casino Jamul

Penn National Gaming's Hollywood Casino Jamul – San Diego, which it developed on behalf of the Jamul Indian Village of California, opened its doors to the public

JIV and Penn National receive final approval from the National Indian Gaming Commission (NIGC) for Penn National to manage the facility

CALIFORNIA CASINO INSTALLATIONS



Penn National Gaming's Hollywood Casino Jamul – San Diego, which it developed on behalf of the Jamul Indian Village of California, opened its doors to the public on October 10, 2016. JIV and Penn National recently received final approval from the National Indian Gaming Commission (NIGC) for Penn National to manage the facility.

Timothy Wilmott, President and Chief Executive Officer of Penn National, said: "We are grateful to the Jamul Indian Village for giving us the opportunity to build this spectacular regional entertainment destination and are honoured to serve as the manager of their facility and to help them realise their goal of becoming economically self-sufficient. Hollywood Casino, which created more than 1,200 construction jobs and approximately 1,000 permanent jobs, is the closest gaming facility to downtown San Diego and we look forward to providing our guests an unparalleled entertainment, gaming and dining experience."

Located on State Route 94 approximately 20 miles from downtown, Hollywood Casino Jamul – San Diego features an earth tone colour

palette and downcast lighting, allowing it to blend better with the surrounding area. The facility also features an eight-story below ground parking garage that accommodates 1,800 vehicles and eight dining and entertainment venues "On behalf of our more than 1,000 team members – the vast majority of whom were hired locally – we are truly excited this day has finally arrived and we can't wait to open our doors and begin providing world class entertainment and customer service," said Richard St. Jean, General Manager of Hollywood Casino Jamul – San Diego. "I want to thank the Jamul Indian Village for entrusting my team with this responsibility. We are committed to working to realize the full promise of this economic engine."

Penn National will serve as the manager of Hollywood Casino Jamul – San Diego for an initial term of seven years and will earn a fee of 30 per cent of net revenue (earnings before taxes as defined by the NIGC) for the management of the facility, as well as a licensing fee of two per cent of gross revenue for the use of the Hollywood brand and marketing services.



US – At the Global Gaming Expo (G2E), Las Vegas Mayor Carolyn Goodman presented TV and entertainment icon Vanna White with a key to the City of Las Vegas in honour of the 20th anniversary of IGT's Wheel of Fortune Slots. Vanna White continues to play an integral role in the success of the Wheel Fortune game family, which has minted more than 1,000 millionaires and paid out more than \$3 billion in life-changing jackpots. IGT's Wheel of Fortune slots greet the more than 42 million travellers that pass through Las Vegas' McCarran International Airport each year, and is celebrated as the most successful slot theme of all time.



US – Merkur Gaming Americas has announced the creation and establishment of Sunshine Games: a dedicated games development studio with a focus on creating exceptional and entertaining game content. Operating from premises in Las Vegas, Sunshine Games is hitting the ground running, having already assembled an eight strong team of seasoned game design and development professionals, each of them with extensive credentials and considerable experience in gaming, and further recruitment is ongoing.

Sunshine Games, located at 2500 West Sahara Avenue, in close proximity to the Palace Station Casino and just a stone's throw from the Las Vegas Strip, is being headed up by veteran industry games maker Mike Halvorson (pictured) who is now responsible for creating new games tailored not only for Merkur Gaming's entry into the US tribal government gaming and State legislated markets but also with a view to diversifying Merkur's games content for the global market.

Welcoming the establishment of Sunshine Games Charles Hiten, Merkur Gaming Americas Chief Executive, commented: "This new facility and the skilled team that we have established is a pivotal step in the further development of the Merkur Gaming brand, creating a fantastic new resource that will add to our already impressive games development line-up. Sunshine Games has been tasked with creating a whole new library of fantastic games that will bring new opportunities for our operational customers and pave the way for our progression into new markets."

## US

*Merkur Gaming has become an Associate Member of NIGA, the National Indian Gaming Association. Merkur Gaming Americas CEO, Charles Hiten commented: "Merkur Gaming is extremely proud to now become an Associate Member of NIGA. We see this as a pivotal step in our stated commitment to work hand in hand with Tribal Government Gaming and to fully support the aims and objectives of NIGA's mission to protect and preserve the general welfare of tribes striving for self-sufficiency through gaming enterprises in Indian Country." Merkur Gaming Americas has already made an undertaking to exhibit at the 2017 Indian Gaming Tradeshow and Convention, to be held from April 10-13 at the San Diego Convention Center, and will celebrate its commitment to Indian Country gaming at what is the longest running gaming tradeshow in history. "*



## Nevada

### Ainsworth opens North America HQ

*Ainsworth Game Technology (AGT), the fifth largest gaming manufacturer in the world, celebrated the grand opening of its new \$40 million North American headquarters. In attendance were Governor Brian Sandoval, UNLV President Len Jessup, Ainsworth founder Len Ainsworth and hundreds of Ainsworth employees.*

*The facility, amassing more than 291,000 square feet on 23.7 acres, is among the largest manufacturing spaces completed in Nevada in recent years and is situated along the booming I-215 South corridor in Las Vegas. The North American headquarters houses nearly 200 AGT employees and has space to accommodate future growth.*



**AUSTRALIA** – Star Entertainment Group has been granted a new casino licence by the Queensland Government for its planned integrated resort at Queens Wharf Brisbane. The \$2bn entertainment precinct will boast more than 1,100 rooms across five hotels, a bridge to Southbank named the Neville Bonner Bridge and the renovation of the Treasury building into a Ritz-Carlton by 2024.

Star Entertainment, who operates Sydney's Star, Jupiters on the Gold Coast and Treasury Casino in Brisbane, has partnered with Far East Consortium and Chow Tai Fook Enterprises to form Destination Brisbane Consortium who will oversee the project.

The granting of the licence means Destination Brisbane Consortium must pay a fee of \$213m to the Queensland Government by October 27 with Star's share coming in at \$77m.

A Star Entertainment spokeswoman revealed that the consortium was still piecing together the detailed design for the project. "Much of the QWB project detail, including payment values and timings, remains commercial-in-confidence," State Development Minister Anthony Lynham said.

**MACAU** – As momentum continues to build for NOVOMATIC throughout the Asia-Pacific region, a range of products will be brought to MGS – Macau Gaming Show – to showcase the company's growing commitment to the region on booth AP25. Taking place at the Venetian Macau on the Cotai Strip on November 15-17, MGS is an opportunity for NOVOMATIC and its local partners to show Asian operators its depth and breadth of gaming products.

Supported by NOVOMATIC's principle distributor in the region, Jade Entertainment and Gaming Technologies and its local subsidiaries, an open-plan booth provides the setting to present a variety of products. The line-up starts with three banks of the new GAMINATOR Scorpion featuring three game compendiums, including the Macau mix; NOVO LINE Interactive Edition 1. The successor to the original GAMINATOR, this new cabinet is set to take the gaming industry by storm, bringing the latest and greatest NOVOMATIC content to life in HD.

Presented for the very first time in Asia is the NOVOSTAR V.I.P. Royal that makes a standout impression on any casino floor with its huge 65" upright curve screen. Returning to Macau following its popularity at G2E Asia earlier this year is the V.I.P. Lounge, an ideal solution for casinos to introduce V.I.P. slot gaming with a smaller footprint. Also on show will be the DOMINATOR Curve as well as electronic roulette terminals that are spreading like wildfire throughout Asian markets

## Penghu Overwhelmingly Rejects Casinos

Around 80 per cent of voters on the Taiwanese island cast their ballot against introducing gambling to archipelago, putting an end to a decade-long project to establish a Macau-style gaming stronghold predominately targeting the Japanese

Residents of Taiwan's Penghu have casts their votes for a second time to ensure gaming does not establish itself on the island

### TAIWAN LEGISLATION

Residents of Taiwan's Penghu have once again rejected a proposal to build casinos in the archipelago county popular with tourists.

In a referendum held on October 15, around 80 per cent of the votes were against introducing gambling, with about 33,000 people out of 83,400 eligible voters casting ballots.

The lobbying groups on the two sides of the issue made their case for what economic development was best for the community. One hour into counting, the Alliance against Legalisation of Gambling declared victory.

"Despite all odds, voters ... have used their wisdom and sense to safeguard the sustainable development of Penghu," said Ho Tsung-hsun, executive director of the alliance. Ho was referring to the timing of the referendum, which was held five days after Taiwan's National Day holiday when most residents had returned to the main island for work.

He also said the pro-side had tried to mislead voters into believing that casinos would boost



Penghu's static economic growth. The final tally was 26,592 against and 6,210 in support. The previous referendum held in 2009, saw 56 per cent against and 44 per cent in support.

Chen Meng, convener of the pro-casino Alliance Promoting Internationalisation of Penghu, called the vote unfair, pointing to opposition by Taiwanese President Tsai Ing-wen and her government of the independence-leaning Democratic Progressive Party voiced before the referendum was held. "With the president using her influence to oppose it, a serious voting defeat was already expected," he said. The vote comes seven years after a similar referendum rejected casinos with 56 per cent of Penghu residents voting no despite strong support from the county government.

This time round the proposal saw little support from President Tsai Ing-wen and Premier Lin Chuan of the Democratic Progressive Party (DPP) both of whom have said casinos are not the only way of developing tourism in Penghu. Not all members of the party were happy with that stance though.

### SIS strikes content and fixed-odds deal with Mauritius Turf Club

#### Mauritius

SIS has agreed an exclusive three-year deal with the Mauritius Turf Club to distribute racing pictures, data, and fixed-odds prices to UK retail betting shops and online operators for the first time.

The deal will see the SIS service broadcast eight races a day for 37 weekend fixtures, with an average of nine runner races for each of the Saturday and Sunday morning races. The content also includes fixed-odds provision through SIS Trading Services.

The new Mauritius rights deal complements SIS' leading content portfolio, which already includes exclusive racing from the UK, the best racing from Ireland and France

as well as key international tracks further afield such as Meydan and Jebel Ali Racecourse. Launched in January, SIS Trading Services is a bespoke trading department for UK and international customers that provides comprehensive pricing on UK, Irish, and International racing as well as BAGS greyhound racing from the company's state of the art London offices.

The comprehensive Mauritius pricing provided by SIS Trading Services includes a suite of data triggers that allows easy automation of trader alerts, in addition to ante-post and starting prices through to in-play updates.

Paul Witten, Commercial Director at SIS, said: "We're delighted to have secured top quality racing from Mauritius for the next three years, which is the ideal product for operators looking to give their customers additional content during busy periods."

#### Taiwan

*Guanhuasoft Gaming, a Taiwanese developer and manufacturer of casual casino games and 3D animation products distributed worldwide, has been bought by CMK Gaming International. Pursuant to the terms of the acquisition agreement, GuanHua now owns and controls a total of 90 per cent of all of CMKI's issued and outstanding shares upon the completion of this tax free transaction. In connection with this transaction, CMKI has recently completed a 100 for 1 forward stock split.*

*GuanHua is a successful developer and manufacturer of casual casino games with revenue in excess of US\$6m for its last fiscal year. It had developed approximately 30 proprietary new games by 2014 and creates at least four additional games per year, many of which are distributed worldwide.*



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**MACAU** – Inspired has signed an agreement with LT Games to supply its Virtual Sports to Macau casino operators. Inspired will deploy its Virtual Sports to LT Game's ETG self service terminals in the first deal of its kind.

Rush Horses will be the first game to be released, followed by Mike Tyson Rush Boxing and Rush Football. LT Game is one of the leading gaming and casino providers in Macau and in the Asia Pacific region with over 4,500 Live Multi Gaming Terminals (LMG) installed among 22 Macau land-based casinos. This is its first agreement with Inspired Gaming Group.

Steve Rogers, COO Digital Games, Inspired commented: "LT Game is a respected operator in the Macau Casino market, and this deal is an important one for Inspired as we continue to grow our global footprint in Virtual Sports deployment. I have no doubt that players will be impressed by the quality of the product, and I look forward to working LT Game to further build our product portfolio with them in the future."

Jay Chun, Chairman and Managing Director, LT Game added: "LT Game is firmly committed to growth and success in electronic gaming development, and we are thrilled to work with Inspired as the global leader in Virtual Sports development to enrich our gaming product categories. We continuously strive to bring in new gaming concepts to casino operators, to drive play with captivating content, and to offer our players the most cutting-edge gaming experiences. We are confident the LT Game ETG and Inspired Virtual Sports game will energize us to achieve these goals."

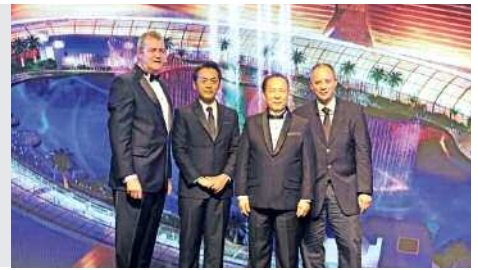
**CAMBODIA** – Tax revenue from Cambodia's casinos increased significantly in the first nine months of the year when compared to the same period of 2015, the country's Ministry of Economy and Finance has reported. There were 69 licensed gambling venues of this type to operate within Cambodia's borders as of September 30.

Local casinos contributed the total amount of \$37.4m in tax revenue for the nine-month period ended September 30, 2016. The figure posted represented a 35.5 per cent increase from the tax revenue collected for the same period of the previous year. It also reflected a rise from the \$34.7m the Finance Ministry reported for the year ended December 31, 2015.

The increase in the amount collected was attributed to a strategy Cambodian government launched in 2015 to create better transparency and efficiency of the local tax system.

Okada Manila has delayed its opening in the Philippines until next month due to a catalogue of issues affecting the casino

**PHILIPPINES CASINO OPERATIONS**



## Okada Manila to open on December 21

Japan's Universal Entertainment is delaying the opening of Okada Manila, its \$2.4bn Manila casino, by a month to December due to bad weather, government policies and economic conditions.

The opening has been confirmed for December 21. Okada Manila will boast 993 hotel rooms, 8,409 square meters of retail space, 500 table games and over 3,000 electronic gaming positions.

The company's Philippine subsidiary, Tiger Resort, Leisure and Entertainment, said: "The initial opening of the property, including the hotel, food and beverage outlets, casino and other major attractions, will take place in December. Okada Manila has not markedly lagged behind the original plan although the progress has differed somewhat from the plan, affected by worse-than-expected weather conditions. In view of policy actions by the Philippine government and the economic environment in the near-term, we are now in the process of carefully considering the optimal timing for opening the facility towards

delivering maximised shareholder value.

The Series 2 notes are expected to be issued on Oct. 14, 2016. With the issuance of these Series 2 Notes, the company will have successfully secured a significant majority of the construction costs for the opening of Okada Manila, which is the world class gaming and leisure resort under development in the Philippines."

The first phase of the development was supposed to open in November. According to Tiger Resorts president Steve Wolstenholme, construction is 85 per cent complete.

The company, owned by Japanese pachinko boss Kazuo Okada, owns one of four licenses to operate a casino complex in Entertainment City. Universal will finance \$400m from the issuance of privately placed notes at 8.5 per cent per year under Series 2 notes. The operator said: "With the issuance of these notes, the company will have successfully secured a significant majority of the construction costs for the opening of Okada Manila."



**New Zealand**

### Interblock to bring stadium gaming to SkyCity

*Interblock is to install a stadium-style gaming experience and six additional electronic tables at SkyCity Auckland, bringing a total of 67 electronic table game seats to the casino floor.*

*The landmark deal is the first of its kind for Interblock, offering all-new ETG solutions to SkyCity Auckland's players.*

*SkyCity's upcoming installation will include a product mix of Interblock's MiniStar Roulette and Diamond products, including Automated Roulette and Sic Bo, and the all-new Video Blackjack and Baccarat.*

*The gaming stadium will feature two automated Roulette generators, one Sic Bo generator and 31 Diamond play stations with multi-game capability that allows players to place wagers on up to three games simultaneously. Three games are visible to the player on the Diamond play station's 27-inch monitor. A video wall displays each game's progress and statistics along with a live feed of each game result.*

*Cameron Louis, Interblock's Senior Vice President of Asia Pacific, said: "Interblock is excited to extend our partnership with the world class SkyCity Auckland. This strategic partnership allows us to showcase the innovations of our ETG solutions, with modularity and efficiency that only Interblock can provide. We are proud to have reached this milestone as a company, and look forward to the success ahead of us."*

**Singapore**

Online betting has been introduced in Singapore after Singapore-based lottery operators Singapore Pools and the Singapore Turf Club were given the go ahead to run online betting platforms. The two operators have been exempted from the Remote Gambling Act, which outlaws online and phone gambling, by the Ministry of Home Affairs (MHA), but they have to put in place safeguards, such as allowing only those above 21 to open accounts and requiring players to set daily limits on how much they want to spend on online gambling. Singapore Pools launched its online betting services on October 25 and Turf Club will launch its new web and mobile platform on November 15. Punters can place bets only for 4D, Toto, football, F1 sports and horse-racing. Casino-style games or poker are not allowed. Since the Act came into force in February last year, several hundred websites that offer remote gambling services have been blocked.

# The Star Competition to Find New Architect

The Star Entertainment Group has unveiled an architectural design competition to provide Sydney with another world-class hotel at its Pyrmont property

New development concept will take The Star's room inventory to more than 1,000 and bring The RitzCarlton brand back to Sydney

**AUSTRALIA CASINO OPERATIONS**



The Star Entertainment Group has unveiled an architectural design competition to provide Sydney with another world-class hotel at its Pyrmont property.

The tower project, pending all necessary approvals, would be contained within the existing footprint of The Star Sydney and include a six-star hotel component to be operated by The Ritz-Carlton. The Star Entertainment Group has engaged its partners in the \$3bn Queen's Wharf Brisbane development, Hong Kong-based Chow Tai Fook and Far East Consortium, to joint venture on the Sydney plans.

The tower would feature more than 220 premium hotel rooms and around 150 residences. Three leading architectural firms with local and international credentials are contesting the right to create the tower design which, in addition to the hotel and residential components, will include further works to connect the hotel to the existing property. This section of the development will feature food and beverage options plus a number of other attractions. The aim of the design excellence process is to encourage innovation, best practices and the highest standards of build to ensure a truly iconic hotel development that contributes positively and authentically to the overall architectural quality of the city while also achieving environmentally sustainable outcomes.

The winning architect will be asked to take community views into consideration before a final design is submitted as part of the project's planning approvals process during FY2017. The investment in the tower, and the associated works to provide connectivity to the existing property and increase available amenities including food and beverage, will be up to \$500m.

This is in addition to the \$500m worth of upgrades and improvements underway and in planning at The Star Sydney. These include the comprehensive refurbishment of rooms at the Astral Tower and Residences, the opening of the Harvest Buffet restaurant, work on the arrivals area, and upgrading internal spaces, including VIP facilities.

"Tourism, especially from Asia, is a huge, long term growth driver for Australia," said Matt Bekier, The Star Entertainment Group Managing Director & CEO. "Sydney needs more quality hotels, and exciting entertainment and hospitality infrastructure to win its share of that growth.

"Our development concept will take The Star's room inventory to more than 1,000, bring The RitzCarlton brand back to Sydney, and add a further 20 food and beverage venues," he added. "It will allow us to really enhance and increase our contribution to Sydney's tourism offering.

**MACAU** – Having been downbeat about Macau's casino sector, Deutsche Bank's Karen Tang has now predicted an upswing in the market, upgrading Sands China, MGM China and Melco Crown to buy.

She said: "Over the past two weeks, we've had extensive interviews with a dozen of casino service staff & premium mass hosts. We learnt that gaming spend per visitor has started to rise, and VIPs are returning as premium mass players. We conclude that Macau is now at the start of a mass-led GGR recovery. Importantly, both base mass and premium mass are growing again. We forecast that Mass GGR growth will accelerate from four per cent year-on-year in the second quarter of 2016 to 10 per cent year-on-year in the second half of 2016 and to 12 per cent year-on-year in 2017. As mass has higher margins, we lift our sector EBITDA by 10 per cent to US\$6.6bn for 2017. We prefer mass-focused operators, and upgrade Sands, MGM China & MPEL from Hold to Buy.

She added: "Over the past two years, over 100 small junket operators closed their VIP rooms. This left hundreds of agents and service staff jobless. Some were recruited by casinos as premium mass marketing costs. As cash access via UnionPay remains easy, these new hosts are helping VIPs convert into premium mass. Our proprietary table count confirms the return of premium mass. Proportion of baccarat tables with over HK\$2,000 min bet rose from 29 per cent of the mass floor in Dec to 36 per cent by July, with minimum bets rising prominently since July. We believe this player conversion can sustain premium mass growth for the next one to two years. Each mass market player is spending more. In the second quarter, Macau's mass gross gaming revenue rose four per cent even though the total number of visitors fell 0.5 per cent."

**MALAYSIA** – There's a new Chinese-based political party in Penang and it wants to build a casino in the state. The Penang Front Party (PFP), has announced its intention to contest against the Democratic Action Party DAP in the upcoming 14th General Election. The Penang Front Party (PFP) was formed in 2014, and claims to have 2,000 members and the support of 44 Chinese non-governmental organisations. According to the party's chairman, Lee Poh Kong, the party has intentions to build a casino – only for tourists – in the state if they win enough seats to secure the state administration. "This will generate RM3 billion in income, which would greatly help the state economy," he has been quoted as saying.

The proposal has already been met with fierce criticism from both government and church officials across Penang.

## Odds rise on Japan legalizing casinos after political gains by LDP

### Japan

A landslide July election win for Prime Minister Shinzo Abe's Liberal Democratic Party, the elevation of key gambling proponents in the LDP, division in Abe's junior coalition partner and a relatively uncrowded parliamentary schedule all increase the likelihood casinos could finally get the nod.

"There's a near 100 percent chance" of the bill being debated in the session ending Nov. 30, said Hiroyuki Hosoda, head of the main pro-casino parliamentary group and one

of three casino proponents recently named to top LDP spots. If the bill makes it to committee, it is virtually assured of success given the LDP's dominance of both houses of parliament.

Backers say casinos would boost tourism, a success of "Abenomics." A sharp fall in the yen under easy-money stimulus and relaxed visa rules have led to a flood in visitors, especially from China, since Abe swept to power in December 2012.

Foreign tourists surged to 19.7 million last year from 8.4 million in 2012, but Abe's target of 40 million a year by 2020 and for doubling the ¥3.5 trillion they spend annually is under threat.

With the yen rebounding over the past year and visitors spending less per person, a second wind for tourism could help Japanese banks, manufacturers, construction firms and travel agencies.

Japan already has gambling aplenty, from pachinko halls – officially tolerated despite a hazy legal status – to government-backed betting on horse, boat and bicycle races. But these pastimes tend to be low-stakes and are not popular with the deep-pocketed foreign visitors.

The public also is not on board, with opinion polls in recent years indicating casino opponents outnumber supporters by around 65 percent to 30 percent.

## Niki Lauda opens Admiral San Roque Casino in grand fashion



**Niki Lauda,**  
Brand Ambassador, Novomatic Group

Niki Lauda, three-time Formula-1 World Champion and entrepreneur, is the brand ambassador for the Novomatic Group. Apart from the branding of his famous red cap Niki Lauda supports Novomatic as an ambassador at selected national and international events.



On September 23rd the completely refurbished Casino ADMIRAL San Roque celebrated its grand opening party with VIP guests and visitors – as well as a very special guest, the NOVOMATIC brand ambassador Niki Lauda

Casino ADMIRAL San Roque is the first Spanish casino in the NOVOMATIC Group's impressive portfolio of 1,600 gaming facilities worldwide. The striking new casino was met with great acclaim as it revives a unique gaming and leisure offering for locals and tourists in Andalusia, creates jobs in the region and provides a new economic impetus for the municipality and beyond.

An estimated 2,000 guests attended the grand opening celebration of Casino ADMIRAL San Roque, among them numerous invitees from the local economy, politics and media – and Niki Lauda, who was welcomed with a hearty cheer by the crowd. The event concluded less than one year of construction work and refurbishment measures that marked phase one of the casino project. Phase two will see a hotel, spa and restaurant with 28 bungalows, a swimming pool and gym opening by the end of this year. The total project investment amounts to EUR 20 million.

The casino had been closed since 2010. In a public tender, NOVOMATIC successfully applied for the operating license of the casino, in a clear

demonstration of the Group's commitment to Andalusia and confidence in the region as an ideal location for sustained economic efficiency.

The groundbreaking ceremony took place in November 2015 and set the signal for 400,000 hours of reconstruction work carried out by 300 workers. In the spirit of regional sustainability, the new owners, ADMIRAL Casinos Spain, set great value on the engagement of local contractors: 80 percent of the suppliers are regional companies. The entire facility comprises 5,600 square meters and with both phases complete, will provide more than 100 jobs in the region.

### LOCATION, LOCATION, LOCATION

The casino is located 11 kilometers north of Gibraltar along the Mediterranean Highway 340 near San Roque. It welcomes guests with a modern, state-of-the-art gaming and entertainment offering, which comprises 125 gaming positions of the latest generation, 8 live gaming tables (4x Roulette and 4x card games: Black Jack, Mini Punto Banco and Poker), a modern Bingo Arena for 315 players, and the



Novomatic has purchased a second casino operation, also in the autonomous region of Andalusia: Casino Aljarafe in Sevilla. In the months to come Novomatic will make considerable investments in the refurbishment and modernisation of the casino to implement the proven premium gaming, entertainment and gastronomy concept at the new Casino ADMIRAL Sevilla







ADMIRAL Arena multi-purpose theatre with a 300-seat capacity, live stage and a huge 24 sqm video wall. The Bingo Arena introduces a special premiere to the Spanish market: the first electronic Bingo that presents a high-tech alternative to traditional Bingo games played on 'cartones'.

All this is implemented in luxurious style, lavish space and premium interior design to perfectly accommodate guests while they indulge in first-class entertainment. The casino also caters to culinary desires with a Las Vegas-style buffet and a Spanish Tapas. The restaurant offers indoor seating for 100 guests and room for a further 40 on the picturesque terrace. The entire complex houses 10,000 sqm of parking space and for guests travelling without a car, the casino has set up a shuttle bus service that travels between Estepona and Algeciras.

### SENSATIONAL FEEDBACK

Guest feedback after the first several weeks already proves Casino ADMIRAL San Roque has hit the mark with its premium entertainment and leisure offer for the region. At the opening press conference, local

mayor Juan Carlos Ruiz Boix emphasized the significance of the complex as an attractive generator of economic growth and employment: "NOVOMATIC is building remarkable improvements and adding new offers such as Bingo. Our hope is that with the second phase of construction the casino complex will attract even more visitors, and future generations will use these facilities for leisure, which will, in turn, provide employment for future generations of people in the municipality."

### REGIONAL COMMITMENT

Manfred Schartner, Managing Director ADMIRAL Casinos Spain, confirmed: "We are fully committed to contributing to the touristic and economic development in the region." An ongoing commitment that is vividly displayed with the recent purchase of a second casino operation, also in the autonomous region of Andalusia: Casino Aljarafe in Sevilla. In the months to come, NOVOMATIC will make considerable investments in the refurbishment and modernisation of the casino to implement the proven premium gaming, entertainment and gastronomy concept at the new Casino ADMIRAL Sevilla.



### TCSJohnHuxley wins tender

The gaming area at Casino Admiral San Roque consists of 125 gaming positions including electronic roulette and in addition has eight gaming tables. TCSJohnHuxley was delighted to have been chosen to supply the live gaming equipment, which includes four roulette tables and four blackjack and poker tables. Chipper Champ 2 chipping machines, A-Plus shufflers, Saturn Roulette wheels and e-FXTM 29ins. displays complete the order.

The custom designed tables provide the perfect compliment to the new casino interior and in addition, the casino decided to install Blaze LED surface technology on the roulette tables to bring added excitement to the gaming floor. Using an under-lay-out illuminated gaming surface, players and gaming staff are able to instantly benefit from seeing winning numbers clearly highlighted. In addition, with the improved visibility of winning sections, pit bosses and security staff can also easily monitor game procedures from a distance. Players also have the benefit of game prompts that light up on the layout, such as Place Your Bets, No More Bets and Finish Betting.

Steph Nel, Senior Business Development Manager for Europe comments, "We were delighted to be involved with this prestigious project for Admiral Casinos. The casino wanted the highest quality leading edge gaming equipment for the venue in order to establish San Roque as a must-visit destination in this important tourism area. The finished result looks extremely good and initial visitor numbers confirm that players think so too!"

"We are fully committed to contributing to the touristic and economic development in the region."

Manfred Schartner,  
Managing Director  
ADMIRAL Casinos Spain

## Zitro reveals reinvention plan to become 'complete provider'



**Sebastian Salat**  
CEO, Zitro

The four pillars on which Zitro's new proposal is based involve the development of new traditional product lines, above and beyond video bingo, the offer of new business models, the greater presence of Zitro content in online casinos, and an increased offer of Zitro entertainment on the social networks.

At the G2E show in Las Vegas, Spain-based Zitro took its first steps along a path that will transform the specialist in video bingo gaming, into a fully fledged provider of products that will span the complete gaming spectrum. G3 spoke to new CEO, Sebastian Salat, about the journey and the destination

**Zitro is a business undergoing a transformation - what has led to Zitro redefining itself?**

The transformation you mention started in spring of this year and we call it "the new beginning" of Zitro. Until now, Zitro has been dominant in the Video Bingo market, however, the company is now ready to expand into other product markets and segments to be a leading competitor, not only in the Bingo market, but in the whole of the gaming industry.

**Zitro President, Johnny Ortiz, has said that the business in future will be built on four pillars, above and beyond video bingo. What are these four pillars?**

The four pillars on which Zitro's new proposal is based involve the development of new traditional product lines, above and beyond video bingo, the offer of new business models, the greater presence of Zitro content in online casinos, and an increased offer of Zitro entertainment across social networks.

**What makes Zitro suitable for such a diversification of its core business model?**

We have strong leadership, an amazing talent pool, incredible technology, the ability to generate financial resources, passion and determination. We believe we

have all we need to transform Zitro into one of the leading gaming companies of the world.

**Zitro is launching a new line of Pick & Win multi-game machines - why launch first with a multi-game product and what's different/special about Pick & Win?**

This is our first video slot product, so we have decided to go with a multigame as we wanted to start with what we call a "Bread and Butter" product. With a multigame we can already start commercialising the slot product while developing new games. We are currently testing this product and for now the acceptance is much higher than we had expected.

Pick & Win is a regular Multigame with five themes and standalone progressives which we have kept purposely simple. It has the unique touch of the Zitro design team, which differentiates it from other Multigames in the market. The players will be amazed by the superior quality of sound and images and be reminded of Zitro's Bingo machines when playing.

**New distribution channels form a large part of the transformation strategy, but how big a portion is dedicated to online, mobile and social, as opposed to traditional land-based gaming, and why?**



Land-based is and has been the core business for Zitro, however we have been very aware for a long time that online is and will be more and more important as time goes by. For this reason, we have a specific business unit called Zitro Interactive with a team of highly qualified experts that are exclusively dedicated to support the online and social market.

In fact, two of the four pillars mentioned earlier are based on Online and Social, which gives you an idea as to how important this is for us. Just recently Zitro Interactive has obtained a concession from the MGA for a license in Malta, allowing us to grow even further in the real money wagering segment.

**Zitro is additionally launching the Zitro Partnership Program, could you describe this new initiative and its appeal to operators and players?**

Zitro Partnership Program (ZPP) is a package of products and services which includes the promotional systems BIG TIME, expert advice in the design, programming and management of promotions, along with advertising at the point of sale and use of digital media. We have started this only couple of months ago and already more than 60 casinos have already subscribed to it.

The performance in all these sites has already significantly increased, so we expect this number to grow even further. BIG TIME enables the operator to pay prizes on a specific day and time, which allows them to create attractive and efficient promotions on site. These on site promotions combined with online

and social efforts are included in the program, helping operators to increase the numbers of visitors to their casinos and gaming halls and retain players.

The players on the other side, find it highly attractive as they can search for specific promotions in the casinos within their reach. In addition, the fact that the player knows beforehand how many prizes will be paid and of which size, is critical information for them that makes them change their playing behavior.

**Zitro has been especially strong in Latin American gaming markets to date - does the transformation plan include a wider geographical remit to create a global infrastructure?**

Zitro is already present in Europe, Latin America, North America and Asia, so we are covering already a big part of the globe. As we develop new products and enter into new product and market segments, we will be looking at targeting additional markets to consolidate the growth.

**What timescales have you given yourselves to transform the business as you've outlined?**

We have already completed the first steps in our transformation with the launch of new products and services, with the relevant changes we have made in our organization, and with the addition of talented individuals to our team. Next year the progress made is going to be more and more noticeable, and by the end of the year the market will see a totally redefined Zitro.

Zitro Partnership Program (ZPP) is a package of products and services which includes the promotional systems BIG TIME, expert advice in the design, programming and management of the promotions, along with advertising at the point of sale and use of digital media. We have started this only couple of months ago and already more than 60 casinos have already subscribed to it.

Zitro's New Start is based on four strategic foundations: new product lines, new business models, greater visibility of Zitro content in online casinos and a wider range of services and entertainment via the social networks.

## Protecting the integrity of internal systems from abuse

**Marco Capozzi,**  
ISS Manager, EMEA,  
GLI Europe

**Marco Capozzi wrote his first lines of computer code aged eight, going on to study Management Engineering at university before joining GLI in 2009 as a test engineer. After three years Marco progressed to ISS Manager for the EMEA region, overseeing information security and testing, in addition to field inspections. In the past 12 months, Marco and his team have conducted over 300 inspections all over Europe.**



Improvement in the reliability of computer and network hardware and the use of virtualised redundant server clusters has increased the availability of complex computer systems enormously. However, systems still remain vulnerable to environmental threats and to operational threats. Operational threats result from human error in the operational process surrounding the system infrastructure, while environmental threat result from deliberate or uncontrollable events external to the online gambling system.

**Information Security Management is a burgeoning part of GLI Europe's activities. While GLI continues to conduct audits for land-based gaming companies and casinos, igaming presents particular issues in regards to information security risks.**

As the igaming industry has matured, so too have the security requirements of igaming jurisdictions. Aside from the difficulties of being part of cyberspace, Internet gaming systems have other risks associated with the nature of their business. The first is that Internet gambling sites collect a lot of personal information from their players. They don't do this in order to amass information, but to identify their players. Unfortunately, the information that igaming sites collect on their players to verify identity remotely is precisely the information needed for identity theft.

Protecting this personal information is a prime consideration for internet gambling sites because a release of personal information on a large scale could result in catastrophic losses for the business as well as legal issues if the internet gambling site operate in a regime where breaches of personal information must be dealt with in a pre-prescribed manner by law.

Web application vulnerabilities, which leave operators open to attack, are well known. If the igaming site is not available to players, then it cannot generate revenue. Improvement in the reliability of computer and network hardware and the use of virtualised redundant server clusters has increased the availability of complex computer systems

enormously. However, systems still remain vulnerable to environmental threats and to operational threats. Operational threats result from human error in the operational process surrounding the system infrastructure, while environmental threat result from deliberate or uncontrollable events external to the online gambling system. In particular natural or man-made disasters and deliberate attacks on the site.

The scale and scope of these information attacks keeps Marco Capozzi and the ISS team at GLI Europe incredibly busy. A typical day for Marco includes putting together client offers, which means gathering information from the client; compiling testing plans, quantifying the resources available and the scope as defined by regulation. Pre-planning is necessary so that Marco knows what needs to be done and what needs to be defined with the client, way out in advance. A large part of Marco's day is dedicated to project management, while his remaining time is devoted to self-education; keeping up-to-date with the latest innovations and security risks. The key point here is that there is no such thing as a zero-risk system, one without any vulnerability, which makes Marco's role all the more interesting.

"My point of contact is usually a security expert,



someone who really knows the technology and what needs to be implemented,” explained Marco. “Typically, I visit clients to explain the process and describe how we’re going to deliver upon the project. When it comes to the activity itself, auditing, it requires me to be on site, because you can’t conduct an audit over the phone. We need to be there, we need to inspect and record, in order to certify the security procedures. We need to talk to people directly to understand awareness in terms of information security. The only remote aspect regards access testing, which is the hacking part, which should be conducted remotely because a hacker is not going to be on site, he’s going to be outside the organisation trying to break in.”

GLI’s ISS team currently work with around 80 clients, conducting audits in multiple jurisdictions across the EMEA. Conducting face-to-face meetings with clients as part of the audit means that each team member must be highly qualified, able to answer enquiries immediately and without hesitation. “You can’t keep calling your manager for clarification,” underlined Marco. “Which is why GLI supports all members of the information security team in maintaining professional security qualifications. In addition to the qualifications needed for this role, we allocate time for study, and in some cases there’s mandatory training on campus. Certain certification is required by regulation, while other qualifications are simply beneficial. It

took me about three years to gain all of them and you need to continuously keep yourself up-to-date and typically all certification needs to be maintained.”

As per GLI policy, each member of the professional services team needs to have at least two professional certifications, though in actual fact, Marco’s team each have four. Qualifications at this level are both theoretical and practical, which means that in order to conduct a GLI audit, the ISS team must not only know their stuff, which is a pre-requisite, they must be able to apply the knowledge as part of the audit. A key aspect of the ISS team’s work is the interpretation of regulations to ensure that all security requirements are achieved. The word to focus upon is interpretation. Where the regulations state the number of security requirements for the audit, the manner in which the auditor tackles each requirement is not defined by the regulator – which is why it’s important that only qualified, professional auditors perform this kind of activity. “Many jurisdictions simply state that you must conduct testing, but they don’t specify the details,” highlighted Marco. “Why? Because that would be too restrictive, so they want to make sure you catch the most relevant vulnerabilities. However, the methodology you use is left to the interpretation of the experts – and you leave that to GLI.”

It might sound strange but an audit is a snapshot. It’s not like testing software, because when you perform an audit you’re testing human beings and their part in following policy procedures, or in other words, the system that’s been put in place to reduce risk. So there is always going to be some volatility in the assessment. However, according to Marco, the goal of every audit is to reduce high risk vulnerability for an organisation. “We gather all kinds of evidence, documents, procedures, interviews, records, logs, any local devices that are required by the regulation,” said Marco. “The regulations determine what evidence you need, and we store this evidence forever, as we need to prove, not only to the regulator, but also to the client that we did our job properly. After the assessment we present the findings to the client.”

Potentially, GLI could conduct an audit and find differences between another company who performed the same audit. This would be acceptable, but if the audit is done properly there’s no possibility that a high risk finding is not identified. It’s also possible that the same person conducting an audit several times, might identify different things, not only because the environment changes, but also because they’ve focused on a different aspect of the audit. According to Marco, an audit is a trade off, you cannot expect to identify everything, on the other hand, you need to make sure that you

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GLI EUROPE INTERVIEW

Marco Capozzi



Most of our clients, more than half in fact, don't require an audit for a single jurisdiction, they require audits for multiple jurisdictions. So our strategy, which is something new and unique to GLI, is to provide a multi-jurisdictional audit. We go on site and we conduct the audit for all jurisdictions, at once.

identify the most relevant issues for the organisation.

"It's in the interest of the client that we identify vulnerabilities, because this can be very damaging to the company. While no one likes to fail an assessment or audit of this nature, this is ultimately a service provided by GLI that's in the best interests of the client. There are rare occasions when a client simply needs the certificate and reacts to our identification of vulnerabilities," stated Marco. "But for the majority, there's a great sense of shock and relief that an issue has been highlighted and can be fixed. In terms of the service we provide to clients, we ensure the qualifications of our personnel are matchless. This is a commercial service and providing extremely good service means that we identify not only aspects of high vulnerability but also the medium, and the low risk too."

It's an important distinction to make, this idea of certification quality and thoroughness, and it's worth exploring further. If GLI conducts an audit and the next year a different provider, for example, is asked to conduct the same - does the second auditor find less vulnerability than GLI? "It's a typical outcome."

confirmed Marco. "Typically, if we take over auditing a company for the first time, we discover hitherto undiscovered long-term vulnerabilities. It's a scenario we see time and time again and in each case our clients are delighted with the outcome. It's why they remain loyal in the long-run, because they know that we perform our audits to the highest standard."

In the last two years GLI's ISS business has grown more than 50 per cent. The clinical efficiency of GLI's auditing process, a combination of speed and thoroughness is both recognised and highly valued by clients. As too is the manner in which GLI approaches the process. Marco explained: "Most of our clients, more than half in fact, don't require an audit for a single jurisdiction, they require audits for multiple jurisdictions. So our strategy, which is something new and unique to GLI, is to provide a multi-jurisdictional audit. We go on site and we conduct the audit for all jurisdictions, at once.

Now you might think, but what is the saving here, because you need to audit for Italy, Denmark, Spain, etc., but GLI has invested a massive amount of time and resources in understanding all the relationships



external security firm, because they wanted to manage their risk properly, going above and beyond the requirements of the regulators. However, they were again duplicating much of the process, so we built into our audit the same security service. And because our team is so highly qualified, we can offer services other laboratories and security companies cannot.”

The qualifications process mentioned earlier is the essential ingredient in offering clients not just a wealth of certification options, but it also reduces time spent on site as GLI achieves multiple objectives in a single audit. GLI is accredited by the PCI Security Standards Council, a non-profit organisation founded by Visa, MasterCard, American Express and JCB International, Marco and his team are qualified security assessors for credit card compliance, which is especially important in the area of online gaming. “Clients have a lot of choice in terms of laboratory work,” stated Marco, “but only GLI can support them from an information security perspective. When I see my client and they ask me why GLI is on site only once a year and other labs they are on site, three, four or more times a year, well that’s because we do things differently.”

From GLI’s perspective, security is a black or white issue. Reputation is everything, since once your brand is compromised, business stops. In these terms, ISS is not about the cost of certification, but rather an investment in security, because if you analyse the ‘figure’ as against the ‘cost’ - the long-term benefits massively outweigh any short-term lack of investment. “We see multiple examples working with clients to reduce risk, whereby issues identified during the audit, ensure that in the long term our clients not only increase their revenue, but there’s going to be less quality cost and more brand security,” said Marco.

The cost of protecting valuable assets by investing in security is an obvious point to make. In fact it’s a simple graph, one that shows how costs for security decrease together with the risk level. It’s a self-perpetuating cycle, in which the cost of security certification decreases as clients shift from high risk vulnerability, to low risk security, which requires less input from GLI. “We let our clients concentrate on being the experts in gaming, because we are the experts in security,” underlined Marco.

One of the points Marco stresses several times during our interview, is that the audit process must be performed as part of a continuous three year cycle. Each of the certification models, from PCI to ISO 27001, are based on a three year cycle because companies need three years to substantially improve their security. “We work with our clients to build a stable information security environment, working with their team to identify and understand the vulnerabilities and to avoid them in the future,” said Marco. “Mistakes can always happen, but personally I

As part of regulation there’s still too much grey space in which it’s not clear whether a regulation test is required or not, or it’s not clear if the application has to be assessed in terms of security or not. But of the two, source engineering is the most important. In fact, I’d rank source engineering as the top priority, then application security testing, network security testing and finally information management system security.

would say in the past four years I’ve seen a big improvement, not only in terms of security within the organisation, but generally as an industry as a whole. If you go back just a couple of years, penetration testing was quite unusual - now it’s the norm.”

There’s no doubt that international gaming suppliers are working to the highest standards of security and integrity. However, the regulations set by gaming regulators are still limited in scope. Right now there’s no regulation, for example, that demands social engineering, a specific type of penetration test that is focused on the people employed in your company. Phishing is a relatively simple way to trick specific information from employees and there’s no regulation in Europe that requires that kind of test, which is hugely important. The weakest link in any security system is the people, not the network or the software.

The network and the software you can fix it, and once you fix it, it always behaves in the same way. People, well, you can try to “fix” them, but who knows what they’re going to do, and this is something that GLI seeks to highlight in client discussions and at the Regulator Roundtable events. “The dissertation I presented at our Rome Roundtable suggested that two things are really missing in the gaming industry from a security standpoint; the first one is social engineering testing and the second is the disrupter approach in the application of security testing,” commented Marco. “As part of regulation there’s still too much grey space in which it’s not clear whether a regulation test is required or not, or it’s not clear if the application has to be assessed in terms of security or not. But of the two, social engineering is the most important. In fact, I’d rank social engineering as the top priority, then application security testing, network security testing and finally information management system security. We provide a lot of workshops to regulators to underline the importance of these processes, but to change the law takes a long time.”

within the different jurisdictions. “We mapped all the jurisdictions against ISO 27001,” stated Marco. “We know the exact requirements for Italy, the requirements for Spain, for Denmark etc., so when GLI visits a site, we audit based on ISO 27001 certification. This allows us, using the same time frame, to do a better job, because we don’t need to assess the same thing twice. It’s a process that’s also very useful for the client, because when they streamline their internal security controls, they know that if they comply with the requirement for ISO 27001, they comply with multiple jurisdictional requirements at the same time.”

GLI is the only Lab to have invested the time and effort to provide ISO 27001 certification, saving its clients considerable time and expense through multi-jurisdictional certification - though to Marco, certification is not the right terminology. “The way I discuss the process with clients is not in terms of gaming certification,” said Marco. “I’m offering a security service, which meets all the requirements for gaming. In the past, clients would use the service of an

# Understanding the role maths plays in gaming and testing

**Margit de Kever,**  
Math Group Manager,  
GLI Europe

**Margit de Kever graduated with a Masters of Science in Applied Mathematics from Holland's Technical University Delft, in 2011. Her studies in both mathematical physics and the theory of random numbers, provided the perfect background for a career in the gaming industry and it wasn't long after graduating that Margit found herself applying for a job at GLI.**



Games change substantially throughout the development process, which means that simulations that were correct at the beginning of the process aren't always suitable for the task during the end phase. We check that our client's calculations are correct and that the simulations they've conducted are accurate by writing our own. We verify and independently check each RTP that is claimed is the one actually given.

**When GLI engineers receive their client projects, it's Margit and her team that helps to resolve any maths related issues concerning the random number generator, or RTP percentages. G3 asked Margit about her role and duties at GLI Europe.**

"If you put a credit into a gaming machine or bet online, we ensure that the return to the player matches the claims made by the game," explained Margit. "When our engineers make a math's request, it enters the system in a queue, viewed by every GLI math's manager around the world, from which we assign mathematicians to conduct the project. We ensure that each task is assigned within 24 hours, whereby any task unclaimed by the European team will be addressed by the US offices and vice versa. This is one of the many extra value benefits GLI offers its international clients."

A typical day for the math's department in Holland starts with emails, with Margit and her team accessing the work conducted 24/7 by teams in Australia and the US. "It is the managers task to overview the team assignments to ensure everything is on target and within budget," described Margit. "The work is divided into four areas → which 4 areas? Besides RTP?, whereby the majority is concerned with RTP calculations. We compare the actual game play to the game rules and artwork and we write our own programs to calculate the return to player percentages."

The massive benefit to games developers working with GLI is that they're able to independently verify

that their game's return to player is precisely what they claim and matches exactly with jurisdictional requirements. "We provide a truly independent analysis," stated Margit. "Games change substantially throughout the development process, which means that simulations that were correct at the beginning of the process aren't always suitable for the task during the end phase. We check that our client's calculations are correct and that the simulations they've conducted are accurate by writing our own. We verify and independently check each RTP that is claimed is the one actually given."

Nothing stands still in the gaming industry, and as games add more features continuously, bonuses and unique elements to the gameplay, the nature of GLI's work changes to keep pace. And while the challenges of cutting edge software is obviously relished by Margit and her team, the level of complication also adds greatly to the workflow. "Games are definitely becoming more and more complicated, especially in i-gaming, which is the very cool thing about i-gaming," enthused Margit. "Awesome features, that provide innovative challenges.. Four or five years ago, most of the online games we saw were relatively simple, whereby you could turnaround a game relatively quickly. Today, it can take much longer to write a simulation, which is a direct result of the





increase of game complexity.”

In addition to return to player calculations, the second area that Margit’s team investigates concerns jurisdictional requirements. It’s a little non-specific in that each and every request is different due to the challenge presented by the huge variety of changes from one marketplace to the next. As Margit described, in Belgium you can’t have more than 70 Euros loss per hour, so there are additional calculations related to Belgium. “In Singapore, you have to have special screens that show the odds for the highest and the lowest winning combinations, which is an additional calculation,” she explains. “And multiple jurisdictions means multiple calculations.”

Once the mathematics team has completed their tasks, the third step is to review the work of their colleagues. Each project completed by one mathematician is reviewed by another. It’s an insurance policy GLI insists upon to ensure that nothing is missed; nothing is overlooked. It’s both quality assurance and an aspect that promotes peer scrutiny within the math’s team at the global level.

Finally, and perhaps saving the best till last, random number generator testing is a huge part of the work conducted by GLI. RNG testing falls entirely within the remit of the math’s department. The team works directly with the

client, an aspect that Margit describes as an interactive part of her job. “I love the RNG testing process,” confessed Margit. “One of the first projects I worked upon at GLI included a single line of code that had a tiny mistake, the interchanging of just two values, but that completely broke the RNG. It’s so exciting when you find something like that, it’s thrilling to find the error and determine the exact cause of the issue.”

The creation of games by developers is a combination of elements, from graphics, maths, game design, sound-effects and music. The single ingredient at the core of every game, however, is the RNG. And most developers use the same one – an RNG called ‘Twister,’ or more accurately, the Mersenne Twister.

Mersenne Twister is, by far, today’s most popular pseudorandom number generator. It is used by every widely distributed mathematical software package. It has been available as an option in MATLAB since it was invented and has been the default for almost a decade. Mersenne Twister was developed by professors Makoto Matsumoto and Takuji Nishimura of Hiroshima University almost 20 years ago and the source code is free to download, which makes it practically ubiquitous. As a random number generator, Twister works extremely well, which is another factor in its universal appeal, however, there are issues with using Twister in

gaming programs, which fundamentally comes down to interpretation.

Margit’s explained: “Clients using Twister often ask why we need additional testing of the RNG when Twister is such a universally accepted program? One of the obvious reasons is that testing is a jurisdictional requirement that must be completed as part of the final outcome testing process, but in addition to that you also have issues with scale. The core Twister RNG produces 32 bit random numbers, it’s not perfect, but it’s acceptably random for the gaming industry. However, when clients use this RNG they’re taking the 32 bit random number and they’re applying that result, for example, to a roulette game, in which they only need 0–36 outcomes – that’s where things can go wrong.”

It’s clear, speaking to Margit, that the GLI maths team relish the challenges of new code, new game features and new maths puzzles. It’s the reason why ‘final outcome testing’ is an aspect of the testing process at which GLI excels – Margit and her team ‘live and breathe’ code. Margit explains that RNGs do not produce perfectly random outcomes in all cases, but rather acceptable randomness that meets requirements. It’s a subtle but important distinction that gets to the heart of the necessity for testing. Imperfection and interpretation are the flaws in the development process that can break a game – both an unacceptable outcome

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Margit de Kever



Mersenne Twister, is a great random generator for land-based gaming sectors, but for i-gaming, European jurisdictions insist on cryptographic requirements. It's another level entirely, which means that even if you know the algorithm being used and all previously drawn numbers, you still cannot predict the outcome – that's cryptographic strength – and it's another level of complexity for GLI to test.

for the gaming jurisdiction and a potentially devastating commercial one for the client.

"Acceptable randomness means that we're looking not for perfection, but patterns, biases, anything predictable in the outcome of the games," explained Margit. "It can be difficult to explain randomness, especially when someone says they've had the same outcome five times in a row, but that's a result that's perfectly random. An event could happen a million times in a row, such is the nature of randomness. And that's why I think it's cool."

Analysing the source code, testing the RNG and RTP, and delivering a final outcome test from GLI's own data is the linear process, and at all points the client is involved in the process. Working with GLI doesn't mean the client is given a 'yes' or 'no' verdict at the end of the test, rather GLI works with their clients at each and every stage to progress a client's project. "If we find anything during the testing that does not fulfill the current jurisdictional requirements, or fails an aspect of the RNG testing process, for example, we

inform the client about it," explained Margit. One of the added values of GLI is that we discuss our observations, highlight areas that are causing issues and provide constructive analysis of the problems.

Mersenne Twister, is a great random generator for land-based gaming sectors, but for i-gaming, European jurisdictions insist on cryptographic requirements. It's another level entirely, which means that even if you know the algorithm being used and all previously drawn numbers, you still cannot predict the outcome – that's cryptographic strength – and it's another level of complexity for GLI to test.

"The great thing about this job and about working on games is that you see complex new games, ones that no one has seen before, and we get the chance to test them," commented Margit. "It's often really difficult to quantify the testing process because the games are so new, the maths so complex, that calculating exactly what will be needed in advance is very difficult, but it's also very rewarding too. Last month we had a game that all six mathematicians were working upon,



because it was so complex. That's both challenging and fun. In the commercial world of mathematicians, it's rare to see such variety and complexity. When you start your day wondering how you're going to solve this beautiful problem, both on time and on budget, it's exciting and a continuous learning curve as the gaming industry continues to push the boundaries of game design."

### THE ULTIMATE Q&A

GLI's clients ask the same questions - they want to know how long the test will take and how much will it cost? Margit is approaching the client with questions in return, to gather as much information as possible to ensure we're working within the correct scope. What is your game, how are you going to use it, which jurisdictions are you targeting? ". ". The extra value that GLI provides is that we test everything ourselves. We start with the source code review and conduct thorough data analysis of every aspect of the software."

Everyone knows GLI - they know the brand, the global reach of the business and the fact that GLI tests and certifies products for the gaming industry with great quality. For game developers it's even simpler - securing a piece of paper on time and budget. Testing is a process that consists of time and cost with a singular end result, but the fundamentals also include security, probity and support. Scrutiny of all aspects of the game is a principle from which GLI will not waiver. "I love working at GLI because we 'really' test our client's products," states Margit. "We limit our testing to what is necessary, but that means scrutinizing the source code to find out if there's anything wrong at that level. When we conduct the data testing of the final outcomes, our client might say that their RNG is random up to 50 million outcomes, but we need to ensure that every outcome between 0-50 million is random. If GLI certifies a game as random - it is."

It's a solid argument of course, greater scrutiny

When a problem arises it's not that the product is defective, it's an issue that needs to be resolved. Most of the time an issue arises due to a jurisdictional requirement we are testing against, in which case we identify the issue and discuss the problem directly. We don't throw it back and demand the client come back to us when they find the answer, we ask if there's anything we can do to help? I have yet to meet a client that's become angry or disappointed when I mention there's something wrong.

ensuring greater security, but do clients appreciate both the extra cost and time involved in ensuring such a thorough process is completed? What's the difference between a certificate from GLI and one from a testing rival? "I believe the answer concerns the game design and whether it's working correctly," said Margit. "It's something that's especially obvious the more complex games become. I have my mathematicians in contact with clients to discuss each element of the game, from RNG to RTP calculations. It is unusual to find issues that have a huge impact on game math, but we see frequent problems with RTP and jurisdictional requirements that clients need to overcome. They can also be simple, such as reel stops not matching, or artwork saying something different from the RTP, but that's style effort that my mathematicians put into their work.

In terms of testing, the quality of the work is always GLI's first priority. While it's clear that every member of Margit's team, right through to the engineering team and compliance do their utmost to meet client timelines, it's the project that determines the level of effort required for completion.

"I still like to see GLI as a test lab that's going to test your product, so you don't come to us to get a certificate, you come to GLI to get your product tested," explained Margit. "When a problem arises it's not that the product is defective, it's an issue that needs to be resolved. Most of the time an issue arises due to a jurisdictional requirement we are testing against, in which case we identify the issue and discuss the problem directly. We don't throw it back and demand the client come back to us when they find the answer, we ask if there's anything we can do to help? I have yet to meet a client that's become angry or disappointed when I mention there's something wrong. We see our work as a group effort and a collaborative process, which means that once the product is doing well, we know that we've also delivered great service."

# Connecting the dots between products, clients and testing

**José Zuluaga**,  
Technical Manager,  
GLI Europe

**José Zuluaga is Argentinian and has been part of the GLI Europe team since 2002. He started as a Spanish speaking test engineer, but today is a technical manager, taking care of a group of engineers assigned to clients to help them through the certification process, from initial submission, daily issues, status updates and approval requests.**

**Western Tsogorani**  
Technical Manager,  
GLI Europe

**Western Tsogorani is from Zimbabwe and has been with GLI Europe for 14 years. Starting as a test engineer, Western began working mostly with land-based clients but has since become a specialist in iGaming.**



In land-based gaming, each jurisdiction has its own regulations, but for the most part they're more-or-less the same, whereas the approach in iGaming is dramatically different when you compare Italy against Denmark or Spain. No two markets are the same, which makes my job both complicated and really interesting too.

**José Zuluaga and Western Tsogorani have been essential components of the testing team at GLI Europe for the best part of a decade-and-a-half, working hand-in-hand as an integral part of both the testing process and the client servicing team**

José Zuluaga came to the Netherlands 16 years ago and has been part of the GLI Europe team since 2002. At the time, GLI was looking to expand its services into Spain and needed a Spanish speaker as part of its dedicated test engineering team. Almost a decade and a half later, José is currently a technical manager, taking care of a group of engineers assigned to clients to help them through the certification process, from initial submission, daily issues, status updates and approval requests. "We are project managers if you will," explains José. "I predominately take care of the land-based clients."

Western Tsogorani is from Zimbabwe, but has been resident in Holland for 15 years, with 14 spent with GLI. Like José, Western studied to become a test engineer, something that Western believes is different to any other vocation. "I don't think anything prepares you for compliance testing," says Western. "It's such a specific, niche market. I started as a test engineer working mostly with land-based clients and was really involved when the Swiss market and Lithuania market opened up in the early 2000s."

Western was a test engineer for five years, before being promoted to senior engineer, and since then it's been a rapid rise; within one year of becoming a senior engineer he was promoted to technical

manager, handling direct and daily contact with GLI's clients. It's this level of technical and personal contact that defines GLI's European team. "Our role is to maintain harmony within the team and the reason why we've assigned specialised personnel to deal with specific clients is to ensure that the same people are talking with each other everyday. We become specialists for that client, we become part of their own team."

Having evolved within his role to specialise in iGaming, Western oversaw the roll out of online gaming in Italy, through to Spain and then jurisdiction by jurisdiction across the whole of Europe. "One of the things that I think is striking about iGaming, is the differences between the various European jurisdictions," states Western. "In land-based gaming, each jurisdiction has its own regulations, but for the most part they're more-or-less the same, whereas the approach in iGaming is dramatically different when you compare Italy against Denmark or Spain. No two markets are the same, which makes my job both complicated and really interesting too."

While a key part of José and Western's roles is liaising with clients, the majority of the work is actually behind the scenes, mandating the team to project manage each aspect of the testing procedure. "Though



we're not involved in the physical testing, José and I need to maintain an overview of what's going on from a high level vantage point, especially when a new product comes in for testing or a new market opens up," explains Western. "We discuss with the engineers how the product works and see if there are any concerns from a compliance standpoint. We also meet with the regulators to discuss common issues found either in the reports or by our different test labs."

In addition to day-to-day activities, both Technical Managers attend operational meetings at the start of the week to address resources, work loads, team and job allocations, manage expertise levels, and continue to cross train engineers between different teams in case workloads need to be shared. "The sharing of resources and the workload balancing is something that should be invisible to the client," says José. "So if Western's team has an important submission to complete in a short timeframe, we look at what resources we can share, what training is required? Clients not only want their products on time, but also on budget and it's to both of these factors that we have to dedicate our time and energies."

The balancing of resources to deliver the project on time and budget is the biggest challenge for both Technical Managers, in which José and Western need to make sure that they assign

exactly the right people to the exactly the right projects at a global level. GLI won't compromise the quality of its work, but must also work within specific budget constraints, something that Western describes as being the toughest part of his job. "If a client doesn't agree with our compliance determinations, we escalate through the compliance department.," says Western. "It's something the client doesn't see or know about, which is why we've started to perform workshops where we explain exactly how the testing process functions from start to finish. If our clients understand our testing criteria, then internally they can apply the same to their products before submission, which means they can catch many of the issues internally and speed through the actual submission process."

José explains that working more closely with clients means that information is provided to GLI at an earlier stage in the project's lifecycle than would have previously been the case. Clients can then choose to work in a reactive or proactive way with GLI, either waiting for José's teams to request everything they need, or provide what Western describes as a 'full submission package,' which encapsulates everything in one bundle. Not only does this make life easier for the engineers, but it vastly speeds up the process - which is a good thing for everyone.

Being a truly global business means that GLI is

able to synch its projects with global clients at the local level. If letters of approval need submission in South America, for example, GLI coordinates with its offices in New Jersey to continue the submission process to deliver the report on time, and on the day it was estimated. "Saving time is critically important as we're always working against different time zones," states Western. "Regardless of the fact we're located in the Netherlands, we are testing for anywhere and everywhere in the world. So when we are working with clients, locally or in a different time zone, having everything in advance, having everything on time, makes a big, big difference."

Every company is trying to improve its products and come up with new ideas, launch the latest platforms and deliver innovative technologies; they want to present to their customers new gaming ideas, original features and unique concepts. In order to facilitate this creative process, GLI meets with clients at the prototype stage, pouring over the cutting-edge platforms, taking to pieces the new technologies in order to interpret them from a compliance perspective.

"Gaming moves a lot faster than the regulations designed to contain it, so we identify potential issues, we look at new technologies or new concepts and ask how they fit the scope/framework of the law for different countries," describes José. "We approach our

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## GLI EUROPE INTERVIEW

José Zuluaga & Western Tsogorani



We've established relationships with clients for many, many years, and when you have so much overlap between different departments, we often travel to see customers alongside the client services team. We represent GLI from both sides, from the sales point of view and from the technical point of view so we can answer almost any question that might arise.

compliance department and we speak to the gaming boards about the latest technologies on the market. It's not just about reviewing a particular product, but also about making the gaming board aware of the latest technologies affecting the gaming sector. It's better to bring the regulators up to speed, as opposed to surprising them with a brand new concept."

Another aspect of the Technical Manager's role at GLI Europe is in helping clients understand the regulations and how they apply to their products, to the degree that José and Western conduct pre-compliance or pre-certification tests. During these pre-tests GLI reviews new products or concepts from a compliance point of view, judging whether they'll pass or be close to passing certification. GLI does not provide any sort of advice as how to go about addressing the issues, instead it's an interpretation of the regulator's stance. "Regulation is open to interpretation, so its never a black and white issue when it comes to meeting compliance," says Western. "So we might see functionality that seems border line - something you could argue either way. Our view is

not to consider that a fail, but to approach the regulator and indicate that, in our opinion we feel that that the functionality meets the intent of the regulation and ask for their view on the matter."

Every conversation we have with GLI in Holland underlines the connectivity of its staff with the end client, the ability of each person to be both technically minded and comfortably hold their own in face-to-face client discussions. GLI wants the person testing products to be the same person getting on a plane to meet the client and talk through the submission. "It's something that plays into our history with the company," explains José. "We've established relationships with clients for many, many years, and when you have so much overlap between different departments, we often travel to see customers alongside the client services team. We represent GLI from both sides, from the sales point of view and from the technical point of view so we can answer almost any question that might arise."

You have to have different departments in an



organisation be properly structured and organised, but that's not to say that GLI's compliance department can't work in parallel with engineering, or quality assurance, direct enquires to mathematics - or client services. There's is a complete lack of job boundaries in this sense - of the idea that this is where my job ends, where I clock out for the day and leave things to others. As José says, "we're involved from zero to the end."

It is a lack of boundaries that extends to the ownership of client projects too, with queued jobs picked up by different teams around the world in order to speed through the process. "We don't train specialists, instead ensuring that everyone has the ability to work upon any job in our queue," says Western. "If an office has capacity to work on a project today, rather than wait until my engineers are free in two days time, those extra days are very vitally important to the client. We also ensure that our reports, whether written here or in the US, are exactly

the same. We have offices in almost every continent each fitted with the same tools, tools that allow you to do almost any type of testing. This means that we can conduct testing in different parts of the world; in Vegas, or New Jersey, Hillegom, or our office in South Africa."

Harmonising procedures means that both Western and José have a library of working instructions for each department, instructions that let their engineering teams know exactly how to perform specific tests, so that when they're working in a market or country that has slightly different requirements, these instructions aid them in finalising their projects. It's all part of a continuous training scheme that's maintained at every level of the business. No one ever stops learning. "When a client wants to launch a product for the first in Europe that was already approved in the US, we fly engineers from the US to our offices for two-three weeks to train our personnel here, so they familiarise themselves with this new product for European market," describes Western. "It might seem like overkill, but it actually saves the client time and money."

GLI not only creates its own training programmes for its staff, but its technical engineering teams are required to gain personal qualifications from external bodies to conduct testing on specific products for specific markets. Before our meeting with GLI Europe, four tech managers had spent 10 weeks on courses that were part of prerequisite certification for the Danish online gaming market (they all passed). It's not only the product that needs approval, but competence must be shown in the person who tests that product, which means that there's a constant regime of studying to gain the necessary level of qualifications in order to carry out their jobs.

Saving client's time and money is a constant focus for both José and Western, but there are times when projects don't follow the estimate; don't follow the plan. Balancing timescales, cost and quality is an activity that absorbs a huge amount of Western and José's time. "Estimating timescales is part of our weekly routine," confirms José. "We estimate and review our budgets throughout individual projects and maintain a daily overview to ensure our forecasts are on track. If we see obstacles or red-warning lights, it's our job to relay those issues back to the client, but only when we've found out all we can about the underlying issues. This kind of problem-solving is a two-way street - we help them understand the issue, and maybe they help us conduct our activities in a different way. It's a two side conversation, it's their product after all, though we do try very hard to keep all three aspects in balance."

The two-way dialogue and close-relationship built with its clients is part of what Western describes as the added-value of working with GLI. The discussions with clients about new markets, changes to laws and special requirements. The hypothetical discussions

It's the job of our compliance department to travel to meet with regulators, working with them on different aspects of the law, all of which is well in advance, possibly years in advance, of the market opening. All of that work between our compliance department and the regulators is passed onto our technical group. We are kept up-to-speed on new market developments, we are appraised of the latest drafts and we forecast way out in advance what potential problems could arise for our clients.

about Product A being compliant in Market B. "We flag concerns about issues with customers," says Western. "We run gap analysis between the jurisdictions we've already tested as compared to new markets, highlighting potential problems for our existing clients. We keep abreast of all the changes taking place so that we can anticipate the issues, again saving our clients time and money."

GLI expends a huge amount of its own time, effort and resources as new markets open. Being the first to licence gaming products in new jurisdictions isn't just about bragging rights. New markets offer substantial opportunities for clients and being first-to-market is a distinct competitive advantage. "Understanding new markets when it comes to compliance law is part of our DNA," says José. "It's the job of our compliance department to travel to meet with regulators, working with them on different aspects of the law, all of which is well in advance, possibly years in advance, of the market opening. All of that work between our compliance department and the regulators is passed onto our technical group. We are kept up-to-speed on new market developments, we are appraised of the latest drafts and we forecast way out in advance what potential problems could arise for our clients."

The preparatory work that GLI conducts in-house, pays dividends for its clients when those new markets come online. Not just because GLI has a crystal clear understanding of the regulations, having worked upon them in partnership with the regulator, but because the pre-development stage has allowed GLI's client's be market-ready as the legislation goes live. GLI's clients are never playing catch-up, they're already running full tilt thanks to Western, José and their technical teams.

## Gauselmann Summit reviews state treaty changes in 2018



The Summit was well attended



**Jurgen Stühmeyer**  
Chief Marketing Officer,  
adp Gauselmann GmbH

"We feel obliged to continually bring innovations to market for our gaming customers, in order to maintain their loyalty to us. The gaming guest him- or herself is completely unaware of the possible pending legal restrictions in Germany. He or she only expects to be able to play new gaming equipment in future. And that is precisely the direction in which the new product developments we presented at the Industry Summit are headed."

In September adp Gauselmann GmbH invited top clients to the seventh Industry Summit in Frankfurt. This year's event was held under the motto "The future created from today's experience - With us you stay in the game!" The meeting, held in a setting dominated by products, politics and celebrations, confirmed that the German market is in transition. The traditional event offered a varied mix of lectures and discussions with guests from business, industry and science as well as an entertaining social programme. In addition to the presentation of the latest products a constructive panel discussion debated the topic: "State Treaty - Quo vadis?"

**Mr Stühmeyer, how was the Industry Summit for you? Are you happy with this year's event?**

The Industry Summit, in its seventh edition, has once again been a very successful event for us and demand for it continues to grow. Unfortunately, we are numerically strongly limited due to the evening event. Otherwise, we could certainly welcome double the amount of visitors to the Industry Summit. The demand is there in any case. Thanks to the new products, specialist technical presentations, the panel discussion, and of course the evening event, the added value on offer for customers is enormous. It is a proven concept, which we are highly likely to continue in future.

After all, we could not have been leader on the German market for so long, had we not continually surpassed our own achievements. For instance, we celebrated the première of three new M-BOX versions at this year's Industry Summit, namely the M-BOXes Fruits, Egypt and Gold. Likewise, there are the two popular wall units Ergoline and Slimline 22, which will now bring a renewed vigour to our gastronomy product range. The aqua and silver edition have been given a fresh colour design and lend a varied and

innovative effect to the gastronomy product range. In addition, no less than seven new games packages were introduced, in order to offer new content for machines already on the market. The presentation of the new Mini-Coin Recycler by GeWeTe has also been a great success. A product that offers an incredible price-performance ratio and which is ideal for both smaller and larger sites, e.g. as a complementary money changer. The main focus this year has been on the adp Merkur Service product range, which we use to supply our customers with goods and services that do not necessarily belong to our classic product range. Among other things, adp Merkur Service offers a variety of accessories, the option to use our assistance during the venue certification process, training courses for gaming venue staff and technicians as well as our unique full-service offering.

Before we begin, let me answer what is likely to be your first question, i.e. "What our customers can expect for next year's summit?:" The Industry Summit 2017 will take place at the same time as our "60 years of Gauselmann" anniversary celebrations and will be held at our manufacturing and distribution headquarters in Lübbecke! Here, we will be able to completely customise the event to meet our





Paul Gauselmann addresses the audience

expectations in full and the absence of spatial limitations means that we will be able to celebrate the anniversary event with even more customers and within the framework of an even more phenomenal and impressive accompanying programme.

**On the occasion of the Industry Summit you also introduced themed M-BOXes, i.e. the M-BOX Fruits and M-BOX Egypt. How were these received by your customers?**

The new M-BOX editions Fruits and Egypt were absolute eye-catchers in our presentation area. The inspiration behind the new special edition M-BOX was the soccer edition, with which we had a very good experience during the spring in the run up to the UEFA EURO 2016 championship. The M-BOX Soccer has shown us just how much customer interest in such specially designed housing versions there is. Our assumptions in this respect were more than confirmed in Frankfurt. The Fruits and Egypt editions make up more than half of the marketed M-BOXes. They are a hit with our customers! And we are absolutely convinced that these likeable eye-catchers will be just as popular with gaming guests. The innovative M-BOX style hand rest has made these devices even more ergonomic. Consequently, we will stick to this concept in future.

**Could themed slot machines be an option for the international business?**

Themed slot machines have been around for a long time, however, in a slightly different guise: In this market segment the emphasis has traditionally been on popular brands, celebrities and TV series. The objective is always the same: The look of the machine is meant to inspire the gaming customer and thereby achieve a unique position. I believe that the look of

the machine's housing is extremely important, as it creates the first impression and serves as a platform for the games, the quality of which can only come into play, if the gaming guest chooses the particular device.

Within the Gauselmann Group foreign subsidiaries are able to decide for themselves whether or not they want to integrate the branded editions into their portfolio. Of course, the concept and housing themes have to fit in with their respective markets. The M-BOX or Avantgarde or Aurora machines are still relatively new for our international customers and have only been available in foreign markets for a few months. Hence there is currently no real need for this kind of differentiation. However, I can already imagine a time when the subsidiaries will begin to rely on themed housings, which naturally would then have to be adapted to appeal to country- or target-specific groups.

**What was the mood like at the Industry Summit? After all the industry is currently facing a future under severe restrictions.**

We feel obliged to continually bring innovations to market for our gaming customers, in order to maintain their loyalty to us. The gaming guest him- or herself is completely unaware of the possible pending legal restrictions in Germany. He or she only expects to be able to play new gaming equipment in future. And that is precisely the direction in which the new product developments we presented at the Industry Summit are headed.

The fact is that we did not pick up on much industry-political uncertainty from the customers attending the Industry Summit. Our customers are still interested in new products and we were pleased to



The Summit featured informative lectures on topics such as the establishment of gastronomy outlets and location analyses as well as legal updates. The evening event offered plenty of entertainment. Around 1,100 guests partied late into the night dancing to the top 40 band JUST4FUN headed by one of adp Gauselmann's customers.



# Insight

## GERMANY

### Gauselmann Group

take a large number of orders. Of course, we did notice in individual conversations that our customers are actively considering future business strategies. However, the frequently touted 'major threat' has not been quite so clearly recognisable. While everyone is aware that cuts may have to be made, no one fears the continually threatened sword of Damocles. Overall we can say that our customers are continuing to invest in their future.

#### Is the German AWP market actually in danger?

When we talk about AWP gaming in Germany, we mean commercial gaming. We're talking about gaming, which from a politically point of view, was and still is absolutely desirable. A future exclusively centred around gaming for big sums of money, i.e. that takes place in casinos and online casinos, is inconceivable in Germany, nor is it desirable politically speaking. For us in Germany, it is above all about entertainment with and for small sums of money. Our goal is to defend gaming with and for small sums of money against public prejudice and erroneous political developments. For almost 60 years we have stood for commercial gaming products that bring enjoyment to many millions of people in gastronomy and gaming venues without overwhelming them financially.

#### What impact do you expect the TR5.0 regulations to have on the industry, when they come into force on 11 November 2018?

Firstly, you can expect many positive effects because the industry has had a long time to prepare for the new technical guidelines. In total, we have had more than four years to think about new housings as well as games or rather content and to develop these. As a result a stream of innovations is set to be released in 2018 in particular. Due to legal requirements devices compliant with TR5.0 guidelines will probably not quite match the performance level of today's devices. The political cuts have been just too deep in this respect. Nevertheless, I consider the current industry to be innovative enough to produce devices that will be very much of interest to gaming guests. This will make the transition from the existing to the new gaming ordinance not all that hard.

#### The corporate focus on "Responsible Gaming" has been made exceedingly clear. In some entertainment centres you have already installed "Face-Check" technology. How does this resonate with your guests?

The legal requirements for gaming venues in Germany have been drastically tightened in recent years. Amongst other things, these requirements include guidelines on admission control. In Hesse the first state-wide player blacklist for arcades has been in force since 2013 and with it some very clear guidelines regarding admission control. The associated ID checks have deterred many arcade guests. The fear of entering places where ID checks take place has meant that 30 percent of guests now look to do their gaming where such checks are not required. Thanks to our adp facial recognition system Merkur Face-Check players will henceforth no longer be forced to reveal their identity and thereby reveal personal data. Checks are completely contactless and



Charles Hiten and Sakis Isaakidis of Merkur Gaming



Jürgen Stüymeyer with customers

go unnoticed while the player blacklist is checked and age verification for the protection of minors takes place. After all, we do not want to earn our money from people who are unwell or do not have themselves under control. We have been pursuing this development path, which is already successfully being used abroad, for years and firmly believe it to be the admission control system of the future.

#### What else are you doing for the protection of gaming guests and minors?

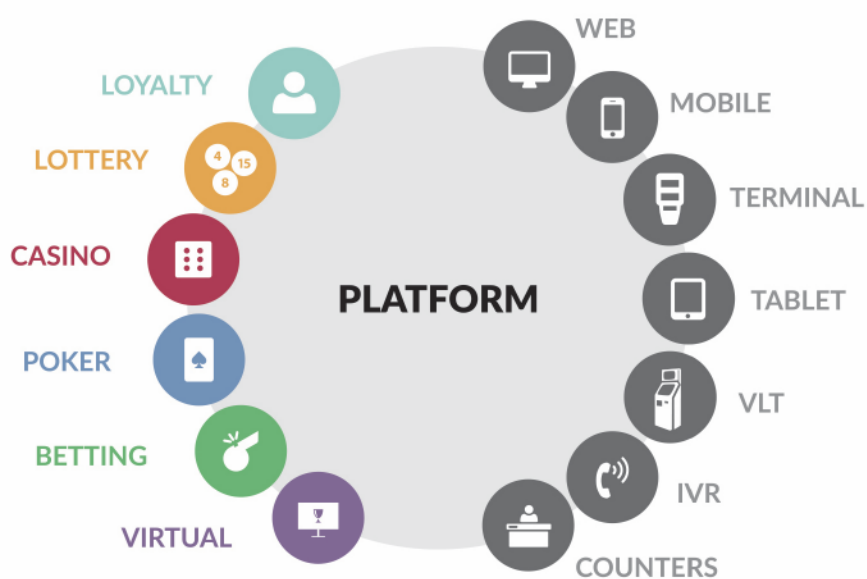
Due to the legal requirements in force in Hesse we have acted on our customers' request and developed an entry solution for gaming venues, namely our "Merkur Check-In" system, which is the most widely used access system in Hesse because it offers a perfect combination of compliance with local OASIS guidelines and our customers' practical requirements and those of their gaming guests.

Furthermore, we have developed an ideal solution for the protection of minors in gastronomy settings, in line with the national legal requirements that have been in force since November 2015. We were the first provider to allow gaming equipment to be unlocked by remote control. In this way the landlord can reassure him- or herself that players meet the minimum legal age requirements before then unlocking the respective device. Another solution we have developed is the document reader, which gaming guests can use independently, i.e. they can use their identity card or other approved means of identification, e.g. a debit card, to prove their age. Beyond social controls by landlords our systems are also set up from a technical point of view to ensure that underage guests cannot use gaming machines in gastronomy settings.

A future exclusively centred around gaming for big sums of money, i.e. that takes place in casinos and online casinos, is inconceivable in Germany, nor is it desirable politically speaking. For us in Germany, it is above all about entertainment with and for small sums of money. Our goal is to defend gaming with and for small sums of money against public prejudice and erroneous political developments. For almost 60 years we have stood for commercial gaming products that bring enjoyment to many millions of people in gastronomy and gaming venues without overwhelming them financially.

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# Insight

GERMANY  
Gauselmann Group



The Schneider team



Holger Schwarze with the new M-BOX Egypt



A camera in the M-BOX checks the player age



Marco Bollmeier demonstrates the play control for AWP's in bars



David Schnabel of the Gauselmann Group (left) with a customer



200 games are available



Nicole Südmeyer with the Merkur E-Cup



Aristidis Tsikouras of GeWeTe



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# CAMMEGH

The World's Finest Roulette Wheel

### MEMBER PROFILE

**Company** / Cammegh  
**Web address** / www.cammegh.com  
**AGEM Membership level** / Bronze Member

**Description** / Cammegh is a family run company, specialising in the manufacture of the world's finest roulette wheels and table game displays. Cammegh is the manufacturer of the world's finest roulette wheels and table gaming displays. Offering a wide range of roulette wheels from the international casino grade Cammegh Classic, through to our patented and unique automatic wheel, the Slingshot 2 as well as a range of customised electronic Billboard Displays for monitoring results and trends.

Cammegh's reputation as the leading roulette wheel manufacturer, keeping almost every aspect of production in-house, stems from having precision engineering and innovation at its heart. Being the first roulette wheel manufacturer to offer maintenance free for life bearings, in-rim sensors for automatic game result recognition, single piece rotors and separator frets for uniform result distribution and in the case of the Slingshot, keeping the ball in view at all times, Cammegh are established as the turn to company for operators the world over seeking supremely high quality roulette wheels.

**New products for 2016** / New this year is the Mercury 360 Halo and the new billboard range of displays. Cammegh's expertise in design and innovation has delivered the hugely successful and patented Billboard Display system. Offering a range of portrait and landscape screens in either 23ins., 27ins. and 32ins. displays delivering pin sharp, in-house customised graphics for a whole host of games, including roulette, baccarat and Sic-bo whilst also proving a platform for streamed video and media.

**Forthcoming events** / Cammegh will be attending the ICE Totally Gaming Show on 7 to 9 February 2017.

## MEMBERSHIP NEWS

### AGEM Key Board of Directors Actions

- Victor Rocha, Conference Chair for the National Indian Gaming Association trade show, gave a short presentation at the October meeting. He has been brought in to review the current trade show set up to make it better for suppliers and visitors to the show. The event's focus will be back on the exhibition floor and he is working with tribes throughout the US. to bring more buyers to the show. He confirmed the show's new home will be in San Diego from 2017 to 2021, except in 2018 when it will move to Las Vegas for one year. Phoenix will no longer be part of the rotation.
- The AGA's NextGen Policy and Regulatory Initiative was introduced prior to G2E with its first in-person meeting held at the show. AGEM is participating with this group, which will promote next generation technology and regulatory reform. AGEM previously contributed funding to launch the UNLV International Center for Gaming Regulation that has a focus to consolidate regulatory reform issues. There is a need for a collective effort between all groups to ensure success and AGEM will continue to work alongside both groups to uphold this.
- The recent G2E exhibition saw many AGEM members exhibit at the show. The new layout proved popular with everyone, providing a bigger, more visually exciting show. Attendance grew from 2015 by seven per cent, as did exhibitor space by 8,000sq.ft. All the signs point to an even better show in 2017, with over 70 per cent of the floor already reserved.
- Prior to G2E, AGEM announced the winners of the inaugural Memorial Awards honouring Jens Halle and Peter Mead. The award ceremony took place on the show floor on September 28th with industry veterans Len Ainsworth and Howard Stutz being recognised by a notable crowd, as worthy first winners. The success of this first event has enabled AGEM to build and promote it going forward.
- AGEM welcomed two new members in October bringing a total of 150 members. Gaming Arts, bingo and keno technology providers have a large presence in Las Vegas, were voted in as Bronze members and Taft Stettinius & Hollister, a law firm based in Chicago, covering every area of law including gaming, were approved as Associate members.

### Events and Activities

- Once again the AGEM Cup Golf Tournament And Holiday Reception will be hosted on Friday November 18, at Dragon Ridge Country Club, Henderson, Nevada. The tournament will be made up of 10 foursomes in a 2-man team competition. A holiday reception will take place after the competition for golfers and non-golfers to attend.

## AGEM INDEX

The AGEM Index posted a modest increase in September after relinquishing 8.29 points in August. The composite index stood at 306.85 points at the close of the month, which represents an increase of 20.46 points, or 7.14 per cent, when compared to August. The AGEM Index reported a year-over-year increase for the 12th consecutive month, rising 123.51 points, or 67.4 per cent, when compared to September 2015. During the latest period, nine of the 13 global gaming equipment manufacturers reported month-to-month increases in stock price, with three up by more than 10 per cent. Three manufacturers reported decreases in stock price during the month.

Note: Daktronics, Inc. is no longer reported in the index.

AGEM	Exchange: Symbol (Currency)	Stock Price At Month End			Percent Change		Index Contribution
		Sep-16	Aug-16	Sep-15	Prior Period	Prior Year	
Agilyys	Nasdaq: AGYS (US\$)	11.12	11.05	11.12	0.63	-	0.02
Ainsworth Game Technology	ASX: AGI (AU\$)	2.25	2.21	2.80	1.81	(19.64)	0.25
Aristocrat Technologies	ASX: ALL (AU\$)	15.81	15.10	8.61	4.70	83.62	6.16
Astro Corp.	Taiwan: 3064 (NT\$)	34.00	34.75	23.60	(2.16)	44.07	(0.01)
Crane Co.	NYSE: CR (US\$)	63.01	64.32	46.61	(2.04)	35.19	(0.89)
Everi Holdings Inc.	NYSE: EVRI (US\$)	2.39	2.11	5.13	13.27	(53.41)	0.25
Galaxy Gaming Inc.	OTCMKTS: GLXZ (US\$)	0.46	0.46	0.24	-	91.67	-
Gaming Partners International	Nasdaq: GPIC (US\$)	10.60	9.95	10.00	6.53	6.00	0.06
International Game Technology PLC	NYSE: IGT (US\$)	24.38	22.83	15.33	6.79	59.03	3.94
INTRALOT S.A.	ATHEX: INLOT (€)	1.04	0.88	1.70	18.18	(38.82)	0.69
Konami Corp.	TYO: 9766 (¥)	3,895	3,655	2,583	6.57	50.79	5.71
Scientific Games Corporation	Nasdaq: SGMS (US\$)	11.27	8.25	10.45	36.61	7.85	4.27
Transact Technologies	Nasdaq: TACT (US\$)	7.48	7.54	9.06	(0.80)	(17.44)	(0.01)
Change in Index Value							20.46
AGEM Index Value: August 2016							286.40
<b>AGEM Index Value: September 2016</b>							<b>306.85</b>



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

# AGEM memorial awards honour excellence in commercial gaming



AGEM President Tom Jingoli, Jens Halle Memorial Award winner Len Ainsworth, Peter Mead Memorial Award winner Howard Stutz and AGEM Executive Director Marcus Prater

## Len Ainsworth and Howard Stutz honoured at the G2E show as initial recipients of Association of Gaming Equipment Manufacturers (AGEM) Memorial Awards honouring Jens Halle and Peter Mead

At the G2E show in Las Vegas, Len Ainsworth became the initial recipient of the Jens Halle Memorial Award Honoring Excellence in Commercial Gaming Professionalism, and Howard Stutz was selected as the initial recipient of the Peter Mead Memorial Award Honoring Excellence in Gaming Media & Communications.

AGEM previously announced the creation of this unique annual awards program to acknowledge the lasting impacts on gaming by Halle and Mead, two distinctive industry veterans who passed unexpectedly in 2015.

Ainsworth, 93, is an industry icon of the highest order, with more than 60 years of service to the slot machine sector through his founding of Aristocrat Leisure in 1953 and the subsequent founding of Australia-based Ainsworth Game Technology, where he currently serves as Executive Chairman. Ainsworth is credited with pioneering many of the design and technical innovations incorporated into gaming machines over the past six decades. He was inducted into the Australian gaming industry's Hall of Fame in 1994 and the American Gaming Association's Gaming Hall of Fame in 1995. In 2014, he was awarded a Higher Doctorate degree by the University of New South Wales in Sydney.

"Len is a most deserving winner of this award named in honour of Jens Halle," said Thomas Jingoli, President of AGEM. "The award's nominating criteria includes references to Jens' professionalism, business success, humanity and a dedication to the health of the industry as a whole, all traits Len has been exhibiting for longer than most of us have been alive. I'm honored to have been lucky enough to spend

time with Len at various events over the years and extremely proud to present Len with this unique honour."

Stutz, 57, currently serves as Vice President of Corporate Communications for Las Vegas-based Golden Entertainment and has direct roots in the gaming industry dating back to 2000, when he joined Anchor Gaming as Director of Corporate Communications. From 2004 to 2016, he covered the gaming industry for the Las Vegas Review-Journal and was renowned for his "Inside Gaming" column that analysed and provided opinion on the global gaming industry. Over the past year, he was part of a team of journalists that earned the Sidney Award from the Sidney Hillman Foundation, the Ancil Payne Award for Ethics in Journalism from the University of Oregon, the James Foley Medill Medal for Courage in Journalism from Northwestern University and the 2015 Ethics In Journalism Award from the Society of Professional Journalists, all for investigative coverage related to the sale of the Review-Journal to the family of Las Vegas Sands Corp. Chairman and CEO Sheldon Adelson.

"Howard personifies many of the same traits Peter Mead displayed during his life, including taking risks and questioning the status quo, working with a team and challenging the industry to consider new ideas, all part of this award's nominating criteria," said Marcus Prater, Executive Director of AGEM. "Howard has experienced the gaming industry from multiple and diverse vantage points over the past 25 years and ranks among our most influential communicators and commentators."

Halle, a longtime Bally and Novomatic

Nominations for the memorial awards are based on the following criteria that aim to capture the unique attributes displayed by Halle and Mead during their storied careers:

### Jens Halle Memorial Award

"Nominees must have experience working in the global gaming supplier sector for a minimum of 10 years and possess the following traits and qualities that Jens displayed throughout his working life: Professionalism, business success, attention to detail and timely follow-up; a willingness to 'go the extra mile,' both figuratively and literally; a sense of humanity in an oft-times cutthroat business; a recognition of the importance of a handshake and a fair deal for all; and a dedication to the health of the industry."

### Peter Mead Memorial Award

"Nominees must have experience working in the mainstream media, gaming trade press or individual gaming company PR/communications for a minimum of 10 years and possess the following traits and qualities that Peter displayed throughout his working life: Quality reporting and communication with an emphasis on personal contact to generate ideas and gather information; taking risks and questioning the status quo; challenging the industry to consider new ideas; and identifying trusted partners to improve the overall product."

executive in Europe who was most recently CEO of Gauselmann Group's Merkur Gaming based in Florida, died suddenly on May 20, 2015 at the age of 57. Mead, the founder and publisher of Casino Enterprise Management magazine, died suddenly in Las Vegas on June 24, 2015 at the age of 54.

# Reports

EMEA - CROATIA



## Keeping the industry afloat

Despite the growth of tourism, Croatia's gaming industry isn't blossoming. While the picture for sports-betting appears bright, casino gaming's future is currently uncertain

Gambling in Croatia has seen a steady growth over the last few decades. Croatia was part of the six republics of Yugoslavia and initially governed by the laws of this state which limited growth.

Sport betting was, at the time, only held at state held kiosks and there was only one type of bet available – forecast betting on that weeks football match.

Croatia however became one of the first countries from the Eastern Block to legalise gambling and after its independence in 1991 the gaming industry began to grow with 'tourist gambling' and new casinos and betting shops began to open.

Under ex-Yugoslavian rule there was no real gaming law and the first legislation concerning Games of Chance was established in 1998 followed by a second law, which came into force in July 2002 and was implemented at the beginning of 2003.

The law gives the right of game operation to Hrvatska Lutrija (Croatian State Lottery) while trade companies can operate casinos, betting offices and slot clubs by obtaining concessions from the government. The gaming sector is governed under the Ministry of Finance.

After Croatia declared its independence in 1991 it then took four years of sporadic and bitter fighting before occupying Serb armies

were cleared from Croatia lands and the last Serb-held enclave was returned to Croatia in 1998.

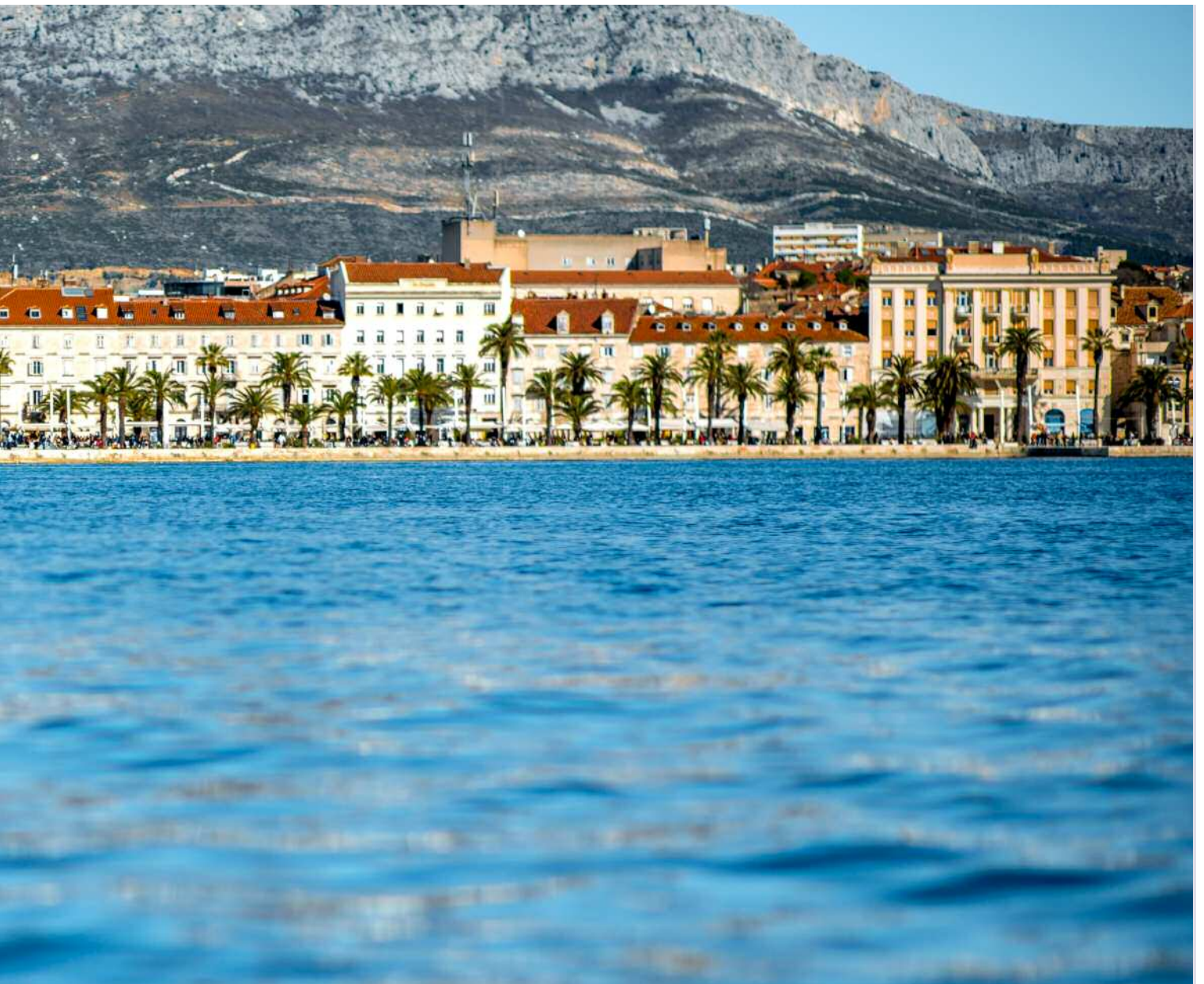
After years of war and destruction the country had to gradually re-build not only its economy, but also its name as a key tourist destination and its paying off.

Figures show tourism figures will pass 15 million for the first time in 2016. In January 2016 there were 8.8 percent more tourists than the same period last year whilst overnight stays are also up 9.5 percent. There were 156,000 tourists in January 2016 of which 84,100 were foreign tourists.

In 2013 Croatia became a member of the European Union and between 2000 and 2007 the Croatian economy showed a steady growth rate with the aim of joining the EU, however with the financial crisis the country suffered for about six years and GDP fell by 7.4 percent in 2009.

The industry is led by shipbuilding, food processing, pharmaceuticals and information technology whilst tourism is responsible for 20 percent of GDP.





Today the country is beginning to climb back up the ladder economically and current GDP growth rate is around 1.9 percent (Q4 2015) with a GDP per capita of €10,151 in 2015.

Unemployment rate is 17.9 percent.

President Kolinda Grabar-Kitarovic, Croatia's first woman President, has said she would like Croatia to adopt the Euro currency by 2020.

Croatia is divided into 21 counties including the city of Zagreb, 122 towns, 424 municipalities and 6767 settlements.

Under the gambling law (Zakon o Igrama Na

Srecu) games are divided into four groups – lottery, casino, betting and gambling machines and the law includes the following points:

- Croatian Lottery has the exclusive right to organise lotteries. Tax is 10 percent of the base.
- Players are taxed on winnings at a rate of 10 percent on gains above HRK750-10,000; 15 percent on HRK10,000-30,000; 20 percent on HRK30,000-500,000 and 30 percent at anything over.
- Casinos are given concessions for 15 years.
- The casino operators must have a share capital of at least HRK4m plus a bank guarantee to the amount of HRK1.5m. They pay an annual gambling levy of HRK500,000 for each casino.
- Casinos must have at least seven table games (or five in passenger ships) and be in an area of at least 400sq.m and 500m at least away from competitors.
- Online casinos can only be incorporated if at

- 1 In the third century AD, the Roman emperor Diocletian constructed his palace in the city of Split. The Palace of Diocletian is one of the best known integral architectural and cultural constructions in the world.
- 2 The founder of San Marino, a small independent republic in the northeast of Italy, was the sculptor Marin from the village Lopar from Croatia's island of Rab
- 3 Anthony Maglica, the owner of the well-known company

- 4 Mag-Lite, comes from Zlarin island from Dalmatia.
- 4 Marco Polo (1254-1324), an adventurer, merchant and one of the best known world travelers, was from Korcula on Korcula island in Croatia
- 5 In 1458 Benko Kotruljevic from Dubrovnik wrote one of the first books on world economic literature, "On Trading and the Perfect Merchant", and was the first to establish the basis of modern double-entry book-keeping

**Casino Licences**

15

**Total Slots**

8,800 (in all locations)

**Slot Hall Licences**

49

**Betting Licences**

7

**Betting Terminals**

2,700

**Slots in Betting Outlets**

750

**Lottery**

Hrvatska Lutrija

**Hrvatska Turnover**

HRK654.8m (US\$97m)

**Hrvatska Betting Turnover**

HRK525m (US\$78m)

**Total Gaming GGR (All)**

€139m



Sports betting in Croatia arrived in the early 1990s and as a nation crazy about sports, the sports betting market became a big and instant success. In 2011 the top 10 performing businesses in the gaming sector were sports-betting related and recorded a combined profit of HRK344m (around €50m).

least one land based casino is operated. The online casinos pay an annual fee of HRK3m and a bank guarantee of HRK3m.

- Monthly tax for operating games in casinos is 15 percent of the base.
- Betting is permitted to over 18s
- Registered operators must have a share capital of at least HRK4m and a bank guarantee of HRK4m and will pay an annual gambling levy of HRK1m.
- Online betting operators pay an annual fee of HRK3m and have at least 50 outlets and 100 employees.
- They pay a monthly five percent fee of the base of total deposits and taxes of 10 percent of up to HRK10,000, 15 percent for HRK10,000 to 30,000; 20 percent for HRK30,000 to 500,000 and 30 percent for HRK500,000 plus.
- A betting shop should be a minimum of 10sq.m and 200m from schools and if housing slots these must be in an area of 2sq.m minimum.
- Operator of slots must have a share capital of at least HRK2m and a bank guarantee for the first 30 slots of HRK300,000. Those operating more than one slot club must have HRK500,000 (31-60 machines), HRK700,000 (61-90), HRK900,000 (91-120), HRK1,100,000 (121-150), HRK1,300,000 (151-180), HRK1,500,000 (181-210), HRK2,000,000 (211-250) or HRK5m for over 250 machines.
- The annual gambling levy is HRK10,000 per

machine or HRK40,000 for multiplayer and HRK50,000 for multiplayer with more than six player positions. Monthly tax is 25 percent of the base.

- Slot halls must be in areas of at least 100sq.m in size with at least 30 slots. Payouts must be at least 80 percent.

**SPORTS BETTING**

Betting in Croatia arrived in the early 1990s and as a nation crazy about sports the sports betting market became a big and instant success.

New companies clambered to open betting chains and many were under foreign ownership. Betting shops flourished and major chains from the UK and Germany also entered the market. Croatia at the time had one of the highest densities of betting shops per capita in Europe.

The first two private companies to take advantage of the new regime were Prva Sportska Kladiionica and Sport Tip which were the leaders in the country's bookmaking sector.

But with high costs many were struggling to survive and with the economic crisis in Croatia coupled with the introduction of a 20 percent VAT on profits from gambling, many smaller companies ceased operations and Croatia lost around 25 percent of its operators whilst the larger two sports betting operators dominated the market.

Today there are seven companies licensed for betting in the market although only the top four or five are said to be profitable.

The main players are SuperSport, PSK, Germania Sport, Favorit, Hrvatska Lutrija and Stanley Bet.

The Croatian betting market is a successful industry. In 2011 the top 10 performing businesses in the gaming sector recorded a combined profit of HRK344m (around €50m).

The number one business is Super Sport betting agency with profits of HRK233.3m (€30m) which was 67 percent of the combined profits for the top 10 last year. Just behind them was PSK with HRK29.4m (€4m) which had 8.5 percent of the profits.

Super Sport is headquartered in Zagreb and received approval for online betting in July 2010. They offer betting on all sorts of sports worldwide, on lottery games and horse racing. You can bet offline via their 400 or so outlets, online or via their app Sporti. It has around one third of the sports betting market today or 57 percent and has around 700 betting terminals.

PSK or Prva Sportska Kladiionica is a sports betting company established in Zagreb in 1998 and has almost 250 locations in the country and about 22 percent market share. Approval for online betting was received in March 2012. It operates around 2,000 betting terminals and 150 slots.

PSK is owned by Ireland's Hattrick Sports, one of the premier technology gaming operators in Central Europe, which completed its acquisition of PSK in 2012.

Hattrick partnered with Zukido, an egaming



and sports betting specialist, to launch the new website for PSK. The new site gave customers a single account across online and retail play to enable them to create complex bets.

Favorit is located in Zagreb and operates via the favbet.hr brand and website. It is part of the Favbet group, a leading Eastern European gambling operator founded in 1999 which brings betting to 250,000 clients in Europe, Asia, South America and Africa operating online and offline via 1,000 betting shops. It offers betting on all types of sports from basketball, football, hockey, and tennis to lotteries. It has a smaller two percent share of the Croatian market and around 100 outlets and operates around 140 slots at its outlets.

Germania Sport is also headquartered in Zagreb and has about 200 shops across Croatia and a seven percent market share. Online betting is via germaniasport.hr and they offer bets all sports, live betting, lotto and virtual games. They

operate around 285 slots at their outlets.

The lottery, Hrvatska Lutrija controls the sports lottery, keno, bingo etc and also offers sports betting with revenues of HRK525m last year. It has a 10 percent share of the betting market and around 500 outlets.

StanleyBet has a two percent share of the betting market and around 100 outlets and 177 slots.

Fortuna is the largest sports betting chain in Central Europe operating in Slovakia, Czech and Poland. In 2010 through its online platform Fortuna Win, Fortuna provided online betting in Croatia however Fortuna Win ceased operations here in May 2015.

#### **THE LOTTERY**

Hrvatska Lutrija is the national lottery of Croatia and was established in 1951 as the Directorate for Croatia which was part of the Yugoslav lottery at the time. Games such as the lottery

and pools originated from this time.

It became independent in 1973 when the lottery was set up as a separate organisation although it remained part of the business community of the Yugoslav lotteries. Many games were introduced during this era. In 1993, two years after Croatia gained independence, the lottery was renamed as Hrvatska Lutrija whilst sports books, casino, keno and bingo TV were added to the range of games.

Funds go towards financing cultural, sport and humanitarian charities. The company employs more than 1,300 employees.

In September 2010 the lottery established its own online portfolio when the law in 2010 liberalised the online gambling market. It was behind Fortuna and Super Sport bookmakers who launched their online product in time for the 2010 World Cup in South Africa.

The initial line up was for loto games 7/39, 6/45, TV bingo, keno and sports betting. Today

# Reports

## EMEA - CROATIA

According to data from the Ministry of Finance there are 15 government approved companies which have the right to operate casinos. Until very recently there were 13 casinos open, but today that figure is down to eight as many are either inactive or have been transferred into Automat Club status. It is understood however more casinos will open soon.



casino games have been added and in the first 30 days the lottery had 6,000 registered players via the internet.

In 2012 the lottery selected Intralot after an international tender process as its partner for the new i-casino project and the two companies will jointly manage the interactive casino business on a shared profit basis for the first four years.

Intralot Interactive and Microgaming have provided the necessary hardware and software and the i-casino project provides various table, slots game, poker and multiplayer bingo.

The year 2014 saw 20 jackpot winners with a record Eurojackpot win of HRK131m. Lotto 7/39 is the oldest and most popular game and has been played since 1985 and in 2014 players scooped almost HRK190m in prizes.

Play is via Points of Sale at retail outlets plus via Quick Pick online. Since September 2010 games have been offered via the internet and up until the end of 2014 there were 173,000 registered players.

In 2014 mobile application Lottery HL Score Mobile and Alarm was installed over 54,000 times so players could access betting play via their mobile phones. Players simply scan their betting slip to receive information.

2014 saw the launch of a new project called Square of Happiness whilst 2015 saw the launch

of several projects including virtual betting with the HL terminals, Live i-casino launch – the first legal internet casino in Croatia

Types of games include:

- Lottery Games – EuroJackpot; Lotto 7/39, Super 7 and Joker; Lotto 6/45 and Joker
- TV Bingo
- Keno – twice daily draw with various games on i-keno.
- Betting – live betting on various sports – football, tennis, volleyball, sports betting (football, basketball, hockey, tennis) and lotto (on the various worldwide lotteries)
- Internet games – i-casino – various casino games to play online. HL Club is a rewards loyalty programme which players can join for free to be awarded more points depending on the amount you play. Lott betting – playing the worldwide lotteries online and lottery games – access online to the various Croatia lottery games.
- Casino International – The lottery also operates this casino in Zagreb.
- Slot Halls – 6 slot halls – Arena, Gospić, Osijek II, Virovitica, Vukovar and Zabok

Total revenues in 2014 for the Croatian Lottery amounted to HRK484m whilst profit before tax was HRK22m – an increase of 40

percent on 2013 figures when profit reached HRK15.7m. Profit after tax was HRK16.3m (48 percent higher than 2013 figures)

In 2014 the total sales for the lottery amounted to HRK1.79bn of which HRK273.8m were from internet sales (23.21 percent). This is compared to a total turnover of HRK1.27bn in 2013.

Lottery turnover was HRK654.8m whilst sports betting turnover was HRK525m. Of the lottery games the Eurojackpot is responsible for over 32 percent of sales followed by the Loto 7/39 with 25 percent.

### CASINOS AND SLOTS

Gaming in Croatia dates back to the mid 1960s when several Western style gaming venues were established and around five or six casinos. The first casino to open in Croatia was Casino Rosalia in Opatija in 1963.

Today, according to data from the Ministry of Finance states there are 15 government approved companies which have the right to operate casinos. Until very recently there were 13 casinos open, but today that figure is down to eight as many are either inactive or have been transferred into Automat Club status. It is understood however more casinos will open soon.

Meanwhile there are 49 companies licensed



## GAMING REVENUES 2013-2014

GAME	2013 HRK,000	2014 HRK,000	% share 2014
<b>LOTTERY</b>	678m	654.8m	
Eurojackpot	111,3	215,3	32.88
Loto	238,2	164,2	25.08
TV Bingo	76,1	57,2	8.75
Super 7	69,5	40,6	6.20
eSrecka	28,2	33,1	5.06
Igra Joker	42,7	30,1	4.6
Loto 6/45	31,6	27,2	4.16
Instant lottery	17,7	22,0	3.36
Ekspres lottery	16,9	17,5	2.67
Bingo Plus	22,7	16,2	2.48
Prigodne lottery	13,8	15,9	2.43
Keno	8,3	7,4	1.14
Bingo 24/75	0	6,4	0.98
Toto 13	0,9	0,9	0.14
Brojcana lottery	0	0,5	0.07
<b>SPORTS BETTING</b>	598.1m	525m	
<b>Internet betting</b>		201,6	38.4
<b>Retail betting</b>		284,4	54.2
<b>Other</b>		38,9	7.42
Lottery games	333,5	317,8	65.63
Casino games	12,8	13,0	2.7
Slot games	39,5	36,6	7.57
Betting	104,6	105,3	21.75
Sales of goods	1,5	1,1	0.24
Rental income	2,2	2,4	0.5
Other operating income	12,3	6,3	1.31
Financial income	1,5	1,4	0.31

## CROATIAN LOTTERY FINANCES

	2014 HRK,000	2013 HRK,000
<b>OPERATING INCOME</b>		
Sales Revenue	476,458	494,344
Other operating income	6,328	12,316
<b>OPERATING EXPENSES</b>	482,786	506,660
Raw materials	(19,740)	(20,202)
Cost of goods sold	(673)	(951)
Service expenses	(126,612)	(133,060)
Personnel costs	(142,374)	(147,354)
Depreciation	(17,203)	(15,066)
Concessions	(113,647)	(122,606)
Value adjustments	(606)	(66)
Provisions	(4,779)	(5,173)
Other	(33,054)	(46,361)
Total operating expenses	(458,688)	(490,839)
<b>PROFIT FROM OPERATIONS</b>	24,097	15,821
<b>FINANCIAL INCOME</b>	1,485	1,584
<b>FINANCIAL EXPENSES</b>	(3,544)	(1,730)
<b>LOSS FROM FINANCIAL ACTIVITIES</b>	(2,059)	(146)
<b>TOTAL REVENUES</b>	484,271	508,244
<b>TOTAL EXPENSES</b>	(462,232)	(492,569)
<b>PROFIT FOR YEAR</b>	22,039	15,675

for slot machine clubs. Of the Automat Klubs, Novomatic has a 28 percent share in the operations business with its Admiral Clubs and a 75 percent share in terms of products in the market. There are said to be around 8,800 slots in the market in total and 2,700 betting terminals. The most popular table game is roulette and every casino has at least one.

Total GGR for the gaming sector in Croatia amounted to €139m in 2014 and the sector employs around 2,100 people.

The casinos include:

Golden Sun Casino in Zagreb is one of three casinos operated by the Golden Sun group in Croatia. The company belongs to the Spanish group EGASA under the Major International Company. They entered the market in 2007 with the Zagreb casino followed by Dubrovnik in 2008 and Osijek casino in 2011. In 2012 they opened a casino in Pula. The Zagreb casino is located in the Hotel Antunovic. There is 1,000sq.m of gaming with slots and table games plus a bar and betting area. The company no longer operates the Dubrovnik casino. The Osijek casino is located in the shopping mall Portanova and offers a mix of slots and table games and poker in 800sq.m of gaming space. The Golden Sun in Pula was opened in March 2012 and located near the Arena and Golden

# Reports

## EMEA - CROATIA

### Essential information and facts about Croatia:

<b>Country</b>	Croatia
<b>Capital</b>	Zagreb
<b>Total Area</b>	56,594 sq.km
<b>Population</b>	4,464,844
<b>Median age</b>	42.6 years
<b>Male</b>	40.5 years
<b>Female</b>	44.1 years
<b>Ethnic groups</b>	Croat (90.4%), Serb (4.4%), other (4.4%)
<b>Religions</b>	Roman Catholic (86.5%), Orthodox (4.4%), Muslim (1.5%), other (1.5%)
<b>Languages</b>	Croatian official (95.6%), Serbian (1.2%), other (3%)
<b>Currency</b>	Kuna
<b>Government type</b>	Parliamentary democracy
<b>Chief of State</b>	President Kolinda Grabar Kitarovic (since February 2015)
<b>Head of Government</b>	Prime Minister Tihomir Oreskovic (since January 2016)
<b>Cabinet</b>	Council of Ministers named by the Prime Minister and approved by the assembly
<b>Elections</b>	President elected by majority popular vote in two rounds if needed for a five year term. Last election held in December 2014. Leader of majority party or majority coalition appointed by Prime Minister and approved by assembly.



Gate at Giardini. The casino is decorated in Art Nouveau style in a former cinema area and over two floors has slots and live gaming.

Wettpunkt Casino is a 500 sq.m casino offering 45 slots, two electronic roulette and table games. The group also operates two slot halls in Zagreb and Split.

Casino International is located in Zagreb and is operated by the Hrvatska Lutrija. It offers casino bingo, European roulette, Blackjack, Texas Hold 'em, Caribbean Poker plus 73 electronic roulette, lottery, sports betting and café

Casino Mulino is in Buje on the border of Slovenia and Italy the casino is located in the Hotel Mulino which has 67 rooms. The casino has 20 gaming tables and 260 slots in a luxury design.

Casino Platinum in Split is located in the centre of town outside the Hotel Atrium and has 1,000sq.m of gaming with over 100 slots and poker room.

Casino Cezar in Zagreb is part of the Cezar group with a second casino in Porec. This casino is located in the Westin Hotel offering a casino

and poker room. Cezar also operates eight slot halls in Croatia

In 2013 the casino sector saw a loss of HRK47m. All 18 casinos open at the time earned around HRK2m between them mainly down to Casino Cezar in Porec which saw a profit alone of HRK1.8m.

The biggest loses were three casinos - Casino Kristal (operated by HIT) in Umag which closed down last year whilst Casino Miro, Casino Hisria, Casino Adriatic and Casino Rosalia have also closed.

Grand Casino Lav has also closed its door in the Le Meridien Lav resort in Podstrana but is due to move to a new location shortly.

Casino Kristal Umag in Croatia operated until February 2014 when it went bankrupt. It is majority owned by HIT and Croatian businessman Zarko Ratkovic who is also the owner of Punta International.

#### CHANGES AHEAD

In 2013 Croatia became the 28th member of the European Union and with its Mediterranean

climate, long Adriatic coastline, islands, mountains and nature parks, it is a popular tourist destination. Many also come for the culture and the gambling including bars, nightclubs and casinos.

Tourism attributes to around 20 percent of total GDP and is one of the major drives of the Croatian economy and foreign trade.

There are 602 islands and islets and some 1,880km of coastline. There are 910,000 beds available and some 13.1 million tourists visited Croatia in total in 2014. German visitors make up the highest number with around 20 percent of the overall tourism figures.

Meanwhile Croatia's economy is growing and its GDP grew at its fastest pace since Q2 2008 in the third quarter of 2015. The country has struggled to surface after six years of recession whilst the country has also been in political limbo since November's general elections resulted in a hung parliament.

After six weeks of negotiations on January 22 President Kolinda Grabar-Kitarovic appointed the non party corporate executive Tihomir Oreskovic as new Prime Minister to form a



government.

Oreskovic is a Canadian-Croatian entrepreneur who has not been actively political and is relatively unknown to the general public. The government is now composed of members of the Croatian Democratic Union (HDZ) and the centre Bridge of Independent Lists (MOST) party. The latter was formed in 2012.

The government's focus is now on its economy and the task is to stem rising public debt, reduce high unemployment and spur growth. Oreskovic wants to reduce the budget gap to within the EU's three percent of GDP ceiling from around five percent. Whilst reducing public debt to below 80 percent of GDP.

Croatia's economy is among the weakest in the EU. GDP per capita was €10,151 in 2014 with a total GDP of €43bn. However it is thought GDP will grow by 1.6 percent in 2016.

The government plans to invest in energy, tourism and infrastructure partly by drawing on €1bn a year of EU development funds and privatising non strategic assets and taxing unused property.

Croatia's online gambling law has seen some changes too. Since 2010 the country's gambling market was regulated by the Ordinance on Interactive Online Casino Gambling which permitted online gaming.

This set some rules to permit government audits, set an over 18 age limit on gambling and came with a provision that operators should own at least one land based operation in Croatia.

PSK had a significant presence with an online site run with Hatrick Sports Group whilst the other main player was the Hrvatska Lutrija and their lotteries.

Although the law limited licences to land based operators there were no blocks on international sites and many international operators provided online games to Croatia.

But in 2014 the European Commission approved a gaming law which saw several changes including the opening of a legalised online poker market. The law means operators will have to apply for a specific Croatian licence although many fear the taxation may not justify the investment.

Legislators did however enable local poker

players to join the dot.com player pool unlike other markets such as France and Spain and the legalised online poker market was launched last year.

The licence fee is HRK3m (about \$500,000) with an annual fee of the same amount. Plus they need a bank guarantee of HRK3m with a five percent monthly tax fee on gross revenues whilst players are also taxed on winnings via a tier system of 10 percent for winnings of up to HRK10,000 (€1,300), 15 percent for HRK10,000 to HRK30,000, 20 percent for HRK30,000-HRK500,000 and up to 30 percent for winnings over HRK500,000.

This tax for players introduced in 2014 was set to boost government coffers by around €25m.

The tax authority is now upping their surveillance on internet gambling and will fine players betting on foreign online websites between HRK10,000-50,000. The law does not permit a foreign company to offer internet lottery, sports betting or sweepstakes in Croatia.

Hrvatska Lutrija has offered online casinos since May 2015 and there are at present around HRK2m worth of bets per day (€260,000).

# Review

## G2E LAS VEGAS 2016

Confidence and clarity shone brightly from the new IGT booth at G2E, not just through its extraordinary use of 4K and 4D, but in the focus and precision of its game releases. G3 spoke to IGT's Victor Duarte about the launch of SPHINX 4D and the direction of game development

Buried for most of its life in the desert sand, an air of mystery has always surrounded the Sphinx, causing speculation about both its age and purpose. While historians have spent centuries seeking to uncover its secrets and mysteries, IGT has cracked the riddle, not once, but twice, creating a revolutionary game-changing slot machine on both occasions. IGT's SPHINX 4D game, launched at G2E 2016 in Las Vegas, introduces unprecedented immersion and interaction with air haptic technology, gesture recognition and new hardware, the CrystalCurve TRUE 4D cabinet.

No product on the exhibition floor in Vegas has stunned audiences as many times as Sphinx. The theme is derived from the mythological hybrid that stitched together the body of a lion and the head of a woman, while the Sphinx slot machine has become one of the gaming industry's most successful evolution stories. It too has hybridised itself, incorporating the very latest technology to create the cutting-edge SPHINX 3D, and now the unbelievable SPHINX 4D slot machine.

The original game title was launched by Atronic in 1998 and has been a phenomenal success in every market into which it has been translated. However, it was in May 2013, with the launch of SPHINX 3D by GTECH, which saw audiences around the world recognise this product as unlike any other. Speaking to Victor Duarte, IGT Global Chief Product Officer at G2E, he described the development of SPHINX 3D as a landmark moment for SPIELO, the GTECH subsidiary that took the Atronic game and created something mythic. "At the time, SPIELO was looking for a game-changing internal product for the casino sector that would be a must-have for every location," states Mr. Duarte. "SPHINX 3D was to be a conversation opener that would help the company sell its wider portfolio. It would be the one title from GTECH that everyone needed on their floor."

SPIELO's remit at the time was to launch SPHINX 3D as a niche product, a highly entertaining game that leveraged 3D glasses-free technology on an internal non-licensed theme, which didn't require a third party licence, but was already an internationally recognised slot title. SPHINX was a perfect fit.

Revealed to the public for the first time at G2E 2012, SPHINX 3D instantly caught the imagination of the gaming community. Positive responses turned into a backlog of sales and a widening of the initial focus. "It was obvious at the G2E launch that we had created a



Renato Ascoli, CEO, North America Gaming/Interactive (DoubleDown Casino), pictured with the new Wheel of Fortune MEGATOWER

## IGT delivered a MEGA-towering performance with the launch of six new cabinets, tightly honed new licences and amazing SPHINX 4D

compelling product and that we shouldn't be too narrow in our focus," describes Mr. Duarte. "We re-shaped the roadmap and created both entertainment and gambler titles, adding more entertainment with Bejewelled and gambler math models with Dragon's Temple and Aladdin. The launch of those titles saw us blow through our original business case for 3D, and as the company became IGT and we gained access to Wheel of Fortune, we took the concept into WAP (wide area progressive), effectively creating a third content stream."

### WHEN NICHE BECOMES MAINSTREAM

The 3D technology that launched with SPHINX 3D is now an essential part of 2,100 placements in the US alone, part of an entertainment, gambler and WAP mix of product lines that now includes a mechanical reels version of SPHINX 3D shown at G2E 2016. In addition, IGT launched Double Diamond 3D at the Vegas show in a non-WAP format, creating four product lines that Mr. Duarte believes could see the number of 3D machines in the US rise to 4,000 placements. "When we launched 3D, it was an evolution based on player and customer feedback," says Mr. Duarte. "The six new cabinets launched by IGT at the show have evolved in a similar way, through the constant

drive to improve our product lines. We have sought to maintain our unique position on the slot floor, continuing to develop our expertise in this technology. If necessity is the mother of invention, complacency is its enemy."

Observing players interacting with IGT's 3D games, the IGT product development team watched as they tried to reach out and touch the 3D images appearing before them. The question was asked: 'what if we could deliver on that natural instinct to touch the 3D image, giving gesture recognition that players could interact with?' "We looked at how players would reach into the screen and sought to deliver a mid-air haptic sensation of touch combined with the 3D image and gesture recognition with the latest screen technology," explains Mr. Duarte of the idea that would become the genesis of the 4D experience shown at G2E 2016."

The SPHINX 4D game combines IGT's glasses-free 3D technology, gesture recognition functionality, and never-before-seen-in-slots air haptic technology. Air haptic technology gives players the chance to experience real-time tactile feedback from the game, while gesture recognition enables players to interact with and manipulate the game's 3D objects. IGT presented





Phil O'Shaughnessy pictured at G2E with the hugely entertaining, The Voice Video Slots in crisp 4K

SPHINX 4D on both its 32ins. touchscreen display and its towering 50-inch Ultra HD, 4K curved upper display. The CrystalCurve TRUE 4D cabinet includes crowd detection capabilities that engages passing patrons and invites them to play the game, is equipped with a mobile device charging port, and is paired with an ergonomic, multi-media sound chair with player-adjustable settings.

G2E marked the world debut for IGT's CrystalCurve cabinet. The hardware solution boasts a 43-inch curved Ultra HD screen that delivers pristine 4K resolution graphics. The CrystalCurve cabinet features IGT's signature Dynamic Player Panel with dual bash buttons. New IGT titles on the CrystalCurve cabinet included Betty White's Story Time Video Slots, Betty White's Tall Tales Video Slots, Ghostbusters Video Slots and Harley-Davidson Video Slots. IGT also introduced a revamped version of one of its most successful multi-level progressives of all time, Fort Knox Video Slots, with Fort Knox Diamond Vault and Fort Knox Cleopatra. Both titles are linked, five-level progressives with mystery and symbol-driven bonuses.

#### REINVENTION AND AUTHENTICITY

"For new incarnations of titles such as SPHINX and the newly launched Fort Knox, we have sought to carry over the authenticity of the original game and add new elements that didn't exist before," describes Mr. Duarte. "In the example of Fort Knox, we have added a brand new fifth progressive level, in which we honour

the core mechanic of the game, but add new technology that brings added value."

IGT celebrated the 20th anniversary of its Wheel of Fortune slots in exactly this fashion, introducing new game themes on a variety of hardware solutions, including Wheel of Fortune Double Times Pay 3x4x5x 3D game on the AXXIS 3D cabinet. Following the success of the company's first Wheel of Fortune 3D title, this new game features TRUE 3D Reels technology and utilises the math and symbol set of the classic Double Times Pay 3x4x5x game.

IGT also introduced Wheel of Fortune Gold Spin Double Diamond Slots on IGT's new large format mechanical reel MEGATOWER cabinet. Building on the international success of the S3000 cabinet, the MEGATOWER incorporates scaled-up versions of design elements from the S3000 cabinet such as wide mechanical reels, intelligent lighting and a dynamic player panel with dual bash buttons.

IGT continued to expand its library of True 3D titles, with Zuma 3D featuring seven "must-hit by" progressives; the Jurassic World 3D game full of cinematic 3D content, the Treasures of Olympus 3D game inspired by the legacy title Icarus The Journey, and the Baywatch 3D game which brings some of TV's most iconic beach scenes to life in a 3D gaming environment. "When we are looking to include new licences, we are really looking at what appeals to younger demographics in addition to our traditional audience," states Mr. Duarte of IGT's

line-up at G2E. "Titles that use our in-game camera, such as the latest 'Ellen' licence (The Ellen DeGeneres Show Sharing the Love), and slot technology that links to your mobile device, pushing notifications to your cellphone, have been attuned to appeal to younger players. We have very heavily invested in the use of mobile phones to enhance the player experience. Games such as Lucky's Quest, which offer the ability to progress through the game, switching between play on your mobile and via the land-based slot are examples of solutions designed specifically to engage with the younger player demographic."

Available for play on mobile and on the CrystalCore cabinet, Lucky's Quest is a for-wager, casual-style game that features a map-based progression narrative starring a dragon named Lucky. In Lucky's Quest, players can unlock characters, win credits and advance to new levels based on performance in the title's symbol-matching game. A player's progress within the game can be transferred from mobile device to EGM, and back, allowing for a seamless player experience across devices and channels. Players from across both channels can compete in real time for progressive payouts.

#### DIVERSE CONTENT AND DELIVERY

The diversity and depth of the IGT portfolio was acutely evident on the floor in Vegas, with six new cabinets at the show, new brands including The Voice Video Slots with its amazing rotating chair and 'chair choice' button from the iconic show, and 11 brand extensions. But there were also small details, easily missed on an enormous and spectacular booth, such as the Cardless Connect system; IGT's Triple Play solution uses one platform to deliver new content, including in-house and licensed brands, to Play-for-Fun, Real Money gaming and PlaySpot (formerly IGT OnPremise) software users. By implementing IGT's Triple Play solution, operators have access to the latest social features and enhanced marketing capabilities. IGT's Cardless Connect systems solution can be embedded into a property's PlaySpot software deployment, enabling players to enjoy slots, place sports bets, and wager on live table games on their choice of mobile devices, without the need for a physical loyalty card, TITO tickets nor trips to the casino cashier.

IGT was obviously very excited about the booth at G2E, which was part of a deliberate programme of change heading out of last year's show. "We changed the location of our stand, shifting from a centre location that limited the presentation across four sides of the booth and also had ceiling restriction and design barriers," points out Mr. Duarte. "So we shifted to a brand new location, giving us a new 180 degree aspect and a new way to present the IGT brand. It's been a fantastic showcase for an exhibit that encompasses the latest Wheel Of Fortune, as unveiled in Vegas by the TV show's iconic hostess, Vanna White, and which has delivered brand new 4D and 3D experiences. Our new cabinets, new selling points and value offering, our celebration of 30 years of MEGABUCKS, the launch of Cardless Connect, new VLLs and Class II presentations and a back-room showcasing the cutting-edge of game and cabinet design - has delivered one of IGT's best ever performances at G2E."

# Review

G2E LAS VEGAS 2016

The opportunity to attract a new wave of younger gamblers meant the G2E booth of Gamblit Gaming was flooded with casino executives wanting to learn how they could tap into millennials

The California-based publisher of real-money, skill-based gaming for mobile and land-based casinos didn't disappoint with a Virtual Reality zombie shoot 'em up, a post-apocalyptic bike race bringing e-sports into the casino and a brand new physical table game with fast paced social gameplay elements adding a boost of excitement to traditional table games.

Perhaps the stand out product, and undoubtedly one of the products of the entire show, was the gamblified version of The Brookhaven Experiment in its all new Virtual Reality Cube.

Developed via a partnership with Phosphor Games, The Brookhaven Experiment is already one of the most popular and viral VR titles ever made. Gamblit's aim was to turn it into a location-based real-money gaming experience. The result is a heart-racing First Person Shooter and the first VR game to be gamblified with real-money gaming mechanics. Eric Meyerhofer, CEO of Gamblit Gaming, believes the imposing Perspex box in which the player must tackle the zombie onslaught could be a centrepiece of the skill-based gaming floors of the future

"It's important to understand we're not looking to replace the existing gaming floor with skill-based gaming products but merely add to it," he explained. "The operators that we've had discussions with so far are looking at creating skill-based zones or next generation gaming lounges on the gaming floor, in areas where footfall for the target demographic is already high. Our aim is to supply products that emulate the tables and the slots but with a skill-based element. Our booth at G2E aims to replicate exactly what the casinos could do with a skill-based lounge covering all aspects of gambling. The Brookhaven Experiment could form the focal point of one of these zones. The plan is to turn the VR into a spectator sport, displaying what the player is seeing on screens and then allowing customers viewing the game to be able to place bets on a player's performance or health level and certain aspects of the game play via a tablet or a station creating a social group experience."

The game uses the HTC VIVE, designed from the ground up for room-scale VR and true-to-life interactions. The VRC itself features fog, an in-floor subwoofer, spatial audio and external monitors for spectators to see the VR player's view. The gambling element is simple. Players are rewarded for their accuracy, their kills and of course how long they stay alive. If a player has a level of skill for a game, Gamblit's model would see them lose between 10 and 15 per cent of the money they spend over time, making



Eric Meyerhofer showing the Virtual Reality Cube of The Brookhaven Experiment with 'David' lending a hand

## Gamblit shooting at all aspects of skill-based gaming with the aim to draw Millennials and zombie hordes back into land-based casinos

gambling much more of an entertainment experience.

Darion Lowenstein, Chief Marketing Officer, Gamblit Gaming, added: "The Brookhaven Experiment is not only the most petrifying, heart stopping and realistic experience I've had in VR, but it truly embodies the concept of virtual reality. Phosphor Games is a company that pushes the boundaries of innovation and we are excited to be revolutionising the casino floor with them in an all new wagering experience – and judging from everyone who has played it, a very memorable one for players and their friends."

On the table side, Gamblit was showing touch table games as well as felt table card games.

The large format Gamblit Model G table sees players either compete against each other or work as a team to increase their winnings.

Gamblit Poker, described as a skill-based

marriage of poker and Hungry Hungry Hippos, puts two to four players into a highly social, head to head interactive table experience where players compete against each other to grab the card they need to boost their cash winnings. Each player is dealt two cards with subsequent cards appearing in the middle of the table in quick succession and players having to grab the cards they want to form their best five-card poker hand. Once the first player completes a five-card hand, a countdown starts with the rest of the table having to improve their hands before time runs out. The player with the best hand wins the pot.

Similarly Cannon Beard's Treasure sees players engage in a fast paced game of cards, skill and naval warfare. Players build a hand by grabbing the cards they need and winning a chest of gold.

Other games being shown on the touch table included Bingo Trance, Moolah Melee, Three Kingdoms Dragon Baccarat and Brew Caps league where players must work together to



match all the desired bottle tops in the allotted time to share a prize.

There was also a live version of Gamblit Poker, following a similar format but where players hit a buzzer as a live dealer places cards in the middle of the felt table.

Mr. Meyerhofer added: "Players tend to get excited playing all these games but that's what we want; interaction and excitement."

Gamblit's TriStation game machine takes care of the slots side of things and includes some brands that have already had millions of downloads away from the gambling world.

To put some figures on that, the company's Into The Dead has had over 60 million downloads whilst Catapult King has had over 35 million.

Mr. Meyerhofer explained: "As well as developing our own brands, we've partnered with some proven games designers such as Pik Pok and Wicked Witch and gamblified their content for the gaming floor. We wanted people to come onto our skill-based floor and recognise the brands that they play on their phone. One of our latest partnerships is with Halfbrick Studios from Australia, who developed Jetpack Joyride with 350 million downloads and 14 million monthly active users."



## SG Interactive added Loyalty Linking to its comprehensive SG Universe platform at G2E

At G2E 2016, SG Interactive, a division of Scientific Games, showcased enhancements to its SG Universe product suite, including new features and exciting developments that benefit both player and operator. G3 spoke to Tom Wood, VP & Chief Product Officer, B2B, SG Interactive about the new features

According to Tom Wood, Vice President & Chief Product Officer, B2B, SG Interactive, one of the key additions on display at G2E was loyalty linking, which allows players to access their loyalty account information from their mobile device and even earn or spend land-based loyalty points in the casino's Play4Fun Network social casino.

The SG Universe platform comprises three components: Mobile Concierge apps for iOS and Android; the Play4Fun Network social casino; and Core Systems Integration technology. The three core elements of SG Universe provide players with unprecedented access to content, special offers, and important casino information. Meanwhile, operators have a 360-degree view of the player that empowers them to market their property and content to specific player segments with offers based on player behaviors.

The Mobile Concierge app is an all-access pass to the property's brand, services, and amenities. Players can use it to book a stay at the hotel, make dinner reservations, get directions to the property and access the Play4Fun social casino.

The Play4Fun social casino allows players to enjoy slot content anytime, anywhere in a play-for-fun social casino environment where players can purchase additional virtual credits if they choose.

Core Systems Integration ties it all together by allowing players to link their casino loyalty account. They can access their account

information whenever and wherever they choose, and even earn loyalty points for making a purchase in the Play4Fun social casino.

SG Interactive also featured its extensive portfolio of real money gaming titles at G2E. "The Rainbow Riches Reels of Gold and Dancing in Rio themes have unique mechanics that set them apart from a typical online gaming experience," explained Mr. Wood. "Rainbow Riches Reels of Gold combines our incredibly popular proprietary brand with our successful Colossal Reels math model, giving players a fresh take on a tried-and-true title. Dancing in Rio is a title with a twist on typical jackpot mechanics. Players line-up sections of the reels that have green backgrounds for a chance at huge progressive wins."



# Review

G2E LAS VEGAS 2016

## BetConstruct launches into social and fantasy

Amid a flurry of announcements of deals with Realistic Games, Golden Race and OMIS Gaming, BetConstruct was at G2E launching two exciting new products in sports betting; namely a social platform and Fantasy Sports

BetConstruct's Social Gaming suite is aiming to lead the market by providing access to the widest range of products; Social Sportsbook, Poker, Casino and Skill Games.

BetConstruct CEO Vahe Baloulian said: "Social gaming has delivered for companies who did it right. With our Social Platform and exceptional content, it is very hard to do it wrong. Social has been described as many things. Above all, BetConstruct's Social Gaming presents an amazing opportunity to unearth new players and new revenues."

Serge Vardanyan, Director of the Americas, added: "We've taken casino style games and made them into a quest format where players need to go from one level to the next collecting gems and loyalty points which can then be exchanged for a meal in the casino or a night in the hotel to drive players from social to land-based. Players can log-in via facebook and share their experience creating a community



with friends. We are currently finalising our first deal in social with a tribal casino operator. Our model for social is very simple with a one off set up fee and then a revenue share. We are keeping the sports book for social very simple."

In terms of Fantasy Sports BetConstruct's offering includes live updating of points, auto calculation of contests, user-created contests, licensed headshots for players, compare and live transfer modes and more.

Mr. Baloulian added: "Amidst a lot of confusion about the status of DFS in the US, the category continued to grow. BetConstruct has put a lot into its Fantasy Sport offering, and we are extremely pleased with the result – a unique product focused on entertaining the players and increasing operators' profitability."

BetConstruct's Skill Games includes a growing number of games; Chinese Poker, Belote and

Deberc as well as eight Backgammon variants.

As well as a chance to meet with North American customers, G2E gave BetConstruct the chance to meet with many operators from South America. Mr. Vardanyan explained that the Latin American region has provided steady expansion for BetConstruct over the last two years with two offices operating from Uruguay, led by Regional Director Anna Shahbazyan, and Peru where the office is led by Regional Director Alonso Jibaja.

Anna Shahbazyan said: "The Latin American iGaming market is approaching maturity. It has its peculiarities which we always take into account. We have begun and currently continue developing comprehensive strategies for the local market. This means we want to be able to breathe the same air as our partners and help them turn possible problems into opportunities for mutual growth."

## Casino Technology targets Millennials and their parents

Casino Technology and its North American licensee and counterpart Alto Gaming were generating operator interest from their Hot Rod classic American car slot and the Arch slot machines both of which are enjoying higher requests for installations from operators both in Latin and North America.

Casino Technology said that 'numerous new arrangements' were made with operators in the company's core market of Latin America and across the challenging market in North America.

The spectacular Hot Rod slot machine keeps on speeding ahead with its powerful mix of excellent gaming features and nostalgic passion of rodding delivered by Alternative Gaming Solution. The Hot Rod brand features unique game design characteristics, driven by the exclusive Arch cabinet. As the passion for hot rodding brings together people of all generations, Casino Technology has the



Nataliya Baevska with Hot Rod

opportunity to satisfy both Millennials and their parents. Gamopolis is a multi-game series that has already enjoyed plenty of successful installations worldwide. The latest release from the popular series, Speedway, provides four new versions, starting from 70 to 73, each offering 40 games with a new interface and enhanced gameplay wedded to proven math models and volatility ranges.

The one-of-a-kind combination of vast game options like pick-up bonuses, super games, novelty side bets, cascading reels, favourite fruit games, hot sevens and bars makes Gamopolis Speedway the preferred choice of

operators who would want diversity on the gaming floor. Casino Technology was also showing Elephant; the Remote Game Server with a rich portfolio of more than 100 unique video slots, available both in HTML5 and Flash.

Casino Technology said: "Customers today use various and multiple channels to engage with an operator. In a reality where gaming is becoming omni-channel, Elephant is a must have option for operators. The Remote Game Server is an integral part of the BIG 5 suite, that links seamlessly online to land based operation and provides common tools for operation and management."



Radostina Ganeva with the 3 Happy Hits range

Stanislav Stanev, Sales & Marketing Director at EGT, at G2E said: "This year's show is definitely a step further for us and is the most successful exhibition we have ever had in Vegas. Our booth was crowded with visitors and almost all of them were impressed with our 3 Happy Hits, 4 Happy Hits and Fu Gui Rong Hua jackpot systems, as well as with the Luxury Lucky Circle Cash touch screen table. Our Spider casino management system and the interactive games also focused the keenest attention of the audience."

At G2E 2016 the company celebrated not only its highest number of visitors, but also its recent growth in Central and South America. The Bulgarian manufacturer has opened new offices in Peru and Colombia, the latter of which it forecasts installations of 1,500 gaming stations by the end of 2017. EGT is also establishing a new sales and service centre in Panama that will provide spare parts for all the Americas, including the Caribbean, optimising technical support by 30 per cent and assisting its neighbouring offices as well.

In respect of sales, the company is looking forward to its installations in Mexico and Colombia, as well as in the Caribbean, where it is already a major gaming supplier, especially in the well-developed markets of St. Maarten, Curacao, the Dominican Republic, Aruba, Jamaica and Suriname. Among the most successful products of EGT in the Americas are the P-24/24 Up, P-27/27 St Slim and P-27/32H St slot cabinets, as well as the jackpot system Egypt Quest. The company has also made several installations of its Cat 4 Cash jackpot in the region and is looking forward to its first Curved cabinets (P-42V Up and P-42V St) and Luxury series touch roulette table delivery in the Caribbean.

Euro Games Technology's partner for North America Reel Games, recently completed an installation at the casino at Gulfstream Park in Florida.

## EGT is enjoying sensational regional machine sales growth on both sides of American divide

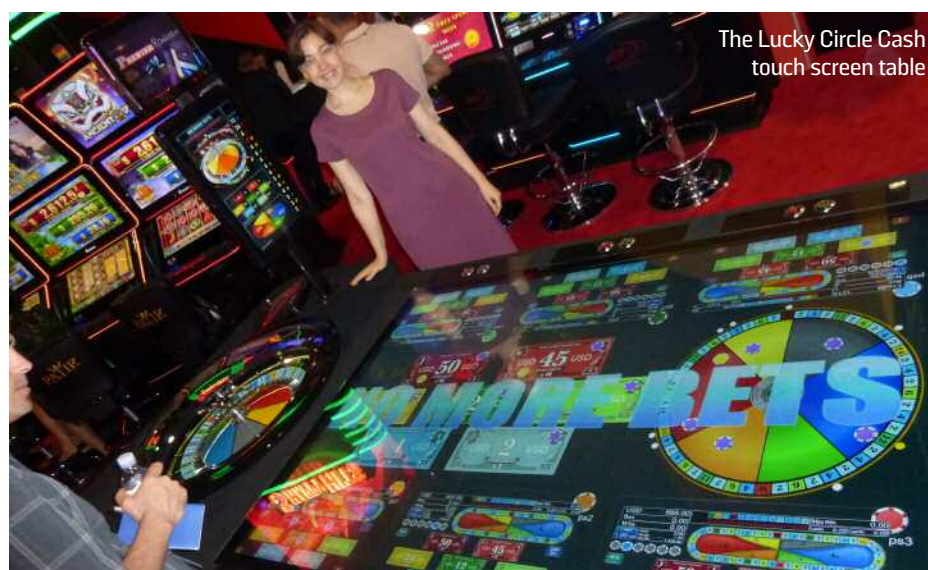
Euro Games Technology welcomed guests from all over the world during G2E 2016. The majority were from the US, but also came from South and Central America

The gaming establishment features two floors of high energy amusement with over 800 Las Vegas style slot machines and has recently obtained eight cabinets from EGT. Some of them are from its most successful model - the P-24/24 Up, outfitted with the Premier Purple, Orange and Blue multigame mixes, each containing six very popular gaming titles from the company. The company also supplied EGT's 4-level mystery progressive jackpot system Lady's Cards, as well as the 4-level progressive Cat 4 Cash, presented in the cabinets P-27/42V St and P-24/32V Up and entertaining with its Multi-1 and Multi-2 library of titles.

Lisa Siples, slot technical manager at Gulfstream Park, said: "We are always striving to offer our

customers the best products and services and to diversify our range of games. This is why we decided to try out EGT's equipment. What attracted us the most was its combination of stylish outlook and ergonomic features, as well as the jackpot systems Cat 4 Cash and Lady's Cards. Our players are so far attracted to the newly delivered slot machines as they really stand out, so, if their interest keeps that high, we may consider the opportunity to have more EGT machines at our casino in foreseeable future."

Sean Smith, president and founder of Reel Games, added: "This delivery reinforced the strong positions we have already achieved in the region. We plan on expanding EGT's presence in all North American casinos."



The Lucky Circle Cash touch screen table

# Review

G2E LAS VEGAS 2016

GameCo, a pioneering new company uniting skill-based video games with real-money casino floor gaming, has created the world's first video game gambling machines (VGM) in an effort to bring a new generation of gamers to land-based casinos

The unveiling of the first-person, action, video game Danger Arena, in which player skill determines the payout, came with the aim of maintaining the same house return to players as traditional slot machines.

The roll out began in September, when GameCo debuted a demo version of its VGM at Downtown Grand Hotel & Casinos eSports lounge in Las Vegas. The VGM is an exact version of the units that will launch on casino floors in Atlantic City, but function as a non-gaming demo device. The game will then roll out with Caesars Entertainment resorts in Atlantic City, New Jersey, which include Caesars, Harrah's Resort and Bally's Wild Wild West.

For Blaine Graboyes, GameCo co-Founder and Chief Executive Officer, first mover advantage is important.

"We've focused on launching one game, Danger Arena, in so far as we can get to market as quick as possible but we have many other games in our pipeline and will be launching a new game for sale every month of next year," he explained. "Attracting millennials to the casino floor is the most critical issue facing gaming destinations today and GameCo is delivering the solution casinos need to engage this key audience. Our skill-based VGMs are the natural evolution of the slot machine. We have created a truly state-of-the-art experience that speaks directly to the nearly 93 million adult Americans that play video games.

"It's tremendously exciting to be first-to-market in an industry effort to attract the next generation of players to the casino floor, and we're thrilled to be launching with Caesars Entertainment in Atlantic City," Mr. Graboyes added. "Together with Caesars Entertainment we're planning an historic rollout and marketing campaign that provides gamers with the opportunity to gamble playing video games at the casino. The roll-out will begin on the East Coast and then move to the Southeast and expanding west. Two games will be available to play on the first VGMs, with 20 games by end of 2017."

Using a patent-pending algorithm and unique game design, GameCo is working with leading game developers and publishers to adapt popular video games for casino gaming all while meeting regulatory requirements. The company will offer a wide variety of game play experiences with genres and themes from core to casual including everything from sports,



GameCo's Blaine Graboyes showing Danger Arena

## GameCo puts 'first mover advantage' in its skill-based gaming cross-hairs at G2E show

racing, and fighting games, to first-person shooters, puzzle, hidden objects, and Match 3 games. GameCo's proprietary VGM is an arcade-style video game cabinet and controller. Each VGM features a single-player game, generally 60 to 90 seconds to play, adapted from top console, PC and mobile developers.

"The game play in Danger Arena lasts for 45 seconds, which our research told us was the optimum time for this sort of shoot'em-up," Mr. Graboyes explained. "The aim is to shoot as many robots as possible and stay alive long enough to complete the level. The game has over 10,000 maps inside it, which is where the random element comes into play. A map is chosen at random and then it's up to the player's skill to determine the prize. The key to success is balancing the game design and game math. We're working closely with our casino and game partners to learn from player data and feedback and to optimise the game play experience."

The company recently announced financing totalling \$8.25m to launch its first games into multiple casinos in 2016, 2017 and beyond.

Looking to the future, GameCo's Tri-Pod VGM Carousel will evolve to host eSports Events and multi player game experiences.

Jed Katz, Managing Director of one of the financiers, Javelin Venture Partners, summed things up perfectly: "GenX and Millennials don't play slots, but they do play video games. And while casinos have been attracting those customers with hot nightclubs, bars, and restaurants, it's only logical that they offer a gambling product that's attractive and fun for this customer base. We love GameCo's methodical approval to filling that void and we expect that they will establish a long term leadership position in a space that's about to get really big."

Exactly how big that opportunity remains to be seen. Mr. Graboyes highlighted that there were 112 million multiplayer gamers in the US. Right now, about 12 million gamers are playing League Of Legends, with video games generate \$26bn per year, rivalling a similar spend from fans of traditional sports, something that GameCo wants to bring to the gaming sector.

Amid a hive of new bingo content including the O-Circle cabinet, the O-Platform, OrtiZone for a mobile-on-premise solution and Bingotronic, the latest solution for an electronic bingo hall, Ortiz Gaming announced the simplest of changes, which it believes will revolutionise the next generation of bingo machines

Ortiz Founder and Chairman Alejandro Ortiz explained: "Ortiz Gaming is very proud to say that we have reinvented Electronic Bingo, utilising, like all great ideas, something very simple, but which changes everything.

"Throughout the evolution of electronic bingo the size of screens has increased or rather 'stretched' to adapt to new proportions of larger screens," he added. "Unfortunately, the increase in screens has been a problem for electronic bingo players. There is a limit to the size of screen from the eye-comfort aspect.

"The original bingo game on the 19ins. monitor with 4/3 ratio had a great sense of scale, which is why there are many electronic bingo machines still produced in this format, even with the appearance of the video bingo machines with screens and the larger stretched format. In fact, we found that larger screens produced the opposite effect to that expected; by increasing the size of the screens of electronic bingo, there was a decrease in time-in-chair."

Whilst the slot game has adapted perfectly to larger screen sizes, video bingo machines have not adapted in the same way. The slot game machine completes the game in full screen while Video Bingo letter-boxes the game.

Mr. Ortiz added: "Electronic Bingo must be competitive on large screens, and at the same time should be comfortable and pleasant to play. It was obvious that "stretching" the original game screen would not be the solution. We needed to create, we needed to innovate and reinvent the format. We kept the original look of successful Electronic Bingo in 4/3 format, keeping the bingo cards in the center of the screen, where the emotion of the game is, but all other elements of the game were moved to the sides of the screen. With no 'stretched' elements, simply redesigned screens and re-positioned elements. It's a simple idea, but totally revolutionary.

"The genius is in keeping player focus where it is intended. The player's attention can focus on the bingo cards and the drawing of the balls. Growth in the size of monitors ceases to be a big problem and has now become the solution. We are at the forefront of this revolution, introducing larger monitors, bringing to market a 42ins. 4K resolution display.

"This is our best distribution of a game play screen, allowing a number of improvements such as bonuses and other additional innovations, never seen in the video bingo world. With this simple idea, but revolutionary one, we have opened a new chapter in the history of video bingo evolution around the world," stated Mr. Ortiz.



## Ortiz orchestrated a simple revolution at G2E with right-sized large format Electronic Bingo



The O-Circle Cabinet, released two years ago with its curved screen, continues to be the cabinet of choice for Ortiz and was shown alongside the O-Future cabinet with its dual screens.

Bingotronic was also on show as an innovative solution for traditional bingo hall operators. It provides electronic bingo options that maximise playing space and customer time-in-chair. It replicates the traditional bingo game, with one drawing for all players, but instead of paper cards, players have hi-tech terminals to check their winning cards upon.

Ortiz Gaming President Maurilio Silva said: "We have exponentially increased investments in research and development towards the launch of multiple new product lines over the past year. Our innovation challenges the norm to create

the future. We have always focused on the player and finding new ways to give them more anticipation and more wins, and our newest product lines will deliver that engaging experience."

Ortiz was also showing its mobile-on-premise solution, its buddy station and sports book for Latin America as well as a new range of slot machines.

Eve Horne, from the company's marketing department, added: "We are excited to have content for global markets on display in English, Spanish, Portuguese, Norwegian, and Chinese. Our expansion in content is to reach a more global market including the possible emerging market of Brazil. Bingotronic, the electronic bingo hall, has really been designed with the future Brazilian market in mind."

# Review

G2E LAS VEGAS 2016

Everi conjured the magic of licensed brands at this year's G2E with one so suited to Las Vegas, it's amazing no one has done it before. The company also kicked off its venture into the world of skill-based gaming in search of the lesser spotted slot Millennial

Everi's game development teams in Austin, Chicago and Reno have no doubt been battling it out to get their hands on Everi's first-ever licensed games. Shown on the Empire MPX cabinet, Penn & Teller, the magicians who have long sold out on Broadway and host a popular television show, Penn & Teller have captivated audiences for decades with their own special brand of magic and comedy. The duo has been recognised eight times as Las Vegas Magicians of the Year and their popular show at The Rio All-Suite Hotel & Casino is currently the longest running headliner show in Las Vegas.

Based on 5x5 reel array video slot format, Penn & Teller is based on the unique entertainment of the two cultural icons who, for over four decades, have created magical experiences infused with comedy to entertain fans around the world and the new game captures the spirit of these Las Vegas legends in this truly special game. Penn & Teller is packed with eight exciting bonus features including a Class II Wide Area Progressive.

Games Producer Mike Wabschall said: "We had a lot of fun making this game with Penn & Teller who were amazing to work with. When we first got in touch to explain what we wanted to do, their attitude was 'it's about time.' They brought a real sense of fun to the game's development despite having to record 10 hours worth of video. They were ad-libbing all the way through and bringing their own personal touch to how the slot plays. They talk to the player throughout the game's nine bonuses, saying tongue in cheek things like 'this is how the casinos usually win but we're not going to do that' - trying to help the player win."

The game makes use of many illusions, such as follow the ball, with magic lending itself perfectly to slot bonuses.

Michael Rumbolz, President and Chief Executive Officer of Everi, added: "The new Penn & Teller game marks the initial proof point in our initiative to leverage highly recognizable entertainment and consumer brands in the development of innovative games that translate the unique experiences these brands offer into exciting game play for the casino slot floor. As such, we are extremely pleased to partner with the amazing Penn & Teller on a game that will no doubt resonate with slot players when it debuts at casinos across the country. Penn &



Mike Wabschall with Penn & Teller

## A touch of magic on the slot floor from Everi with Penn & Teller, Fruit Ninja and Casablanca

Teller are cultural icons who for nearly four decades have created magical experiences infused with comedy to entertain fans around the world and our game developers have captured the spirit of these Las Vegas legends in this truly special game."

The duo themselves were on hand to help launch the game. "We are so thrilled to be working with Everi's creative, inventive team who are adding their own special brand of magic to this game," said Penn Jillette. "We thought that having a theater named after us in Las Vegas was an honour, but it turns out that having our own slot machine is the ultimate honour."

The cabinet housing the game brings its own magic to the slot floor. The triangular back of the Empire MPX offers casino operators the flexibility to nest the cabinets in several different bank configurations, allowing for more cabinets in a dedicated space. The Empire MPX also features a 40-inch full HD display, game-controlled lighting with backlight feature, and a new ergonomic LCD button deck with the company's award-winning Everi Bet wager configuration feature, and two USB phone or media device recharge docks. In addition, Everi's new Empire MPX includes two overhead spotlight features and the availability of a 65-inch full HD overhead Foundation sign.

Also on the Empire MPX was Casablanca, based on the 1942 timeless American romantic drama film which ranks second on the American Film Institute's 100 Greatest American Movies of All

Time list. Casablanca is a five-reel, 40-line, video game with multiple exciting bonus features, including the Rick's Café bonus featuring the classic song, "As Time Goes By." Perfectly capturing the timeless chemistry between Rick Blaine (Humphrey Bogart) and Ilsa Lund (Ingrid Bergman), the new Casablanca slot game brings the romance and adventure of Rick's Café Americain to life on casino floors.

Mr. Wabschall added: "Again the Bogart Estate and Warner Bros. were a joy to work with. It was important that we produced a tasteful slot that paid respect to the essence of the film. After every big game moment, the player is treated to a clip from the film ranging from the most nostalgic, iconic Casablanca moments to four second bursts that might not be so familiar."

From a game to appeal to the older player to one aimed at millennials playing games on their phones; Fruit Ninja is one of the most popular casual social games of all-time, ranking as the second most downloaded game on the iOS App Store with over one billion downloads across all platforms. Everi has entered the world of skill-based gaming with Fruit Ninja with its bonus round where players frenziedly slice fruit to win big.

Mr. Wabschall said: "We've developed two games using Fruit Ninja both using the unique Swipe Touch technology that allows for the skill-based element. Juicy Jackpots is a standalone premium participation game on our High Rise cabinet with four bonus features





The tournament version of Fruit Ninja

including the Fruit Ninja Arcade Bonus where players swipe to slice the fruit. Skill-based arguably lends itself best to the tournament environment so we've developed Fruit Ninja on TournEvent our slot tournament solution. This skill-based feature takes TournEvent to the next level with players slicing with skill and then destroying the final pomegranate to win."

The four slots detailed so far were just the tip of the iceberg. New out from a partnership with DreamWorks were Underdog, Casper the Friendly Ghost, Richie Rich and Smokin' Hot Stuff, which is the first-ever licensed game for Everi's three-reel mechanical Skyline series.

Mr. Rumbolz added: "Developing new slot games that leverage the player-appealing entertainment of popular brands is one of our top priorities. The seven new games debuting at G2E 2016 clearly demonstrate the phenomenal work of our game design teams as they have fully captured the timeless entertainment value of these distinct brands in combination with unique technology innovations across several of our gaming platforms to create new games that we expect will appeal to a broad array of slot players. These new branded games represent Everi's entry into what is one of the casino slot floor's most popular segments and we are excited by the prospects for our long-term success in this market. In addition, we believe our growing breadth of product features – including our first ever wide-area progressive offerings, skill-based gaming offerings, and branded mechanical reel content – will further

help our customers increase player engagement and time on device."

As the merged entity between Multimedia Games and Global Cash Access, Everi positions itself as being unique with its portfolio including slots and payment solutions.

New Payments solutions on display at G2E 2016 included Everi's CashClub Wallet, which allows gaming customers to store and manage their payment methods, hold their funds, easily move funds in and out of the casino, and set velocity settings to better manage their spend and support responsible gaming. The architecture of CashClub Wallet is focused on driving land-based play with the ability to manage existing casino system wager accounts while easily integrating and adding additional casino wager accounts and currencies as needed in the future.

Everi ID is a new proprietary technology that helps casinos meet regulatory obligations for validating patron identification and performing customer due diligence.

Jackpot Xpress allows slot and floor staff to securely and efficiently process and pay jackpots at the player's gaming machine with a mobile device. Everi's new, fully re-engineered UniversalXchange (UXC) with Universal Integrated Management (UIM) kiosk software platform is built with an updated, simplified and common architecture, and will be used with all currently available Everi Xchange kiosk offerings.



Len Ainsworth and Danny Gladstone showing Three Amigos Ride Again

## Ainsworth unveils new cabinet and Vegas HQ

Ainsworth Game Technology was lifting the curtain on its A640 cabinet and its new Las Vegas headquarters, both of which it believes will be 'game changers' in North American markets

Shown with a collection of licensed titles including King Kong, King Kong Skull Island, The Magnificent Seven Reloaded, and Three Amigos Ride Again, the A640 premium cabinet boasts a 40-inch LCD touchscreen monitor, surround sound and a LCD button deck with a mechanical bash button. King Kong launches with two exciting titles – King Kong and Kong of Skull Island.

Ainsworth Chief Executive Officer Danny Gladstone said: "These products continue the momentum we have from opening our brand-new 291,000sq.ft. North American headquarters in Las Vegas, new facilities for the Latin America division, and beginning to offer our Class II gaming products following the successful acquisition of Nova Technologies."

Ainsworth President for the North Americas Mike Dreitzer added: "We believe the A600 can be a game changer. The early feedback from customers has been tremendous and the new game content can truly take Ainsworth to the next level."

Ainsworth waited until the last day of Global Gaming Expo to hold a ribbon-cutting event for its new North American headquarters. The Americas are of huge importance to the Australian-born slot manufacturer. The last 12 months has shown revenue growth in North Americas of 34 per cent whilst Latin America revenues were up 49 per cent. The Las Vegas facility will serve Latin America to Canada with around 65 per cent of Ainsworth's revenue generated by the United States and Latin America. Nevada Governor Brian Sandoval said at the event: "This sends a big message that Las Vegas and Nevada are going to continue to lead the world in innovations in gaming."

# Review

G2E LAS VEGAS 2016

## TransAct sharpens its Edge at Vegas show

TransAct Technologies celebrated its 20th anniversary at G2E in Las Vegas with cake and the launch of two new products. The new Epic Edge ticket printer is packed with technology to simplify operations and improve slot floor performance, while retaining key design features from the Epic 950

Boasting the highest print quality and superfine graphics, the Epic Edge has been designed to address the industry issues of degrading acceptance rates and reducing attendant calls, while allowing for clearer text and more attractive coupon artwork, thus helping to enhance Epicentral implementations in casinos deploying the Epic Edge.

"In addition to the significant image quality gains, Epic Edge features an adjustable ticket bucket, which allows casino operators to use smaller, paper-saving tickets in their operations, reducing paper usage and saving money in concert with the ecologic and environmental programs being implemented at casinos today," described TransAct's Tracey Chernay at G2E. "The Epic Edge will also handle the standard tickets used in today's casino, offering the flexibility to differentiate the floor, perhaps between VLTs and slots, with two different sized tickets."

TransAct launched the hugely successful fore-runner to the Epic Edge, the Epic 950, at the G2E show in 2004, with the printer's first customer in Las Vegas, the Wynn property. And while the Epic Edge will now become the more prevalent printer in the TransAct range, production and support of the Epic 950 will continue uninterrupted. "TransAct continues to be the leader in printer design and technology," underlined Ms. Chernay. "The addition of a single outer chassis with Serial, USB and Netplan ports, ease of updates, faster ServerPort connection and colour coded chassis rails, all deliver on direct operator feedback."

The second product launched by TransAct at the Vegas show was Epicentral SE, a new systems version of the company's voucher-based promotional software system. TransAct and Scientific Games both offered demonstrations of how Epicentral SE enables the new printed promotional coupon capabilities featured in the next version of Bally's CMP casino management system, expected to be available next year.

Bally's CMP will allow the casino marketing team to create promotional programs that will be available to players via a printed coupon. To enable this new feature of CMP, TransAct was asked to develop a solution using Epicentral SE that leverages several of Epicentral's unique



TransAct's Tracey Chernay

software modules – Design Center and Print Manager – to design, print and deliver the CMP-defined offers directly to the slot player at the gaming machine they are playing, and System Center, for management and configuration of the slot machines in order to accept notification of a coupon or promotion. Casino operators running Epicentral SE will be able to fully track and report on all promotions, giving marketing teams and slot floor managers a true all-in-one view of the player environment.

For casino operators seeking to offer an almost endless amount of additional coupons and promotions beyond what their current slot management system offers, TransAct's full Epicentral system includes Campaign Center for setting up the additional promotions, Redemption Center for redeeming the additional coupons and promotions, Report Center for full reports of all promotions and coupons, and the Data Connector, so the Epicentral system can receive player events in real time. As part of the new product offering, a casino can always upgrade to the full suite of Epicentral after implementing Epicentral SE.

"By working closely with Scientific Games and their systems development team, Epicentral SE makes possible a new way to generate and deliver several new real-time printed promotions at the point of play," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Bally's team clearly understands that in this new casino market and environment, casino operators increasingly appreciate the power of a printed coupon to capture players' attention in real-time and leverage that attention to drive increased play and revenue. The newest capabilities of Bally's CMP casino management system, combined with Epicentral SE, will create additional value for casino operators by helping them engage with their loyal player base more through the delivery of a printed offering in real-time at the game. Epicentral SE provides all slot management systems with the ability to turn existing electronic promotions and bonuses in their current systems into printed coupons directly at the slot machine and we are excited to show at G2E 2016 its first implementation of Epicentral SE in conjunction with Bally's CMP casino management system."



Matsui Europe announced at the G2E exhibition that the company has become the exclusive distributor for Latvia's CTC in the UK. Matsui unveiled a new security laser pen

at the show, alongside a new iteration of its best-selling card shredder range and revealed that it has signed an agreement with Walker Digital for RFID tags.

For the very first time G2E Las Vegas saw DRGT take its own stand right at the show entrance. And what an entrance it was - literally and figuratively. The industry's fastest growing systems company delivered its message to operators from around the world - DRGT should be 'your next system'. The committed, professional and friendly team was kept busy throughout the three days explaining just how simple and intuitive the DRGT System is to install and operate

Whether it's accounting, cashless, jackpots or table jackpot systems, DRGT has a solution that allows operators to choose exactly the right modules they need, safe in the knowledge that they can grow their system as required in the future, with each module fitting together seamlessly. Such has been the impact of DRGT on the gaming industry, a selection of testimonials from satisfied customers from around the world can now be sampled on the DRGT website, citing the multiple daily benefits provided by their DRGT system.

Just as DRGT is changing the market for systems, this focused strategy is also being applied to table games. The challenge is to bring innovation to well-known, well-loved table games such as blackjack and baccarat, with DRGT showing a range of progressive and mystery jackpot table games at G2E. Each uses side bets, which take advantage of their own advanced drTableSensor, allowing players to know exactly where to place their side bets and enabling operators to easily manage them. Utilising the same functionality as DRGT's slot jackpot systems, these table side bets can interconnect tables or link together separate



## DRGT makes strong entrance at G2E with great interest in system and side-bet table solutions

venues. All are configurable by the operator to meet individual needs and heighten the player's excitement.

Jurgen De Munck, CEO and co-founder of DRGT, looks back on a memorable G2E, stating: "It was a fantastic show for DRGT and we are glad we chose to exhibit solus for the first time. We couldn't have hoped for a better location and we certainly made the entrance we were hoping for. We strove to explain that DRGT is much more than a systems company and that we are

bringing innovation and change to the global gaming market. Our side-bet games are altering the way players see traditional games and players are placing as much importance on these bets as they are the game itself, which is enhancing the entertainment value. They give a competitive advantage to operators who offer our table jackpot system, helping them increase excitement and draw in more players. Our thanks go to everyone who took the time to come and see us. We look forward to working with you as 'your next system' partner."

## Advantech-Innocore launches dazzling new DPX-S2440

Advantech-Innocore took the opportunity at the G2E Vegas show to launch the DPX-S2440, a complete gaming system combining the performance of its DPX-S440 motherboard with the convenience of the new DPX-S2000 enclosure

Koen Stomph, Key Account Manager & Channel Manager at Advantech Europe, explained that by adding a new dimension to the DPX-S series range, the new S2000 enclosure is a gaming system logic box designed to accommodate any of Advantech's DPX-S series motherboards in style and with excellent access to the interior behind a casino grade key-locked lid.

The S2000 enclosure effectively leverages the



Advantech-Innocore's Koen Stomph

massive scalability options of the DPX-S series high performance gaming platforms giving customers the most versatile gaming platform available.

The DPX-S2440 system has a card slot bay for a PCI-Express graphics card that is wide enough for today's high powered double-

width graphics cards giving the customer the ability to upgrade from integrated graphics for more performance or to add more monitors (up to seven or more). For mass storage the system includes a quick release carrier with shock mounting for solid state disk or hard drive as well as the on-board storage options of C-Fast or SATA DOM devices.

# Review

G2E LAS VEGAS 2016

## Sitting Tiger, Lucky Dragon - Patir at G2E

Germany's Patir Design is outfitting its first top-to-bottom casino resort on the Las Vegas Strip, as the Lucky Dragon Casino will be opening with a full complement of Patir chairs

Five new chair models were unveiled at G2E 2016 by Patir Design, all custom-made with wood finishes as part of a high quality, cost efficient range that's already found a home on the Las Vegas Strip. The four-legged designs in red, green, gold and beige sport the unique embroidery for the Lucky Dragon Casino, which is the first ground-up casino to open in Las Vegas for six year and the first resort designed to create an authentic Asian cultural and gaming experience.

Permanently based in Patir's Las Vegas office,



Dennys Patir and his team have their sights set on providing US operators with the finest German-engineered chairs, produced according to German quality control standards and shipped and delivered in the blink of an eye - a remarkable achievement considering all Patir chairs are designed and built in Patir's state-of-the-art facility in Germany.

"We are one of the few companies that can incorporate real wood in our designs, as you have to seek out very specialist suppliers" explains Dennys of the beautiful Lucky Dragon casino chairs. "The quality of our seams and stitching is unmatched and we are confident that US operators will both appreciate and feel the difference we are offering their players."

Everything from the choice of fabrics to the design of the back-rest has been carefully considered and exquisitely finished, especially the VIP chairs, which for the Lucky Dragon Casino has cloth specifically custom-made with ultra high gloss finishes and colours to perfectly complement the soon-to-be-launched casino.

## Elo shows that size definitely matters with new PCAP range

At the G2E show in Las Vegas Elo launched its large format TouchPro Pro-M projected capacitive (PCAP) touchscreens. The Pro-M series addition to Elo's current Pro-G series touchscreens extends the Elo PCAP portfolio which now spans 7.0ins to 70.0ins. true multi-touch touchscreens.

The existing Pro-G series includes sizes from 7.0" up to 27". The Pro-M series now extends the PCAP line to included standard 32, 42, 46 and 55ins. touchscreens with customised screens up to 70ins. These larger screens are designed for the rigors of commercial use and are customisable to fit the needs of any application or environment.

Elo's TouchPro family of touchscreens includes the Pro-G series which boasts a highly durable glass-glass construction in sizes up to 27ins. and the Pro-M series touchscreens which are designed with leading edge mesh construction with sizes up to 70ins.

The Pro-G series can also be tuned to provide true multi-touch performance in robust, high durability applications with up to an 8mm total touch-through glass capability. The Pro-M's advanced metal mesh construction allows for a lighter weight construction to balance the larger sizes and uses leading low resistance technology. The construction enables highly flexible screen designs that will meet most application requirements and boasts industry



Elo Touch Solutions' Mike Sigona

leading optical performance. Both solutions offer excellent optics, fast touch response and high durability with industrial grade reliability. The Pro-M series touchscreens can also be customized to provide support for up to a 50-point, multi-touch solution.

Designers can leverage Elo's more than 40 years of engineering expertise to customize PCAP touchscreens to their specific needs. Custom options include various cover glass choices; glass treatments such as tempered, chemically strengthened, heat strengthened or anti-glare; and thicker cover glass for vandal-proof applications. Elo drivers provide enhanced capabilities such as touch on release, touch exclusion zones, touch count restrictions, edge acceleration, beep on touch

and a real-time application programming interface. Elo supports multiple operating systems including Apple Mac OS, Google Android, Linux, and Microsoft Windows. Tailored driver software is also an option, custom crafted to your specifications by Elo design engineers.

"The large format PCAP screens offer our clients so much more flexibility," said Niklas Fallgren, Elo's vice president of the OEM Business Unit. "The size and customisation options and construction choices of our TouchPro series means we can custom craft products that meet the unique requirements of OEM designers with the quality, technical expertise and design leadership that the industry has come to rely on from Elo."



TCSJohnHuxley's Tracy Cohen and Tristan Sjöberg at G2E

## TCSJohnHuxley lights up G2E with new Qorex electronic gaming terminal and the Saturn Glo

TCSJohnHuxley announced the worldwide launch of Qorex at G2E Las Vegas. This innovative new Electronic Gaming Terminal (EGT), is powered by GFL Gaming, the company's revolutionary platform that gives casinos real-time visibility and total control over their gaming floor

The debut of Qorex showcased a range of TCSJohnHuxley's products that provide unlimited electronic gaming solutions through a variety of configurations. All combine the experience of live table gaming while delivering the benefits of electronic gaming, with more customisable game content to drive revenue and increase levels of security.

"The launch of our Qorex terminal is the culmination of an intensive development period for TCSJohnHuxley," comments Tristan Sjöberg, Executive Chairman. "For the past 12 months we have showcased our touchscreen tablet products, driven by the GFL Gaming module, which has created a lot of interest in all regions. However, we always knew that it was important

to offer an EGT to complete the range. We have a long history and a lot of experience with terminal hybrid games and wanted to be able to offer a product designed and developed in-house. What we have achieved with the Qorex Terminal is a stunning looking product that will compliment any gaming floor, whilst delivering all the benefits of electronic gaming, plus the unique power of the GFL platform."

The Qorex terminal has been ergonomically designed for optimum comfort and playing position, incorporating a 27ins. widescreen display that provides stunning high definition graphics. Powered by the GFL Gaming module, all Qorex products benefit from the same intuitive user interface. This keeps navigation

simple, enables ease of play from game to game and most importantly transitions players effortlessly from terminals to tablets.

The first installations of Qorex terminals are due to go ahead in Asia and the UK before the end of the year, with other regions being rolled out early in 2017.

Currently available for Roulette and Baccarat, with Sicbo coming soon, operators can choose to offer a live dealer system linked to tables or a podium, or alternatively fully automatic game options driven by TCSJohnHuxley's Saturn Auto wheel, provide consistent play. All terminals can incorporate TITO and are SAS compatible.

For even greater customisation, operators are able to control the LED lights on the cabinet to indicate minimum bets or as an attract mode. Operational requirements, such as attendant lights can also be programmed as required. TCSJohnHuxley continued its dazzling lighting theme at G2E in Vegas with the US-market unveiling of the Saturn Glo Roulette Wheel. TCSJohnHuxley continue to develop and innovate their range of the most random and secure wheels available with this newest addition to the range, Saturn Glo, which debuted earlier this year at G2E Asia in Macau.

Boasting the same cutting-edge features as the Saturn roulette wheel, Saturn Glo incorporates LED technology providing in-rim lighting colour changes according to what's happening in the game. Designed to literally 'light up' the game, Saturn Glo can be programmed to indicate game status and also features an exciting array of attract modes in a variety of colours.

Mr. Sjöberg commented: "We have been developing and crafting wheels for over four decades and, during this time, produced the most reliable, high quality and technically advanced wheels available in the market. Our latest addition, the Saturn Glo, brings added excitement to the gaming floor through eye-catching LED illuminated technology, but also provides additional security by highlighting key stages of the game to dealers, pit bosses and surveillance staff."

In addition to the unique security enhancements a TCSJohnHuxley Saturn wheel brings, such as 'Drop Zone Detection' reporting on non-random results and ball track inclinometer for abnormal event detection, the new Saturn Glo wheel features an eye-catching light sequence in different colours to indicate a game's status. These new features provide excellent tools for gaming floor staff but also bring added benefits to electronic terminal games, providing greater visibility on screen to players as the different colour lights indicate the progression of the game.

Since its launch, Saturn Glo is proving popular with operators all over the world. The first orders include over 20 units in Africa and a further eight that are due to be installed in Asia. Saturn Glo is available in the existing range of wheel colours and finishes with both traditional and Starburst separator ring options and a near indestructible Velstone ball track. Saturn Glo integrates with all TCSJohnHuxley e-FX media displays as well as the revolutionary Gaming Floor Live platform and its unique modules.



Juergen Stuehmeyer, Ernest L. Stevens, Jr. and Charles Hiten

Merkur Gaming spared no effort in making its G2E appearance nothing less than remarkable. With a new, two level, booth, arguably the best location on the exhibition floor, and a stunning product line-up Merkur Gaming's display became a magnetic attraction for show visitors and created a very special buzz across all three show days.

Giving a world premiere to the new Evostar super hybrid slot cabinet, featuring all the service accessibility of an upright but with the added inbuilt player comfort factor of a slant top, showed off a new step forward in design innovation. As confirmation of Merkur Gaming's commitment to the Americas, G2E 2016 saw the announcement of Sunshine Games, the Las Vegas based dedicated games development studio that is headed up by creative guru Mike Halvorson. For Ronnie Ferreira and Juan Guillermo Diaz, newly appointed General Managers of Merkur Gaming Mexico and Merkur Gaming Colombia respectively, there was the opportunity to see for the first time the customer reaction to a major show presence and it was with great pride that Merkur Gaming Americas announced in Las Vegas its acceptance by NIGA, the National Indian Gaming Association, as an Associate Member.

Commenting first on the joining of Merkur Gaming and NIGA, Charles Hiten (Chief Executive, Merkur Gaming Americas) stated: "Merkur Gaming Americas officially joining NIGA as an Associate Member marks our significant commitment to the Tribal Government Gaming sector. Indian Country

## Merkur Gaming hits new heights in Las Vegas with an EvoLutionary star turn at G2E 2016

Merkur Gaming created a showing at G2E in Las Vegas that marked a major leap forward in the company's trans-Atlantic stature: with a greater than ever before presence at G2E, a new product premiere, an expanded Americas team, the launch of a dedicated games development studio in the US, the signing of a games content agreement with High 5 Games, and a significant commitment to the US' Tribal Government Gaming sector

gaming is our chosen point of entry into the US market and it was determined from the outset that we would be a partner in NIGA's aims and objectives in their further development of wealth and job creation for the benefit of their tribal members across America. With Merkur Gaming's presence at next April's NIGA tradeshow in San Diego already confirmed we will demonstrate our commitment by our deeds as well as by our words."

In reviewing the overall Merkur Gaming experience at G2E Charles Hiten continued: "I absolutely believe that this year's G2E has marked a giant step forward in our activities across all of the Americas. Our team worked extremely hard and the results, in terms of contacts made and actual business being done, have been spectacular. Bridging the trans-Atlantic distance with fantastic product innovation, as in our new Evostar, for example, demonstrates clearly that the German manufacturing excellence of the Gauselmann

Group has become a deservedly trusted name in the all of the Americas and we will now continue to build both our success and our reputation as we enter key new markets across the region."

Thus G2E 2016 has marked an EvoLutionary step for Merkur Gaming, bringing a new dimension to markets across all of the Americas and drawing the roadmap for further expansion and even greater success in the very near future.

### PRESENTS A CLEAR FOCUS

Over the past year, Merkur Gaming has optimised its many strengths and qualities within the Gauselmann Group. Within the scope of this definition of common goals, the sales team has also been restructured around Senior Director International Sales Athanasios "Sakis" Isaakidis, and a new clear focus has been established. to fulfil customer's expectations. The result is a balanced team with a new ambition to conquer international markets with



Merkur Gaming's innovative products and content.

"The reorganisation that has been conducted throughout Merkur Gaming over the past few months goes far beyond the point of contact with the customers and can be seen in the behaviour and actions of the company", said Athanasios "Sakis" Isaakidis, who took on a central strategic role in this transformation. "We want to make use of the constant change in the markets to achieve a competitive advantage by actively converting the huge potential of that change into tangible company results. This is the only way in which we will be able to implement new business models and offer our customers an even more personal and engaging experience."

As one clear example, the current "Typisch deutsch" ["Typically German"] product advertising campaign is the result of the restructuring and can already be seen in a large number of industry magazines. As part of this campaign, Merkur Gaming makes clever use of clichés and typical German values. The origin and positive quality image of German products are emphasised at the heart of the campaign with the aim of creating a contextual and emotional link to the Merkur Gaming brand and to firmly anchor the slogan in the minds of the customers.

#### A TEAM FOR ALL THE AMERICAS

One year on from G2E 2015 in Las Vegas, a year during which Merkur Gaming Americas has achieved success on many fronts; most visibly and most effectively in the bringing closer together of its subsidiary companies across the region into a fully cohesive and focused team dedicated to excellence in gaming.

That process began at G2E 2015 with the appointment of Charles Hiten as Chief Executive of Merkur Gaming Americas. His philosophy and direction, with the endorsement and



David Orrick

backing of the Board of the Gauselmann Group, was to bring the Merkur Gaming companies in Peru, Colombia and Mexico into closer cooperation with each other under a clear 'Stronger Together' ethos.

'Stronger Together' was quickly apparent on three fronts, the 3Ps, representing 'people, products and places'. One of the first results of this process was the promotion of Tomas Mieleles to expand his post as General Manager of Merkur Gaming Peru S.A.C. to the newly created position of Sales Director, Latin America. That was followed by significant changes in Colombia and Mexico, focusing on the 3Ps, with Peru, Colombia and Mexico cooperating and coordinating closely as a regional team to combine their market specific skills more than ever before to deliver exceptional customer service and bring new and exciting products, such as the instantly successful Avantgarde SLT slant top, into the Latin American market.

In May 2016 the inaugural Juegos Miami event saw the Merkur Gaming team record an industry milestone with a strong presence and an exceptional product presentation. Around that same time the already well-established Merkur Gaming Mexico became a wholly owned subsidiary of the Gauselmann Group and following another hugely successful exhibition showing for Merkur Gaming, the Peru Gaming Show in June 2016, industry veteran Ronnie Ferreira was appointed as General Manager along with Teresa Garduno, another notable gaming professional who brought her skills developed through a long gaming history in the electronic bingo sector, coming on board as Sales Manager.

Shortly thereafter a further industry veteran, Juan Guillermo Diaz, joined the Merkur Gaming Americas team as General Manager of Merkur Gaming Colombia (based in Bogota and with a satellite office in Medellin) just as the all-new Merkurstar was being readied for its rollout across Latin America. 3Ps – people, products and places, coming together to provide service excellence and exceptional player experiences.

Those are but some of the highlights of a definitive year in the progress of Merkur Gaming Americas. Now the global Merkur team is coming together in Las Vegas and G2E once again; stronger together and with a very real momentum that continues to build.

The establishment of Merkur Gaming's dedicated games development studio, Sunshine Games, in Las Vegas, a brand new two level booth at G2E that will host the premiere of the unique Evostar cabinet alongside the very impressive Avantgarde Trio, plus the strongest global Merkur Gaming team ever assembled, all point clearly to a continuing success story that is being written on the firm foundation of the family-owned Gauselmann Group's corporate history of innovation and tradition resulting in excellence in gaming.

# Review

G2E LAS VEGAS 2016

## Cammegh performs on the Las Vegas Strip

Cammegh, makers of the world's finest roulette wheels, enjoyed its best ever G2E exhibition during September's spectacular event in Las Vegas

Cammegh's presence at the show was the continuation of a journey set in motion six years ago, at which time the UK-based company took a calculated gamble to acquire a supplier's license for the Nevada market. In the intervening years Cammegh has steadily and consistently increased its marketshare with the placement of roulette wheels and displays with blue-ribbon gaming establishments on the Las Vegas Strip, including: The Venetian, Palazzo, MGM Grand, Aria, Bellagio, New York, New York, Monte Carlo and the Cosmopolitan.

"Walking the Strip you'll see some of the most experienced, knowledgeable operators in the business endorsing Cammegh as their supplier of choice for roulette wheels and displays," enthused Andrew Cammegh at G2E. "We've seen a flow of visitors to our stand all fully appreciative of the difference Cammegh products are contributing to the amazing casino environment in Las Vegas."

The impact of Cammegh's footprint in Vegas effervesced into brand new territories for the company at the show. Visitors from Central and South America, unfamiliar with the brand and quality of products, took inspiration from the Strip and came to the stand enthused by what has become Cammegh's giant 'virtual' showroom on the exhibition's doorstep. Enquiries streamed in from new territories at G2E, confirming the show's status as a truly international event. "G2E is a great draw, not just from the US and Americas, but customers from Australia, South Africa and Europe came to establish and cement new and existing relationships with us at the show," said Mr. Cammegh. "We saw so many potential customers come to the stand because they recognised the brand and then stay because of our fabulous range of products."

Cammegh's new Halo Wheel with illuminated ball-track took center stage on the exhibit floor alongside the new 'crystal-clear' Billboard displays. Cammegh had specially created a Union Jack wheel as a fun talking point for the exhibition (taking several orders too) and enjoyed remarkable interest in the company's innovative roulette sidebet, Spread Bet Roulette. A product not on display at G2E, but on the floor of the adjacent Venetian casino was a hot topic of conversation at G2E; a triple zero roulette wheel. The wheel allows the Venetian to offer its lowest minimum of \$10 on the casino floor, providing a solution in an environment that might otherwise be outside a player's budget – though it was certainly a controversial topic for



Andrew Cammegh with the Halo Wheel at G2E Vegas

European visitors. "I doubt we'll be seeing the roll-out of a triple-zero wheel in every market," said Mr. Cammegh. "However, at a particular price point for a certain demographic, players can enjoy a wonderful roulette experience at the Venetian, both in terms of dealing and world-class equipment."

Orders at the show flowed in from Europe, Las Vegas, Manila, Australia and Norwegian Cruises Lines, who have chosen Cammegh wheels to outfit its fleet of cruise ships. In the UK, Cammegh is currently outfitting Global Gaming Ventures' soon-to-open casino in Leeds,

supplying both wheels and displays. In the Philippines, Cammegh is supplying 22 themed wheels for Okada Manila, the third integrated resort to complete the Entertainment City in Parañaque, while in Australia, Cammegh is working with The Star in Sydney to replace signage across the floor and with Crown Casino Melbourne to launch a trial of Spread Bet Roulette. During the show Cammegh met with Holland Casinos, having won its tender in the summer to supply 90 roulette wheels and displays to the Dutch casino operator, an undeniable endorsement of the market-leading quality of Cammegh's product range.

## Italian chair specialist MGR Casino Chairs was at G2E having set up an office in Las Vegas to serve the US

Italian chair specialist MGR Casino Chairs was at G2E having set up an office in Las Vegas to serve the US

With more than 15 years of experience in the casino market, the company has become a European leader in seating furniture with customers including IGT, Novomatic, Interblock and a who's who of casinos stretching from Italy across Europe including France, Germany and Greece.

Guido Rizzo, Global Sales Manager, said: "From January we set up our US branch in Las Vegas and want to go deep into this great and fascinating market with an all-American team. We have opened our warehouse and showroom and have the right people in place to deliver. We have also opened an office in Mexico City to better follow the LatAm market. Our view is that casinos must appeal to all five senses when crafting the ideal gaming experience. A high priority for every casino is to provide an exceptional experience for their guests. Our



Giovanni and Guido Rizzo

seating makes patrons want to stay and play, increasing their time on the casino floor and encouraging repeat visits."

The company has developed a novel sliding slot chair where the player determines the position from the machine and includes a unique memory foam that it likens to 'sitting on a cloud.'





## Board games master Quixant reveals lightning fast QMax-1 and reinforces unique Ecosystem

Quixant dedicated much of its expanded space at the G2E show in Las Vegas to demonstrate its 'Gaming Ecosystem' concept. The Quixant Gaming Ecosystem isn't new, but it is one the UK-based gaming platform specialist has developed and refined over many years. It forms the cornerstone of Quixant's proposition to customers: an integrated environment of hardware and low level software which are available to customers free of charge who decide to select a Quixant gaming board. The Ecosystem also integrates gaming optimised monitor solutions which are tailor made to operate in the latest generation of gaming machines.

"Quixant's Gaming Ecosystem combines advanced gaming hardware and low level software, which Quixant has developed and integrated across the whole range of platforms, at all price points. This enables portability of games to any platform in the range without changing the game software. This is a major benefit for customers adopting the Quixant approach" said Amit Sharma, General Manager and Vice President of Sales at Quixant USA.

The software Quixant bundles with its boards could be described as the 'plumbing' which sits

between the game and the computer hardware, gaming peripherals and casino accounting systems.

"The low-level software we provide enables OEMs the ability to concentrate on the things that matter to the player and make a more captivating experience as opposed to spending time writing device drivers and communication protocols which have no direct impact to the player experience" explains Jon Jayal, Quixant's Chief Operating Officer. Discussing the Gaming Ecosystem at G2E, Mr. Jayal explains that it's not

just smaller manufacturers who are looking to utilise the functionality on offer, but the major suppliers are also utilising Quixant's solutions as a means to reduce development overhead and time.

### UNPARALLELED FUNCTIONALITY

"The interesting thing is that in the beginning we received a lot of interest from smaller manufacturers in our Gaming Ecosystem, who had great ideas for games, but were disadvantaged as they also had to develop compliant computer solutions and complete the low-level software development," states Mr. Jayal. "The Quixant Gaming Ecosystem has levelled the playing field between the smaller manufactures and the majors, but also what we've seen is that the big suppliers are now embracing this model. In many cases they have found it offers attractive benefits over their existing solutions, and the fact is that everyone, even the largest OEMs, have come under pressure to reduce costs associated with software and hardware development."

Technically, Quixant's Gaming Ecosystem integrates a multitude of components, including secure BIOS solutions, PCI Express gaming I/O, high performance NVRAM, hardware security features, software to enable straightforward communication with gaming peripherals and gaming protocol libraries such as SAS 6.02. Quixant can even provide example code and OS images for Windows and Linux. This "total solution" approach enables customers to focus on their core expertise – creating market-leading games. Quixant takes care of the hardware and low-level software that are essential ingredients, but do not add value or differentiate in terms of the success of the game.

G2E 2016 saw the launch of Quixant's latest graphics card solutions based on AMD's Coruja and Hontza GPUs for Quixant's 4K-enabled ultra high-end QMax-1. Available with up to 8GB of video memory, these latest graphics cards provide a significant increase in the graphics processing horsepower available to drive the latest generation of 4K games.

### CLARITY OF THE VISION

It was on the Quixant stand at ICE 2014 that G3 got its first look at the stunning resolution quality of 4K. Casting an eye around the G2E show in 2016, the machines sparkling with unbelievable contrast and clarity are all beneficiaries of this technology. Taking such an early position on the adoption of 4K technology in the gaming space, has proved to be judicious planning on Quixant's part. "We brought out the first all-in-one 4K gaming platform to the industry and though in the early days interest was limited principally due to the additional cost of 4K screens, as prices have reduced the widespread adoption of 4K technology across the industry is very visible," states Mr. Jayal.

"Our gaming monitor range complements our board range perfectly and offers the same benefits in terms of reliability, quality and control over the bill of materials as our gaming board solutions provide. We continue to innovate in this area, bringing the latest developments in the displays arena to the gaming industry in a complete solution which operates within the framework of the Gaming Ecosystem."

# Review

G2E LAS VEGAS 2016

Building on the foundations of its stunning Concerto cabinet launch last year, Konami Gaming brought the entire family to G2E 2016, with six cabinets completing the Concerto Collection, plus unique concept EGTs and killer back-catalogue brands

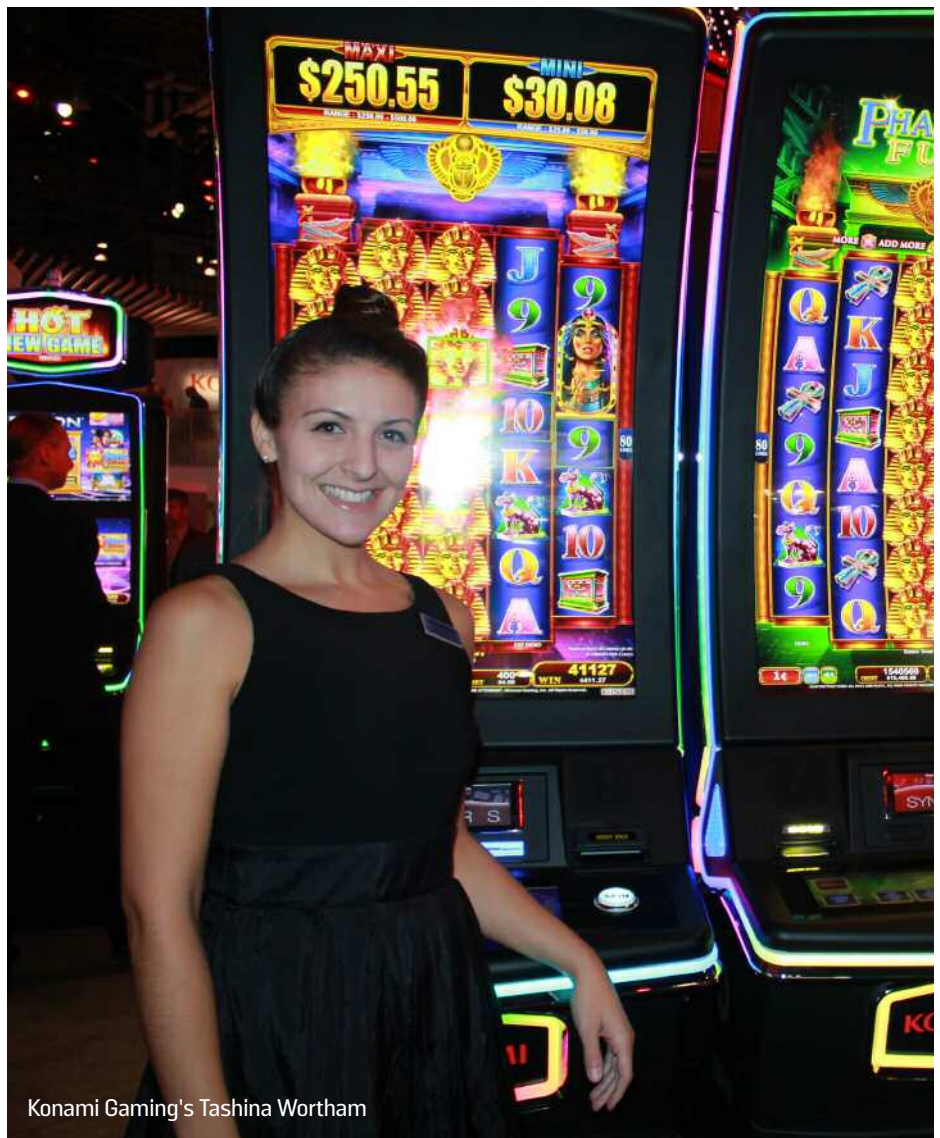
In September 2015, Konami Gaming opened its expanded Las Vegas headquarters, a facility that doubled its footprint in the US and provided its development team with 150,000sq.ft of dedicated manufacturing space. Fast-forward 12 months to September 2016 and the fruits of that investment were borne at the G2E show in Las Vegas. Konami Gaming debuted a milestone line-up of emerging game technology, including never-before seen skill-based, multi-station, core, and premium slots.

“With everything including skill-based, multi-station, premium IP, horse racing, and top-performing core, Konami is supporting the industry with an unprecedented diversity of gaming technology to advance both the immediate and long-term casino landscape” said Steve Walther, Senior Director, Product Management at Konami. “Industry response to the expanding Concerto collection and these incredible new concepts has been outstanding. Our casino customers have expressed interest in an expanded lineup of core products as well as innovative next generation products, and our R&D team has brought these latest developments to life with the quality and creativity that Konami is known for in the industry.”

## SYMPHONY OF THE NIGHT

Not only did Konami leverage its expanded footprint, but the company delved deep into its almost 50 year video gaming back catalogue for the G2E show. Having previously launched Frogger as a slots title in 2015, Konami brought a skill game version of the title alongside a mega-brand from its console gaming business, Castlevania. The original game launched on the Nintendo Entertainment System (NES) in 1983, and the new slot version includes original 8-bit graphic styles in a slick modern re-interpretation that also features original sound effects from the NES-era game. While the title may be nostalgic, everything else about this Concerto Crescent debut game is state-of-the-art, including the KP3+ engine.

The premium lease Castlevania includes free games and a stunning bonus game that takes advantage of the huge crystal clear 4K screen, which will take players back to the golden-age of home console video gaming from their youth. Interestingly, the new cabinet sits on a standard base unit, as opposed to a slant base that's being adopted by other manufacturers of tall curved



Konami Gaming's Tashina Wortham

## Maestro on the floor - Konami Gaming releases the Concerto Collection to rapturous reception

screen units, meaning that the Crescent can fit into a standard slot base space as it occupies no additional depth.

Subtle additions to the Konami booth at G2E included lit pod inserts that harmoniously tie-together banks of games into what looks like one continuous unit. One of the titles displayed in such a pod at the show was Hoppin' Fish, tipped as a sleeper hit at G2E. Featuring a massive amount of wilds, agonisingly cute characters and a syrupy smooth Treasure Honeycomb progressive, it's a demographic crushing title that's going to win over a mass of players this year. The game was presented in the Concerto Stack with 43ins. screen cabinet, presenting yet another contrast for the operator looking to clearly define zones within their locations, and which ties neatly into Konami's marketing message of "leave no space unplayed."

## ATTUNED TO THE MARKET

Diversity was the overall theme of the Konami stand, with the Concerto having launched in 2015 now boasting iterations that encompass the Concerto, Concerto Slant, Concerto Selexion Slant and Concerto Selexion Upright, Concerto

Stack and Concerto Crescent. "We've concentrated our R&D efforts upon ensuring the vast degree of diversity witnessed on the show floor at G2E," stated Mr. Walther in Las Vegas. "Our games have always been strong performers and player favourites, but the uplift of 25 per cent of all the KP3 games in our Concerto cabinets justifies the investment in creating a stunning Concerto Collection of hardware options that we've unveiled at G2E 2016."

Launched at last year's G2E show, Concerto is the starting point for the whole family. Featuring dual 27ins. HD cinematic displays, sporting the KP3+ platform and KP3 backwards compatibility, the cabinet further includes subtle LED illumination, a matte black frame and Konami's DynamicDash digital button deck with haptic feedback. The first iteration of the Concerto design is the Concerto Slant, with a lower profile and relaxed-angle design, which uniquely pairs a touchscreen button panel with traditional side and center spin buttons. The Concerto Selexion multi-game iterations are the same as the regular Concerto and Concerto Slant, but feature up to 10 game themes and the option to add a standalone progressive. Finally, there's the Concerto Stack, which features a



glorious 43ins HD cinematic display that lends itself to new vertical game mechanics, and the Concerto Crescent, sporting a curved 43ins. HD cinematic display that's offers the ultimate immersive player experience.

### A SMASHING TIME FOR PLAYERS

While hardware was certainly the star of the Konami booth, the company has been on a hiring spree in the US for software engineers and has been utilising its software development talent pool in Japan to create unique games such as Castlevania and Hoppin' Fish, plus other standouts that include the unique Smash Smash Festival linked bonus title seen for the first time at the show. Smash Smash Festival looks like a progressive, but play reveals a different dynamic driving the gameplay as dollar amounts on screen do not add to the progressive. Instead, players gather an ever-rising number of mystery Piñata prizes, of which they can gather an infinite amount before the mystery jackpot hits - unleashing the Smash Time feature, which as the name suggests sees the Piñata's exploding into a mass of prizes.

In addition to what could be termed as the traditional catalogue of casino slots titles, Konami showed a series of skill-based games, two of which completely dispensed with the spinning reel format. The variable payback games deliver a guaranteed 75 per cent RTP that's transparent to the player from the outset,

and which provide an element of skill that's both taxable and fair. Frogger: Get Hoppin' is a 25c game, mirroring the original arcade title that used to be a quarter to play (back in the day). The game sees players navigating the classic road and river obstacle course with an increasing map difficulty, different every time the game is played, and which recalibrates so that the machine delivers an RTP the property is expecting. The game also offers a 'Lily Pad' picker at the end of the level that rewards the player according to their skill level, benefiting even the poorest hand-eye coordination skills with a luckier drop and vice versa.

Both Frogger Get Hoppin' and Beat Square (a slots iteration of the Japanese arcade hit - Jubeat) incorporate arcade-style leaderboards, affording players bragging rights over other 'competitors,' a term used in the case of Beat Square as players must perform a series of synchronised strikes in time to music across a deck of 16 illuminated video squares (a thrilling musical whack-a-mole). There are no reels, video/mechanical or otherwise, with players' skill assessed on their ability to synch their button deck strikes in time with the player-selectable tunes on offer.

Again, the RTP is recalibrated to ensure even the most successful players hit a ceiling as set by the casino and a minimum payback as set by the regulator. Of all the skill-based titles we played at G2E, Beat Square was the game that

most closely resembled its 2008 arcade equivalent and one whose frantic gameplay blend of skill and musical challenge felt unlike any casino machine we've every played.

### MULTI-PLAYER PERFORMANCE

Finally, and in spectacular closing fashion, the Konami stand further surprised with two multi-station products, the mechanical horse-racing title, Fortune Cup, complete with 10 betting terminals expandable to 100 should the operator desire; and Crystal Cyclone, an eight-player multi-station featuring a center mechanical bonus that hints at bingo and roulette, with each player designated their own coloured ball that 'cyclonically' spins from the top of the centre unit (in a blaze of colour) into pockets with pre-determined values at its base. It's a fun, communal RNG concept that wouldn't surprise us if it made its way from concept to casino floor given its enthusiastic reception at G2E.

"Konami's core gaming roots hold firm in entertainment, amusement, and arcades. The technology and development resources we have in America, Australia, and Japan are best-of-breed, and we're thrilled to be able to bring those advancements to casino operators," concluded Mr. Walther. "Konami has the core creative power to bring new variations of gambling entertainment to the market so our casino customers can offer their diverse player groups an array of gaming options."

# Review

G2E LAS VEGAS 2016

Market leaders in Australia and Asia, Aristocrat Technologies looked every bit the US domestic developer at the G2E show, so attuned were its licensed gaming choices, its vast array of cabinet variants and the quality of its in-house proprietary titles.

Speaking to one of Aristocrat's rising stars within its international business, Senior Vice President of Global Operations, Matt Wilson, he described Aristocrat's current position in the US as having built 'formidable momentum' with Aristocrat not only in the top three games developers for the market, but challenging for the top spot with its diverse, market-honed range of gaming titles.

Game of Thrones, Buffalo, X-Files, Britney Spears, Downton Abbey, Tim McGraw, etc., Aristocrat has been very deliberate in its investment in key licensed titles to precisely pinpoint its target market, as well as simultaneously leveraging its studios for proprietary content. On the Aristocrat stand at G2E there was a deft balance and mix amongst the company's development studios with a series of licensed games that will resonate with a wide demographic and very specific new cabinets aimed at carving up the gaming floor to deliver a product for every play preference.

"We are growing at warp speed in the US market," underlined Mr. Wilson on the show floor. "It's been an amazing turnaround story in the last five years that's been driven by a people-first strategy. We've put together a dream team of talent that's been able to focus down on targeting game styles; entertainment, proprietary and lease games, to ensure that we're diversifying the product for all sectors of the market. We're still number three in the North American gaming operations market, but we have aspirations to be number one."

## BOOSTING THE ENTERTAINMENT FACTOR

Aristocrat has really cranked up its entertainment games output having stolen the lead with titles such as the *The Walking Dead*, a trend-setting title that "opened up the entire industry to a whole new group of licensed brands," according to Mr. Wilson. Cult films such as *My Cousin Vinny* and the *Big Lewbowski*, alongside other branded titles that include *Sharknado*, *Downton Abbey*, and *Tim McGraw*, the country star gracing the Arc Double cabinet. At G2E the music superstar descended from the rafters of the Sands Expo and Convention Center alongside the new game as thousands of attendees gathered on the convention floor. "I'm thrilled to introduce a great new game that I hope both you and your players are going to love," McGraw told the heaving crowd of gaming operators and fans. In total Aristocrat showed more than 200 new Class III games, new Class II games by VGT and



Matt Wilson with Dragon Link at G2E

## In creating the successor to Lightning Link, has Aristocrat revealed the perfect slot machine?

system innovations at G2E in Vegas. Gaming operations titles unveiled at G2E included: Mariah Carey, *Game of Thrones II*, *The Big Lebowski*, *The X Files*, *Candy Land*, *Dumb & Dumber*, *Mystery Date*, *Zorro*, *Dragon Reign* and *Tapatio*. A new stepper cabinet also brought new versions of the chart-topping Britney Spears and the runaway hit *Buffalo*, as well as the original *Diamond Link* linked product. Aristocrat's Arc Double cabinet also featured new titles *Downton Abbey* and *Elvira, Mistress of the Dark*.

Core video product was extremely strong, but the contender for product of the show was *Dragon Link*, the next-generation of *Lightning Link*, the linked multiple progressive product that has been a phenomenal international hit for Aristocrat. "Lightning Link has been a remarkable success for Aristocrat around the globe, knocking *Wheel of Fortune* off its top spot in the US market for the first time in six years, such has been the impact of this link," describes Mr. Wilson. "And the remarkable thing is that it's such a back-to-basics title; it's not complicated,

there aren't not too many features and it offers a really easy to understand game mechanic that's been an extraordinary hit with players."

## STAYING STRONGER FOR LONGER

*Lightning Link* combines a highly innovative jackpot mechanic with a multiple progressive jackpot link that is triggered an average of every 100 spins, with the top Grand Jackpot hitting every 25 days on average. *Lightning Link* is a simple, intuitive game that rose to the top of the charts and stayed there, reinforcing the Aristocrat mantra of 'stronger for longer.' *Dragon Link* is the heir apparent to *Lightning Link*'s throne and the next evolution of the company's multi-site progressive product. *Dragon Link* uses the latest upgraded hardware, Arc Single 32ins. cabinet with toppers, premium signage and an Asian theme.

One of the key elements is *Lightning Link*'s success according to Mr. Wilson, was its multi-denomination configuration, ranging from 1c, 2c, 5c and 10c. The new *Dragon Link* base game used a fast hitting four-level progressive



James Boje with Fast Cash

jackpot, with the top denomination of a dollar.

If you built the perfect slot machine and were then asked to create its successor, the answer would be Dragon Link.

In addition to Dragon Link, Mr. Wilson also singled out Fast Cash, a multi-site progressive that hits with astonishing frequency. Fast Cash is a proprietary brand that breaks from the multi-site progressive norm, which traditionally features a million-dollar jackpot with a hit frequency measured in months if not years, and delivers instead average jackpots of US\$40,000 that hit every two to three days. It's a unique concept and one that Mr. Wilson is very excited to see hit floors in the US.

The launch of new cabinets at G2E fall under a description Mr. Wilson used throughout our booth tour as the "amplification of content through cabinet design," a succinct description of the lasting impression cabinets such as RELM XL and Flame 55 leave on the viewer. The RELM XL is a stepper cabinet that at G2E launched Aristocrat's new mechanical reels version of Lighting Link. It is a curved cabinet with backlit reels and a top bonus wheel and has been in the pipeline since the acquisition of VGT in 2014. "We have leveraged all of VGT's stepper knowledge and expertise in the creation of the

new RELM XL," states Mr. Wilson. "Steppers constitute 25 per cent of the entire slots market in the US, but until now we've only been a spectator in that contest. We are bringing our top games, including Buffalo, into this space, delivering a cabinet with mid-denominations that has been built from the ground-up. It has a mechanical handle, bulging reels, simple game-play and a physical wheel on top. This isn't a video product into which we've inserted reels - we know that doesn't work. This is a hand-crafted stepper product into which we've poured the same rigor and design methodology we've applied to every other segment into which we've expanded."

The amplification of content continued with the Double Curve Flame 4K display, the latest cabinet from Aristocrat that creates a seamless 'S'-curve flowing between two curved 43ins. landscape-orientated screens to completely envelope the player. Flame's bottom and top monitors are tilted toward the player, creating new sight lines, a very different visual experience and a new form factor for game designers to create stunning new content, utilising Aristocrat's new virtual button deck to communicate with players.

The new EdgeX is a shorter and wider version of the Arc Double that's optimised for both single

and double play. "People want to connect with their games and with each other," explained Mr. Wilson of the philosophy behind the new design. "We wanted to create a concept that would be a great experience if you play on your own, but is also large enough that two players can play at once." The unique technology features a huge sound bench and two spin buttons that can be utilised by couples, with future game design expected to offer games on the EdgeX that will accommodate both players playing the same slot at the same time. The EdgeX was launched at G2E in Game of Thrones and Mariah (Carey) variants.

Finally, upgrades to Aristocrat's Helix cabinet has kept the product fresh and appealing to the player base, including the adoption of new technology that sees the adoption of 23-27ins. screens as part of a thorough facelift. "We've taken proven technology and enhanced the cabinet to keep Helix competitive," explains Mr. Wilson. "We've uprated the graphics and the button deck and created a more compelling product to display our market leading slot titles on the casino floor."

At G2E 2016 Aristocrat carried the momentum it has earned in the US market into its exhibit, delivering a bravura performance across every part of its presentation.

# Review

G2E LAS VEGAS 2016

Novomatic makes its big play in North America with the launch of the World Championship of Slots, a nationwide TV show and an innovative marketing tool designed to push the Novomatic brand throughout North America

The American subsidiary of the Novomatic Group pulled off 'the' marketing coup of the Vegas show. The World Championship of Slots was the perfect branding opportunity; a US nationwide televised slots tournament with a US\$1m prize giveaway announced right at the start of the G2E trade show in Las Vegas. In addition to a booth that had significantly increased in size to make way for the vast array of product innovations on display for both North American and international markets, Novomatic Americas was joined on the stand by Greentube, Octavian, NSBS and NLS. Representatives from the US, Canada, Latin America, Europe and Asia were all at the show to present the latest developments and meet their respective customers.

Driving people to the booth from around the show floor throughout the three-day event was the centrepiece of the exhibit, the World Championship of Slots (WCOS), which generated a huge buzz with operators watching the tournaments and understanding how to utilise this never-before-seen concept on their casino floors. A tournament took place every hour of the show and the surrounding area was bursting with excitement as attendees wanted to try their luck on the games.

WCOS is an industry-first slot competition format produced in collaboration with Emmy award-winning game show producer Gary Hunt Productions, Entropy Entertainment and media sales company Trifecta Entertainment & Media that gives players the chance of winning up to \$1m on a national TV show, as well as offering sponsor casinos a unique marketing opportunity with reach into more than 85 million homes. Casinos are empowered to host their own qualifying events as often as they like, and the winners are eligible to move onto the WCOS television show qualifying events.

Gary Hunt is an avid slots player himself and created the concept to marry together his two passions, TV entertainment and slots gaming. Speaking from the show floor, Gary Hunt said: "This is a first-time event where people who love playing slots will have a television show that they can enjoy. We will also be able to find people who are watching at home – who have never played slot machines before – and they will have the chance to see what fun they're missing."

The programme is scheduled to be launched in Q1 2017 with interest at the show from operators across the United States. The gameshow format will be an eliminator competition with players



Novomatic's Mike Robinson at G2E

## Fabulous marketing initiative as Novomatic unveils World Champion showcase in Vegas

competing in the slots tournament to out-score their opponents, with the lowest ranking players eliminated every two minutes throughout the 60 minute running time of each show. The game show hosts were available on the booth at G2E to give visitors a flavour of the TV show and take registrations from players interested in competing in the event.

Launching such an US-centric event as World Championship of Slots is indicative of Novomatic Americas focused push into the US market, with plans to launch single games in addition to the traditional library of multi-game products, and to explore new licensing opportunities to draw further attention to the Novomatic brand in the US.

A testament to the significant progress made by NOVOMATIC Americas over the past year, 40 slot titles dedicated to the US market were shown at G2E, developed in cooperation between NOVOMATIC game studios in Illinois, Austria as well as other international

competence centres. Of particular interest was the premiere of the Tales of Darkness – a series of four linked progressive jackpot games. US-developed JACKPOT EDITION titles from the award-winning NOVO LINE Interactive portfolio were also demonstrated on the V.I.P. Lounge and DOMINATOR Curve cabinets.

Visitors to the NOVOMATIC booth could not miss the display of V.I.P. machines that have been creating Very Important Experiences for casino operators worldwide. Together with the return of the NOVOSTAR V.I.P. II to G2E, the NOVOSTAR V.I.P. III, NOVOSTAR V.I.P. Royal and V.I.P. Lounge were being shown for the first time in Las Vegas. Additional cabinets presented for Latin American and international markets were the GAMINATOR Scorpion, EXECUTIVE SL multiplayer terminal and NOVOSTAR II. A section of the booth was dedicated to Greentube, part of NOVOMATIC Interactive, demonstrating a first-class range of omni-channel gaming products, as well as the Greentube Pro social casino platform. During the second day of the



G3 caught up with TV gameshow producer, Gary Hunt, the creator of World Championship of Slots, to ask about the show's development and the launch phase of the programme

**Gary, where did the idea for World Championship of Slots come from originally?**

My background is as a game show producer, which means I'm constantly looking for something interesting to turn into a game. Several years back, it occurred to me that one of my favourite things to do is play slot machines and I wondered how many other people enjoyed the same activity? When I looked, I discovered that 60 million people play slots in the US alone. I realised that if I could create a show that was geared to appeal to those people, I'd have a worthwhile concept.

While watching one of the many poker shows and I started to consider what was it that made poker an interesting TV show? The answer was that someone figured out that if you put a camera on the hold cards, the home audience

understands what the players are thinking – and that makes it a very interesting show. All I had to do was take the feed from the slot machine and put it smack in the middle of the show, but unlike the poker shows, where they can't talk to the poker players mid-game – we'll talk to the slots players, ask them what they are thinking, what they're doing and make it really interactive.

**What's the format of the gameshow?**

It's a competition in which we start off with 30 contestants and by the end of the hour we are down to one. Every two minutes there will be a buzzer and the person with the lowest score will be eliminated. Along the way, the host will be talking with people who hit bonuses or make good or bad choices. We show the feed directly from the game, with a camera built into the slot machine so we can see the player and TV host on camera, and all contestants will be mic-ed so that we can talk to them throughout.

Like in golf, we will have a leaderboard so that the audience will know exactly where each player is at the current time. If a player hits a bonus and capitalises on that bonus they move up and down the leaderboard accordingly. So there's a lot of action going on.

**Who's the audience for WCOS and how will you keep their attention for 60 minutes?**

Right now there isn't a show on TV that taps into an audience that enjoys slot machines. I think WCOS will appeal to that 60 million audience, and honestly, to be a hit these days in the US on a cable channel, if you have 2-3 million audience, you have the top rated show

on that channel. I think that if five-10 per cent of that 60 million audience tunes in – we'll have a hit show.

WCOS will be staged like an eSports event, but it will be geared towards the casino player, which is why we are calling it cSports (casinoSports). The tournament will be interesting and exciting and we'll feature back-stories on the contestants so that you'll meet them, have people to root-for, and we're banking on the fact that people will enjoy watching others playing slot machines; that they understand and appreciate the payable, the atmosphere and the stunning animations of these games.

**How did you come to partner with Novomatic?**

When I met with Novomatic Americas and spoke to the CEO Rick Meitzler, the decision was instant. Novomatic committed from day one and it was their enthusiasm that drove the project forward.

**What's been the feedback from operators and the G2E crowds?**

We've had great reaction from the land-based casinos and are currently in discussion with a number of different properties, as we are going to be filming the show inside the casinos. When we visit a location, it's the casino that supplies us with the winners of their local tournaments, after which we shoot the show using the same games. Casinos already spend vast sums on marketing and TV ads, but there's nothing like a 60 minute show in which you can watch people playing and having fun at your casino.

We are signing-up casinos right now as we figure out the production cycle. We'll be starting on the east coast of the United States, with the plan to be on the air in January 2017. We have our time period negotiated with our TV channel, which is one of the best cable channels in the US. Once we start in North America, our plan is to expand internationally. Any country with slot machines would be our target.

**How successful could WCOS be?**

Any time it takes 15 minutes to explain the rules of a gameshow it doesn't work. Plus, you have to have a built-in audience. The key to success is to keep things simple. Poker showed people the hold cards, we are going to show the games and talk to the contestants playing the games. We have a solid concept and an untapped audience. And if you have something new on television it can be 10 times bigger than you could imagine.

show, Greentube signed a deal with mobile gaming company Chopsticks in a move to propel the company to the forefront of the skill-based gaming segment. Other areas of the booth were reserved for Octavian to present the ACP Casino Management System, as well as NOVOMATIC Sports Betting Solutions and NOVOMATIC Lottery Solutions, which respectively presented their omni-channel sports betting and lottery technologies.

Harald Neumann, CEO NOVOMATIC AG, said:

"G2E 2016 was a clear demonstration of NOVOMATIC's progress in North America and the excellent collaboration between our teams throughout the world. We are building a very strong company in the US and our products specific to the US market on display this year further boosted NOVOMATIC in the region."

Rick Meitzler, CEO NOVOMATIC Americas, added: "We had a fantastic G2E. The US product portfolio spoke for itself and we now have a natural trajectory that is exciting and powerful.

It was important for us to focus on our NOVOMATIC Americas brand message: 'Highly entertaining; content, content, content.' It's clear that customers see what the past year's product focus is about. We unveiled some innovations like the World Championship of Slots, and have transformed slot tournaments into game competitions for in-home television viewing. Customer response has been great for that product. We have also had strong response to our catalog of over 40+ new games developed for the American market."

# Review

G2E LAS VEGAS 2016

Scientific Games' new SEINFELD slot game stole the spotlight on the stand at G2E Vegas, a partnership with Warner Bros. Consumer Products based on the 10-time Emmy Award-winning American sitcom that ran for nine seasons from 1989-1998

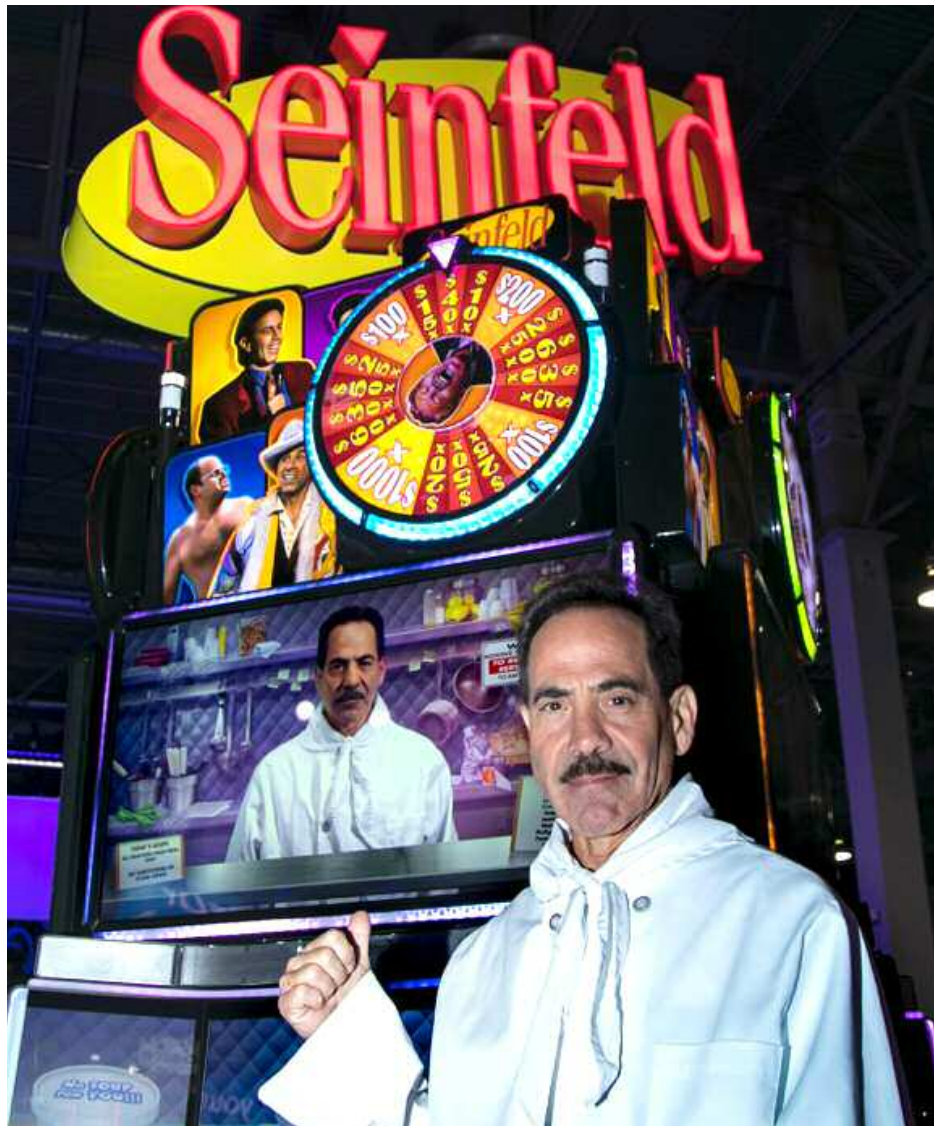
Since the final season aired, SEINFELD remains a fan favourite, holding the title of highest-grossing and fastest-selling television DVD of all time. Scientific Games' technologically advanced game boasts motion gesture technology, which enables players to use their hand to become a part of the gaming action. During the "Big Wins" celebration, the motion gesture technology enables the player to see the enormous Man-Hands of Jerry's infamous date "catching" black-and-white cookies, oversized wallets, books and other favourite Seinfeld items and collectibles.

Seinfeld's apartment and his group of eccentric friends are the primary focus of the show and Scientific Games' SEINFELD slot game. The game merges the TV series with the company's GAMESCAPE slot platform, which offers players a one-of-a-kind play experience. The feature-rich gameplay fully captures the SEINFELD characters' antics, timeless humour and quirky plotlines that continue to entertain fans worldwide.

Scientific Games Group Chief Executive of Gaming, Derik Mooberry, said, "We are ecstatic to unveil the SEINFELD slot game to attendees of G2E and entertain players on casino floors soon. The eccentric and fun-loving nature of one of America's treasured sitcoms, paired with the advanced technology of our groundbreaking GAMESCAPE cabinet, truly delivers an unforgettable slot experience that transports players all the way to 81st Street on New York City's Upper East Side."

The prominent five-screen cabinet features a tablet-sized touchscreen button panel and HD screens angled towards the player for the ultimate gaming and entertainment experience. Main characters Jerry Seinfeld, his ex-girlfriend Elaine Benes, George Costanza and Cosmo Kramer take center stage during bonus events that award a mystery number of random features, including WILDS, WILD reels, multipliers and more paylines. All bonuses are triggered by four oversized Jerry, Elaine, George and Kramer character symbols, showcasing the personality and appearance of each unique character.

"We're pleased to showcase the wit, humour and antics of SEINFELD in an all-new and exciting format, as part of an interactive gaming experience which we know will appeal to all SEINFELD fans and newcomers alike," said Greg Paul, spokesperson for Castle Rock Entertainment. "As part of the global lexicon,



## Seinfeld and GameScape platform underpinned Scientific Games' impressive G2E performance

the hit television series is ingrained in our pop-culture with favorite moments and phrases – like Yada, Yada, Yada, Master of Your Domain, Man-Hands, Double-Dipping, The Costanza Wallet and so many more – this game is sure to reinvigorate these memories for fans."

A prime focus of the game is the "FESTIVUS WHEEL," a mechanical wheel that awards credit prizes and a life-changing, wide-area progressive jackpot. Featured in the FESTIVUS WHEEL bonus is one of the show's most popular characters, Frank Constanza – George's father and 'creator' of the non-commercial "fake" holiday Festivus, which is celebrated on December 23.

Other highlights include the "NO MORE SOUP FOR YOU BONUS," which displays a live video featuring "the Soup Nazi", and the "CONTEST BONUS," where the player will be immersed in the comedy with video clips from one of the most popular SEINFELD episodes of all time, "The Contest," and have an opportunity to earn extra WILDS. The company's G2E booth showcased more than 200 slot games and 100 unique game themes, as well as an array of new products and solutions from Scientific Games' three business divisions: Gaming, Lottery and

Interactive. Product highlights that also shone brightly at G2E included the new J43 cabinet, which includes a convenient USB charging port and a curved 43ins. portrait 4K screen. Best-selling theme, Willy Wonka, found a new home on the Gamescape cabinet in the wide area progressive, Willy Wonka World of Wonka.

Featuring three vivid, high-definition displays that angle toward the player, and a 40-inch top screen, players feel the sensation of being wrapped inside Wonka's magical world. Additionally, an ergonomic 10.4-inch tablet multi-touch button panel display integrates game play to coordinate graphics across multiple displays. The result is five unique screens that virtually combine to create an expanded platform for stunning graphics and seamless motion.

Another standout product was the new Prism Game Table, a huge touchscreen tabletop designed for four players, though intended to attract millennials, its a fabulous solution for lounge areas, bars and clubs, with community bets and bonuses drawing players into progressive wins as the roulette-style game launches four colour-matched balls into the same digital wheel.





unlock magical trophies with the new 'Achievements' feature with players awarded trophies for completing up to 10 milestones. The game also includes bonus round history, which measures past performance for optimum gameplay strategy.

NYX Gaming Group Commercial Director, David Johnson, said: "We've brought onboard many of the aspects that social gamers enjoy but I think the depth of the mix-and-match feature is probably the stand-out feature of Witch Pickings along with the visuals, animation and enhanced soundtrack, which have all helped with its success. To be acknowledged by the industry for our game development is definitely an honour."

"We're looking to develop unique player experiences that appeal to an ever-developing player-base," he added. "On the slot side we develop third party online slot content, for example with Aristocrat's proven land-based slot titles, we develop our own content with titles such as Witch Pickings, A Dragon's Story and Great Wild Elk and we develop licensed brands such as James Dean, Marvel comics, the film Psycho and Holy Madison in the States. Our acquisition of OpenBet has brought sports betting onboard; we have a deal with Ezugi for live dealer and collaborate with Felt Gaming for proprietary table games such as Perfect Pairs, 21+3, Busta Blackjack and Lucky Lucky. Everything we do is brought together by our Open Platform System, which does exactly what it says. We have four different games studios that supply over 700 games to 200 operators, covering over 90 per cent of the big names out there. We feel incredibly privileged to be working with Leo Vegas, 888, Ladbrokes, Coral, Pokerstars, Mr Green, Bet365, Betson and many, many more. The ability to incorporate content from the top third party gaming providers brings our total to over 900 games."

## A double celebration for NYX Gaming with Golden Nugget install and Witch Pickings win

NYX was at G2E celebrating not only the launch of North America's first ever live dealer with GoldenNugget.com, but also landing first place as online slot of the year for Witch Pickings, one of NYX's top performing slot titles in 2016

Witch Pickings has been a top performing game since its launch earlier this year. The game, which was designed to appeal to a younger demographic, has brought an industry-unique bonus feature to market with a variety of mix-and-match feature combinations, providing

players improved levels of control over their gameplay. Through the introduction of a new Achievements feature along with top scores tracking, Witch Pickings was specially crafted to appeal to a growing audience of younger players. It takes player engagement up a notch as players

The deal with Ezugi NJ has seen NYX deliver the first and currently only live dealer product for digital gaming in the US at GoldenNuggetCasino.com. Through the Live Dealer product, actual professional casino dealers run table games such as Baccarat, Blackjack and Roulette, which is streamed online via live streaming video. Players can place real-money bets and interact with real dealers at the casino, as well as other players at the table; replicating the feeling of being on the casino floor. The pace of game play is designed to mimic on-property gaming with real cards, tables, and roulette wheels to determine game outcomes. Wagering, playability and payout are all calculated in microseconds and displayed in real-time on the players' screen.

Mr Johnson added: "Naturally we're delighted to be the first to deliver live dealer in the US. Live dealer blurs the lines between online and land-based play, appealing to a younger demographic. We're the market leading supplier of iGaming platforms in New Jersey with 40 per cent of the online bets in the state going through us. We've also partnered with GeoComply to bring our Digital Gaming System together with their iNpoint geolocation and anti-fraud tools. This allows operators to meet a growing demand from digital gamers who can now use their own mobile devices to play while at home or on-property."



# Review

G2E LAS VEGAS 2016

The global gaming industry's most significant supplier of components and solutions – SUZOHAPP – once again surprised visitors at a major show with even more great products and ideas

SUZOHAPP is a global technology company that provides software and hardware solutions for self-service enablement and cash handling automation. At G2E Las Vegas the Group successfully unveiled the new CashComplete product range which enables customers to dramatically reduce working capital and the expenses associated with cash management. This new range is comprised of three product lines – SDS, SPS and RCS – and also includes the unique CashComplete software platform that is the ultimate solution for superior financial and operational control of cash.

## FINGER ON THE BUTTON

The importance of play buttons on slot machines is often underestimated. These are the things that are used constantly by players. The new Picture Key Technology (PKT) represents the future for buttons. The new single-panel system features a 35 or 48 display button configuration that can be customised and optimised for any given application. It utilises one LCD screen to feed content to the button array using a range of video sources through HDMI or DVI inputs.

SUZOHAPP has added to its display portfolio. The new DisplayPro was premiered at the G2E Las Vegas – a 42ins. HD Screen that is ideal for visual campaigns. This contemporary display has been specifically designed for flexible end of bank signage applications. It can be put to varied use – for example, for information, promotions or third party advertising.

## THE WIDEST POSSIBLE DIVERSITY

"SUZOHAPP is offering innovative solutions to enable customers to attract the widest diversity of players," explained SUZOHAPP's Goran Sovilj at the Vegas show. "Every manufacturer wants to distinguish themselves from the competition. To this end, products such as our innovative button deck, curved LCD touchscreens and fabulous range of video toppers can be customisable to suit any requirement.

"We are seeing a great deal of potential in the EGT market right now, which is a sector that's appealing to a younger demographic. EGTs in Europe account for five per cent of the gaming market, while in the US, they represent less than one per cent, so there is huge opportunity for growth for our touchscreen products from ELO Touch Solutions and our own brand,



SuzoHapp's Sim Bielak, Marcel Oelen and Goran Sovilj at the G2E show in Las Vegas

## At Vegas show, SuzoHapp underlined its role as the motor for innovation in the gaming industry

VisionPRO. There's also great interest in the new Epic Edge printer from TransAct and the complete range of ScanCoin cash handling solutions." SUZOHAPP is a loyal global distributor for a number of key component manufacturers in the industry. Special focus was placed on the TransAct Epic printers on the stand.

SUZOHAPP has the capacity to offer wider solutions – integrating top components and increasing vertical integration possibilities. There is a move towards focusing more on core competencies – thus game software companies are often looking for hardware partners. SUZOHAPP presented the answer: the SUZOHAPP DualPro and SoloPro customisable metal cabinets with powerful 15W speakers and two 22ins. LED LCD displays were unveiled at G2E. Game developers simply plug in their game board to have a complete slot machine solution.

## A WORLD OF COMPONENTS

SUZOHAPP presented a world of components

and cash handling solutions at G2E. These included the VisionPRO monitors, the Bill-to-Bill banknote recycler, the RM5 HD coin validator, a wide range of coin hoppers (such as Flow, Cube and Evolution), and a fantastic choice of slot machine toppers, of which the SHI950 topped the bill.

For added entertainment value at casinos and arcades: the Shift Interactive PRO Table is the talk of the town. This makes full use of its interactive 42ins. touchscreen and is available in three heights – Bar, Dining and Lounge. Its 10-point multi-touch interface makes it possible to interact with one, two, three, or four independent screens at once.

"We pride ourselves as being a motor of innovation for our industry", explained Mr. Ron Partridge, President - Americas at SUZOHAPP. "Our team was kept very busy throughout the show ensuring that visitors received all the information they were looking for. We send out a big thank-you for all who came to see us."

## Ultra successful exhibition showcase from DLV

The latest incarnation of DLV's 'Ultra' successful multi-game platform, Ultra 4, made its debut at the G2E show in Vegas, premiering new games and updates



DLV's Kai Pregel at G2E with the new Diamond Games Ultra 4

G2E Las Vegas 2016 totally lived up to DLV's expectations, as indeed have all previous editions of the gaming expo. DLV seized the opportunity and, for the first time, presented its Ultra 4 multigame with 25 games, of which 10 of the titles are newly released. Despite the fact that the Ultra 4 is a sequel to the Diamond Games Ultra line, DLV has ensured that it looks very different to the previous generation, changing details about this incarnation in order to highlight its novelty and, hopefully, make it even more profitable for operators.

Diamond Games Ultra 4's two distinguishing features as compared to the company's earlier developments are its vibrant colours and new interface; DLV's traditional blue shades were

replaced by purple hues, making it more arresting, while combined with its new interface Ultra 4 becomes more comfortable for all those who use modern technologies. In order to achieve this, the game selector has been grouped by lines and to view all the games in a row, players simply touch and swipe, just as they do on a smartphone or tablet.

Diamond Games Ultra 4 was shown in the very latest DLV cabinet – luxurious Diamond Excel with two 27ins. LCD screens. Additionally, showcased in Vegas were established products from Diamond Games Ultra and Diamond Games Premium lines, as well as jackpots with three and four progressive levels, all exhibited in Diamond machines: Excel, HD and DWS.

# Review

G2E LAS VEGAS 2016



Urbain Thewissen at G2E Vegas

## e-gaming reports its best-ever year in 2016

A fabulous year, future growth and mass potential across Latin American markets cements a terrific 2016 for Czech-based developer, e-gaming

"This has been an exceptional year for the company," described e-gaming's Urbain Thewissen at the G2E show in Las Vegas. "We couldn't have asked for a better period of growth and product acceptance from global markets to the e-gaming product range. We have made substantial gains in South America, with our latest operations commencing in Peru and results from Colombia showing that operators and players are adopting and playing our latest games."

e-gaming is targeting high-level casinos across Latin America with a range of machines that are currently performing in the top spectrum of average incomes on slot floors, much to the delight of major operators in Colombia and Panama. Building on this success, e-gaming is progressing swiftly through the homologation of additional games packs for the Panama market to meet the demand.

"The brand is growing very strongly in South America, such that we're intensifying our focus on this market, especially in response to the potential that the opening of the Brazil market poses for e-gaming," said Mr. Thewissen. "Our games are attuned to the style of play in this market, having already been very successful in Spain with more and more of the autonomous communities homologating our AWP products, having installed more than 1,600 machines to date. And we are hoping to have more AWPs installed in Spain before the end of the year."

As Belgium looks to accept e-gaming product into its B-class arcades and online in the not-too-distant future, e-gaming is not only enjoying its best year ever, but having celebrated its 10th anniversary in 2016 with an installed base of 25,000 machines, the company has become a major player in the international gaming space.



## Nanoptix launches the next generation of thermal ticketing at G2E exhibition in Vegas

Nanoptix launches the Paycheck NextGen TITO printer with added functionality and extra capacity

Thermal ticketing specialist Nanoptix has launched its Paycheck NextGen TITO printer with features such as an Anti-Jamming Paper Path, a "Last Ticket" paper low sensor and Anti-Spillage Conduits. It also boasts the largest standard ticket capacity of 400 Tickets with available 600 or 800 extensions and a

Protective Cover, and has unlimited connectivity with multiple USB Host & Slave, HDMI, BlueTooth and Ethernet ports.

The company, which this year signed a deal with Advanced Gaming Associates who will distribute the Nanoptix product line in North America, was also showing Paycheck 4 and Paycheck High Speed Coupon Printer and a Pull Tab Printer for the Instant Pull Tab sector whereby if the sleeve is stolen the roll remains blank.

# Review

G2E LAS VEGAS 2016



The stylish range of VIP Premium slots from APEX gaming complemented the dynamic show-stopping iDROPe cash management solution at G2E Vegas

Single standout products defined each exhibitor booth at G2E Vegas and Austria's APEX gaming was no exception, with buzz on the stand generated by its 'iDROPe'. This revolutionary cash management solution has been created to bring great efficiencies and wide ranging benefits to live gaming tables. Players can now buy-in directly at the table – the croupier simply inserts the bills or tickets into the iDROPe. The beauty is that players can pay with their ticket or player card and can cash out just as simply – via ticket or on the player card.

Having won two awards at the Casino Marketing & Technology Conference that took place between July 12-14 at the Paris Hotel & Casino, Las Vegas, the interest for the iDROPe was overwhelming at G2E 2016.

The added security of taking bank notes and player cards at the table in a convenient, quick and simple fashion is proving a hit with operators right across the States. APEX is both a supplier and a European casino operator and created iDROPe in response to its own table security needs. "We have been speaking not just to US operators, but also to regulators interested in the details and the security features of the iDROPe," states Kubilay Özer, Global Sales Director at APEX gaming.

"We've also enjoyed sustained market interest for the APEX slots line, headlined at the show by the VIP Premium range, which integrates our stunning slant-top design with a linked gaming chair for ultimate comfort and convenience. Demand has been sensational and at this moment we are waiting for the delivery of new chairs as the current production is completely sold out."

There were many reasons for visitors to sample APEX gaming at G2E. The latest addition to the acclaimed Pinnacle slot machine series was introduced at the event – the VIP Premium.



APEX gaming's Johannes Weissengruber and Kubilay Özer pictured at the G2E show in Las Vegas

## APEX drops into G2E Vegas to land a Premium performance with its ticketing/card solution

This complete VIP Premium slot machine has a right-sized VIP screen at 43ins, a curved monitor especially chosen so that the player has the best possible focus their game. The integrated VIP chair offers first-rate comfort and includes gaming buttons and surround-sound speakers for optimum comfort. The terminal screen measures 24ins. and offers swish, touchscreen technology.

APEX games are all tried and tested, with G2E the perfect setting to introduce the latest high performance platform, the EVO3. Games such as 'Eye of the Dragon' and 'Reel Attraction' generated an enthusiast response from the many visitors to the APEX stand.

APEX gaming provides complete gaming solutions, which includes automated roulette. The APEX PLAYER STATION – the APS – is available as a stand-alone multiplayer solution or as separate terminals with an automated wheel, with operators able to link the APS to a total of four roulette wheels. The APS can also be connected to APEX's Pinnacle slots and its mobile gaming solution, enables operators to

link tablets to the APS and ensures that all players can enjoy the APS – no matter how busy the casino.

Johannes Weissengruber, Chairman and founder of APEX gaming, looks back at the company's most successful G2E Las Vegas to date, stating, "With gaming operations in several countries combined with our wealth of experience, we developed the iDROPe because we understand the needs of players and the requirements of operators. We are proud that the first casino operators now have this product up and running in America and the feedback we have received has been excellent."

Kubilay Özer points out the difference APEX makes, confirming, "We have such a broad range of exquisite products. APEX was recognised at the G2E for its quality and innovation and the Premium VIP was a source of great interest. The demand for this in America and Latin America alike was very encouraging. We thank all the people who came to our stand. It was a pleasure to see you all."



Alfastreet's Albert Radman with the new Lucky 8

## Alfastreet feels lucky at G2E with launch of new space-efficient multi-player solution

The unveiling of Alfastreet's compact Lucky 8 electronic roulette brought the crowds to the booth, while its Remote Play solution drew admiration from visitors for providing an integrated online/land-based gaming solution

This year's edition of the G2E Las Vegas was another success for Alfastreet, with a handful of new releases, which gained excellent feedback from the market. First in line is the Lucky 8, a newly designed eight-station fully automated electronic roulette, offering the latest features, incorporating Alfastreet's top-of-the-line cabinets in a new, rounded shape that occupies approximately 25 per cent less space on a gaming floor, compared to the R8.

The company's registered Multigame and Simultaneous Play options are also available, making Lucky 8 the most powerful and versatile solution in its class. As with all of the Alfastreet products, there is full inter-connectivity between the equipment, giving the clients virtually endless possibilities for system expansion.

Alongside the Lucky 8 roulette, a new online management system and an evolved remote play solution has been unveiled, providing a complete package solution for the future gaming venue requirements. The Alfastreet Remote Play offers a simple and reliable platform, that allows the operator to vastly expand the availability of play time to their clients. Unlike the majority of online gaming providers, Alfastreet provides direct access to the actual gaming machine, with online cameras and the possibility to connect to a favourite game within a venue from anywhere a client desires.

Alfastreet is offering an intuitive user interface that matches that of the gaming machine, but

provides plenty of advantages. Feedback from the exhibition was extremely positive, as customers showed a lot of interest and praised the ease of use and stability of the platform.

The system is already running in several locations, (predominantly Asian markets) with very good results, both in terms of profits and reliability. Alfastreet is confident that a system like this represents the future evolution of gaming, with online applications being linked to physical venues, granting fairness and control, as opposed to playing on some undefined online entity, that can affect the outcome of the games any time.

Attendees and customers had a vast selection of Alfastreet equipment to try and test, the Roulette range was represented by the top of the line edition of the R8 and a compact, yet powerful R5, combining a pleasant cabinet with a smart use of space. The two machines, based on the Royal Derby platform, the horse-racing and the attractive Wet Race, were of course at the center of attention for the duration of the show, as were the WIKY single terminals, offering countless connectivity options for a modern casino venue.

Alfastreet has confirmed its worldwide leadership as far as electronic table games are concerned and is gaining recognition for its new slots range too. Constant investment in research and development and the highest flexibility has kept the company ahead of its competitors, remaining the brand of choice for the best gaming venues in the world.



## Golden Race signs deal with BetConstruct

Golden Race announced at G2E that BetConstruct is to supply the company's virtual games to its network of international gaming partners

Golden Race has struck an international deal with BetConstruct to offer operators Golden Race's ever expanding portfolio of games, including VFL, horse and greyhound racing, lottery and Keno.

Martin Wachter, Founder and CEO of Golden Race, explained at G2E: "We have known BetConstruct for some time, and both our companies have grown exponentially and organically over the past few years. The demand for our flexible and exciting Virtual Games products has increased dramatically, and we expect this to complement BetConstruct's online solution, retail EPOS system and self-service betting terminals greatly."

Vahe Baloulian, BetConstruct CEO commented: "Aside from the founders of BetConstruct, I don't know anyone else in this business who is more passionate about what they do than the founders of Golden Race. I have been watching them grow for the last ten years and grow they did. BetConstruct is happy to put its distribution power behind Golden Race content. We are confident that it will contribute to the success of both companies."

Golden Race was once again hosting a steel fighting cage with six professional MMA fighters going toe-to-toe to promote the ground-breaking new game Real Fighting. The game features HD video of real MMA world champions filmed live combat, forged together with real odds from professional bookmakers. It offers a wide variety of popular betting opportunities based on real odds and dynamic fighter statistics crafted by Golden Race's bookmakers just like in traditional sports betting. Real Fighting betting markets include: Result, Method of Victory, Method/Round Combo, KO Betting, Total number of rounds (Over/Under), Alternative Round Betting, Correct Round Score and more.

Golden Race was also showing its newly updated 3D virtual football products, its Spin 2 Win and Perfect 6 games and its pre-recorded dog, horse, motorbike, speedway, and now go-kart races.

# Review

G2E LAS VEGAS 2016

## Business as usual for progressive thinking DEQ at Vegas show

Despite being in the midst of a takeover by Scientific Games, it was business as usual on the stand of DEQ, and that meant new table progressives, side bets and propriety games

Double Denom and Table AMP were DEQ's big new table progressive releases for the G2E show, alongside Proprietary Table Games such as Charlie 21 and Tiger Split. Double Denom and Table AMP are both powered by the PRSM Progressive System.

The Table Amp system uses a secondary random number generator to generate a result at the coin spot of each player position. The result is displayed in a colour relating to the level of the jackpot being played for and allows the operator to control the probability of each colour. Golden Tie – Baccarat Progressive is a tie-based baccarat progressive that generates one unique jackpot winner when a six card tie is dealt, with three banker cards and three players cards.

Other progressive products powered by the PRSM Progressive System include Pai Gow Poker Progressive, Hands Up 21 & Blackjack Deuces – Blackjack Progressives and 3,4,5 & 6 Card Hand Bonus Progressives.



Joe Bertolone, President and Chief Executive Officer, said: "DEQ has reinvented itself over the past year and being able to share all of these new products with the industry during such an important show is an honour. I am proud to lead such a great team full of innovative thinkers where we can develop products that the industry needs and deliver them quickly."

In the Proprietary Table Games segment DEQ launched Charlie 21, a Blackjack variant that uses two or six standard 52-card decks while offering a side bet. Also new is Tiger Split, a house-banked card game where both the dealer and player get four cards to form a high hand and a low hand using Baccarat "single-digit" scoring. Wild 5 Poker, a new spin on poker offers a heads-up play against the dealer, with an optional side wager.

Third Eye Hold'em is a poker variant played with one standard 52-card deck, shuffled before every deal.

DEQ was also showcasing EZ Baccarat, the world's most popular Baccarat game, known as Dragon 7 in Macau. EZ Baccarat has nearly 800 table game installations in 150 casinos worldwide.

With regards to the Scientific Games takeover, DEQ commented at G2E: "Our customers are our top priority during this transition. DEQ has spent the last 12 years building and growing our business into something exceptional. Over the course of that time we have been committed to producing revolutionary progressive and table game products for our customers and the industry. Our success as an organisation is a testament to the ongoing support from our customers. Our commitment to providing exceptional customer service and support will continue as we begin making our transition into the future. DEQ will continue to operate as a standalone company until the final approval of the acquisition and we will keep you updated throughout this period."

## Record breaking Galaxy unveils Cajun Stud at G2E show

Galaxy Gaming attended G2E Las Vegas on the back of a record breaking quarter with its most popular game; High Card Flush now boasting 60 installs.

The game's success is based on combining fast play, suspense, excitement, multiple bets and big payouts.

The big launch at G2E was Cajun Stud, a 5-card poker variant that gives power to the player. Players are dealt two pocket cards to be used with a 3-card community board to form a 5-card poker hand. The Ante wager is required to receive two pocket cards. Then, the player makes a Raise wager up to three times the amount of the Ante wager or folds before each community card is revealed. The final 5-card hand is compared to the pay table. The Lo Ball wager is an optional wager that wins odds when the player's final 5-card hand contains only a Jack high or lower. The Board Bonus



Erika Westerheide shows Cajun Stud

wager is an optional bonus wager that wins odds if the community board consists of a pair or better. The Pocket Bonus wager is an optional wager that allows players to instantly win when pocket cards are any pair or an Ace + Face.

Robert Saucier, Galaxy's CEO said: "The seeds for growth we previously sowed are now being harvested. As evidenced by this record-breaking quarter, our core business continues

to build, thus enhancing our ultra-high margin recurring revenue stream. We remain convinced that 2016 will be our best year ever."

Marketing Coordinator Erika Westerheide added: "As well as the US, we've also had a lot of installs in the UK with operators such as Aspers, Grosvenor, 235 and The Hippodrome, with side bets and table progressives proving hugely popular."



Aruze's new Operations Manager for Macau, Joji Kokuryo

## Aruze standing tall with Cube-X Vertical

Aruze Gaming was standing tall at this year's G2E with the launch of a new cabinet, the Cube-X Vertical which stretches high towards the ceiling with a 42 inch vertical monitor

Launched with two games; Tower Stack Lion and Tower Stack Dragon, the Cube-X cabinet's extra long top monitor stands a full 10 inches higher than standard monitors allowing it to house three separate four by five reels positioned vertically. Players can select to play up to three frames totalling 150 pay lines. As well as 16 vertical reel positions the cabinet allows for four progressive levels. Playing the Plus Factor ante bet adds an extra selectable play area according to reel angle, which the player can change, and also increases the number of wilds on reel 5 and enables the jackpot challenge feature containing bonus credit prizes and four progressive levels and the Pile 'em High Challenge bonus feature.

Another three games will be released on the cabinet in the near future; Tower Stack Feature Panda, Tower Stack Feature Bison and Tower Stack Feature Rose.

Also new was the Cube-X Ultimate cabinet, a stepper that combines Aruze's radiant Reels technology with a mechanical bonus wheel. This cabinet launched with game titles including Diamond Desire, Super Vault, Money Rush and Royal Crown.

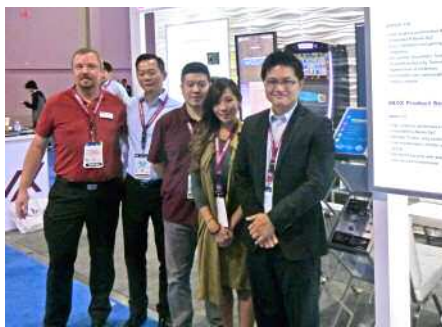


Nash Wong, Adlink Product Marketing Manager

## Adlink Technology was showing its sixth sense at G2E exhibition

Adlink Technology was showcasing its sixth generation Intel Core processor-based application-ready intelligent platforms at this year's G2E.

The platform's high performance includes 4K UHD and multi-independent display support, intelligent iAPI middleware and iDLL (raw mode access) customised for gaming application requirements. There's also integrated SEMA & SEMA Cloud solutions for connected games and support of sophisticated backend infrastructure and hardware offerings such as Mini-ITX, computer-on-modules and fanless systems.



## Axiomtek unveils new motherboards at G2E exhibition

Axiomtek was showcasing its newest gaming and jackpot controllers, specialised gaming motherboards featuring high graphics capabilities and computing performance, and digital signage players with Intel Open Pluggable Specification compliance.

One of the highlights was the Jackpot Server compatible with either AMD or Intel embedded boards, Ethernet switch, up to eight video output splitters, and many other features all inside a compact system. Another highlight at the show was the All-in-one i.MX6 Dual-Core processor based Player Tracking System Series with 4.3"/6.2" touch screen LCD for Centralised Monitoring System (CMS) applications.

The AGP300-136 has also gained attention due to its compact design, scalable performance, multiple I/O connectivity, and gaming features for EGM applications.



James Day with Debbie Malin showcasing AstroSystems' currency range in Las Vegas

## AstroSystems delivering anti-stringing and illuminated faceplates

AstroSystems was displaying the GBA and Microcoin range of currency acceptors at the Vegas exhibition

Robert Bird, Group Commercial Manager for AstroSystems commented about the range of currency acceptors on display from AstroSystems at G2E: "We have released a patented mechanical anti-stringing methodology in the GBA validator to protect against stringing events that have been occurring in various regions of the US. Suffice to say that, in conjunction with the already powerful optical anti-stringing solution that we have, the GBA STIC, for example, has been providing a welcome solution to operators, some of whom had not even realised that their machines have been subject to stringing."

"The Microcoin coin validator showed an illuminated faceplate, whereby the coin-in slot is now very obvious to a customer," he added. "This is very helpful for customers in venues with low light, were seeing where to insert money can be difficult. It also compliments the blue illumination of the GBA note validator note bezel. We have been securing deals that have pleasantly bolstered our product flow. The show was on par with last year, with a range of interesting enquiries and conversions to business deals."



JCM Global's Payam Zadeh and Michaela Drews with the new FUZION system at G2E

## The show-stealing reveal of FUZION delivered a vision of the future of slot player convenience

JCM Global took out-of-the-box thinking to a new level at the G2E show in Las Vegas with the reveal of its FUZION system. Unprecedented degrees of player convenience and functionality will be delivered directly to the slot machine

There were three contenders for the 'product of the show' at the recent G2E exhibition in Las Vegas, the first an obvious choice, the latest SPHINX 4D cabinet from IGT with its amazing haptic feedback. The second choice, another easy inclusion at the top of the list, Dragon Link from Aristocrat, which inherits the mantle of the amazing Lightning Link. And finally, from a company world renowned for its hardware, a software solution from JCM Global that blew the minds of those that saw it.

Launching in the US, but promised to arrive shortly thereafter in European markets, FUZION easily became the most talked about new product of the show. FUZION takes a regular video slot machine and turns it into a multi-line profit centre with the potential to vend and redeem lottery, race and sports betting tickets; facilitate Daily Fantasy Sports wagering; conduct cross-enterprise promotional couponing; enable real-time currency exchanges; and streamline tax forms processes.

Utilising a picture-in-picture interface on the slot's video gaming screen or the player's own mobile phone, FUZION can communicate directly between JCM Global's Gen5 printer, the iVIZION bill acceptor and the casino's management system, which may not sound revolutionary, until you understand the scale of the functionality this now affords.

"We're taking out-of-the-box thinking to a new level by connecting the iVIZION bill validator and GEN5 printer to the casino management system, and unleashing dramatically more

processing power and flexible functionality," said JCM Global Vice President of Worldwide Marketing, Tom Nieman. "With FUZION, operators can work with their existing CMS provider to have the ability to re-think everything, connecting more profitability to the floor and increase player convenience."

FUZION enables operators to sell and redeem lottery tickets at each and every EGM and even trigger promotional messages before large lottery jackpot draws, allowing players to use existing credits or conduct a standalone purchase. Once purchased, the player simply prints their ticket from the EGM using the Gen5 printer and can redeem their prize.

Utilising FUZION, each EGM can also be used to place race and/or sports bets and print a standard wager ticket. FUZION also gives casinos the ability to enable Fantasy Sports betting, utilising their own or a third party's application. Again the system utilises ticketing functionality to create a transaction ID and print a confirmation ticket.

FUZION also expands the range of promotions that can be offered to both carded and uncarded players, tying the enterprise together with system-generated promotions, instantly delivered right to the player, including drawings, collectible promotions, F&B offers, special events and carded or uncarded player outreach. It's an ability that can track play for those uncarded players and immediately reward their play at the slot, providing a coupon for a meal or promotional event as a reward for their anonymous play.

FUZION also uses a much smaller barcode, closer in size and dimensions to the QR-codes with which we've all become familiar. The reduction in size means that the design of the ticket can change to encompass more of the promotion, while JCM Global claims that the barcode is still readable even if 70 per cent of it is has been rendered illegible. Further security is added thanks to storage of two bill image scans each time a note is inserted into the iVIZION bill validator. The images can be retrieved by the slot attendant without opening the slot, whereby they can show the exact order and validate the actual bills inserted into the machine without compromising security.

Utilising the international reach of the iVIZION bill validator, which accepts currencies from around the world, FUZION accepts multiple currencies, with exchange rates either preset or rendered in real-time. Applicable to the US and in certain global jurisdictions, operators are able to print system-generated tax forms directly at the EGM and deliver required documentation to the customer while the back-end system stores the signature forms and data that needs to be delivered to the IRS.

Speaking to JCM Global's Payam Zadeh at G2E, he emphasised the utility that FUZION provides to operators that builds upon the success of the iVIZION bill acceptor, which has proven to be such a hit with operators in Europe. "iVIZION has traditionally been a casino product for the European market, but we are increasingly seeing gaming halls and arcades utilising iVIZION in addition to ticketing solutions such as Ticket2Go," described Mr. Zadeh.

"The UK market in particular has been very open to accepting new concepts and we are excited to bring FUZION to this market. We believe the combination of ticketing, validation and intelligence of the FUZION system opens up great possibilities for operators to provide additional services, sports-betting, lotteries, etc., that will add to the customer experience to the benefit of operators and players."





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Beppi Mottes and Luigi Lulita at G2E 2016

## StylGames aims to keep the player playing for much longer

Alongside its range of specialist and luxury casino chairs, StylGames was at G2E showing Service Call, a customer assistance system that keeps the player sitting longer and so hopefully playing longer. The stand-alone system works independently and does not interfere with other systems used in the location. It doesn't require any existing communication line and has virtually no running costs. The system shows exactly from which device in the hall the service call is coming. Visualisation of the device's position on a hall layout allows the staff to offer quick and efficient service to the customer.

The system is supported by dedicated software through which the floor manager controls the operations and statistics related to the service offered, even if distantly connected via the Internet.

## Plasma Air launches budget friendly leasing program

Plasma Air International, innovator in indoor air quality solutions, was at G2E launching its US nationwide equipment leasing programme

Focused on the needs of casino owners and operators, this new offering will provide flexible leasing options for Plasma Air customers seeking to use air purification technologies at an affordable cost.

Plasma Air's new leasing programme allows users to avoid the large capital expenditure associated with the purchase of air purification equipment. Instead, customers may now use operating budgets to provide superior indoor air quality through Plasma Air's flexible equipment leasing options. In addition to providing and installing the technology, Plasma Air also offers free maintenance for leasing customers, including annual tube replacement and an extension of the warranty for the full term of the lease.

To launch this new offering, Plasma Air has



Rich Barnes with Larry Sunshine

begun implementation of its leasing program at multiple casinos across the US. As customers show increasing interest in leasing, the tube-style bipolar ionizers are among the most popular equipment options. With plans for implementation nationwide, this programme is the first-of-its-kind in the casino air purification industry and is not available from competing manufacturers.

Larry Sunshine, President, Plasma Air, said: "We are very excited to offer new leasing options to our customers, making it easier for building owners and operators to provide a healthy and comfortable indoor air environment without the steep, upfront investment. Working with many casinos across the country, we have developed a deep understanding of their requirements. This new leasing programme is designed to satisfy the widespread demand for an affordable and flexible approach to indoor air purification."

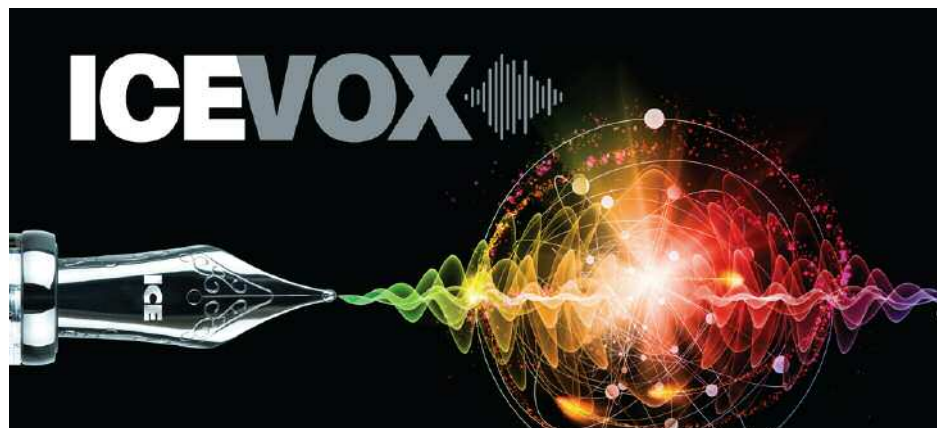
## ICE ranked in top three UK exhibitions

Research agency, Fusion, has ranked ICE amongst the elite of UK-based business-to-business exhibitions.

Research agency, Fusion, has ranked ICE amongst the elite of UK-based business-to-business exhibitions. Applying the Net Promoter Score (NPS), a metric which measures the level of customer satisfaction and is used by brands including Apple, Amazon and eBay, ICE 2016 recorded an NPS of +53 amongst exhibitor decision makers and +39 amongst visitors, figures, which according to Fusion, would place ICE 2016 in the top three business exhibitions to have taken place in the UK.

Phil Redwood, a Director at Fusion, explained: "Whilst we cover a multitude of issues, factors and experiences, from the warmth of the welcome, to the cleanliness of the toilets and the quality of the audience, the Net Promoter Score is a measure of overall satisfaction. Essentially, it rates the willingness of respondents to recommend the event to their peers or colleagues and in scenarios where an event has been deemed unsuccessful, the NPS can be represented as a negative score."

"Clearly, the key take out for our 2016 ICE research was the NPS for exhibitors, which ranked at a huge +53, from +45 (ICE 2015). This figure eclipses all but two other events that we have researched across a diverse range of business sectors in the last 12 months."



## Clarion unveils ICE VOX, gaming's new learning brand

The team responsible for the world's biggest gaming technology event has announced the launch of ICE VOX, the gaming industry's newest knowledge-exchange and educational brand. ICE VOX, which replaces conferences, will comprise a programme of paid for learning and networking modules which will take place at London's ExCeL Centre alongside the ICE Totally Gaming exhibition.

Explaining the thinking behind ICE VOX, Kate Chambers, Managing Director of Clarion's Gaming Division, said: "The learning and knowledge-exchange opportunities that are available at ICE are widely recognised as being

amongst the very best in the industry. The ability to engage with the industry's pre-eminent authorities and thought leaders and then meet with the people responsible for creating the very latest on-line and off-line gaming technologies on a show floor of over 500 exhibitors, is unique to ICE.

"ICE VOX will retain all of these stand out credentials at the same time as reaching out to new communities of knowledge hungry gaming professionals.

"The ICE VOX content team will be introducing dynamic new concepts and approaches which will help re-shape the learning experience for gaming and engage with our stakeholders in a contemporary and compelling way."

"This is part of the on-going programme of initiatives that we undertake in order to keep our brands fresh and relevant."

## Shakespeare and Banksy inspire World theatre of gaming creative campaign for ICE 2017

The creative marketing team responsible for ICE Totally Gaming has drawn on the unconventional cultural sources of William Shakespeare and British graffiti artist Banksy as inspiration for the campaign in support of the 2017 show in London



The ICE 2017 'World theatre of gaming' campaign, which features a Banksy style treatment depicting the world's most famous dramatist, was unveiled at a special photo shoot featuring an ICE liveried London taxi and attended by senior members of the team responsible for delivering what is gaming's biggest and most influential business event.

Explaining the thinking behind the latest ICE campaign, Kate Chambers, Managing Director of Clarion's Gaming Division, said: "Each year we place great importance on developing a visually strong creative in order to engage with a global audience which, in 2016, comprised an independently audited, record 28,487 visitors drawn from 150 nations.

"The concept of ICE being an international theatre of gaming was one of the insights that came out of this year's post show visitor research and using William Shakespeare, whose

work has been translated into 100 languages and who has inspired movies/television shows throughout the world, from India to Italy and Thailand to Tibet, was a perfect fit.

"As well as the strong international credentials, there are also much closer links, with Shakespeare staging many of his plays at the Globe Theatre, which is just six miles (less than 10km) from the ICE home at ExCeL. Being true to our brand values, we wanted to deliver Shakespeare with a 'twist', hence the contemporary, graffiti style treatment."

She added: "Gaming, whether it is online or land-based is about theatre, about entertainment and in the process, delivering a compelling customer experience. The message I would like to extend the industry, is that with over 500 leading commercial players occupying a stage of 39,000sq.m. the world theatre of gaming is coming to London in February."

### ICE organisers introduce social media options for streamlined registration

Organisers have streamlined the process by which visitors register to attend ICE Totally Gaming. Acting on responses to the 2016 post show research, the ICE marketing team has introduced auto-population email invites, which make the process significantly quicker for anyone who previously registered in either 2016 or 2015.

Answering stakeholder requests to be able to use social media, attendees will also have the ability to register via LinkedIn, Facebook or Twitter and for those visiting [icetotallygaming.com](http://icetotallygaming.com) the number of mandatory fields has been reduced and contained within a simplified three tier

process. ICE Senior Marketing Manager, Dan Stone, said: "Our commitment is to constantly monitor and improve the customer journey, which begins at the point of registration. This year's programme of customer research that we undertake after each edition of ICE, highlighted the understandable desire to further streamline registration, and to start earlier in the marketing cycle. I am delighted to confirm that we have responded to both of these requests."

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 the most comprehensive shop window on world gaming. Gaming professionals wishing to secure their place at ICE Totally Gaming 2017 can register at [icetotallygaming.com](http://icetotallygaming.com)

# Preview

## ICE TOTALLY GAMING 2017

### ICE accommodates growing number of first time exhibitors

A new feature for 2017 has been developed to help first time and returning ICE exhibitors maximise the benefits of participating in the world's largest international gaming event



The ICE organising team has secured an additional hall at the ExCeL Centre, enabling new exhibitors to have their own designated home and identity. The new hall will be supported by a dedicated pre-show and in-venue marketing and promotional programme.

Explaining the thinking behind the initiative, Kate Chambers, Managing Director of Clarion's Gaming Division, said: "Despite the continued programme of mergers and acquisitions taking place in the industry, ICE continues to grow both in terms of the net floor space it occupies and the number of exhibiting companies which choose London as the place to launch products and services to an international audience, which in 2016 comprised over 28,000 visitors drawn from 150 nations.

"We know from our research that one of the most popular features of ICE is the opportunity the show delivers for visitors to meet new, fledgling suppliers with fresh and invigorating ideas.

"The additional space we have invested in means that all first time and returning exhibitors can be hosted in what we are describing as an 'innovation quarter', enabling them to demonstrate their products/services and represent their brand personality in what is gaming's most popular and prominent shop window."

She added: "The most frequently asked question at any b2b event is 'what's new?' and having a quarter dedicated to new companies allows us to provide a straightforward answer and quite literally, point people in the right direction.

"It's often said that new exhibitors are the lifeblood of established events and we want to ensure that, alongside initiatives such as the Pitch ICE competition for gaming start-ups, we provide a positive and nurturing environment for companies of all sizes and at all stages of their development."

# Interactive

NYX GAMING AND OPENBET

## Adapting to customer needs – evolving to become even stronger

G3 talks to NYX Gaming CEO, Matt Davey, and OpenBet CEO, Jeremy Thompson-Hill about the opportunities ahead for the combined businesses



**Matt Davey,**  
CEO, NYX Gaming

Matt Davey is CEO of NYX Gaming Group. He co-founded NextGen Gaming and has led NYX since inception.



**Jeremy Thompson-Hill**  
CEO, OpenBet

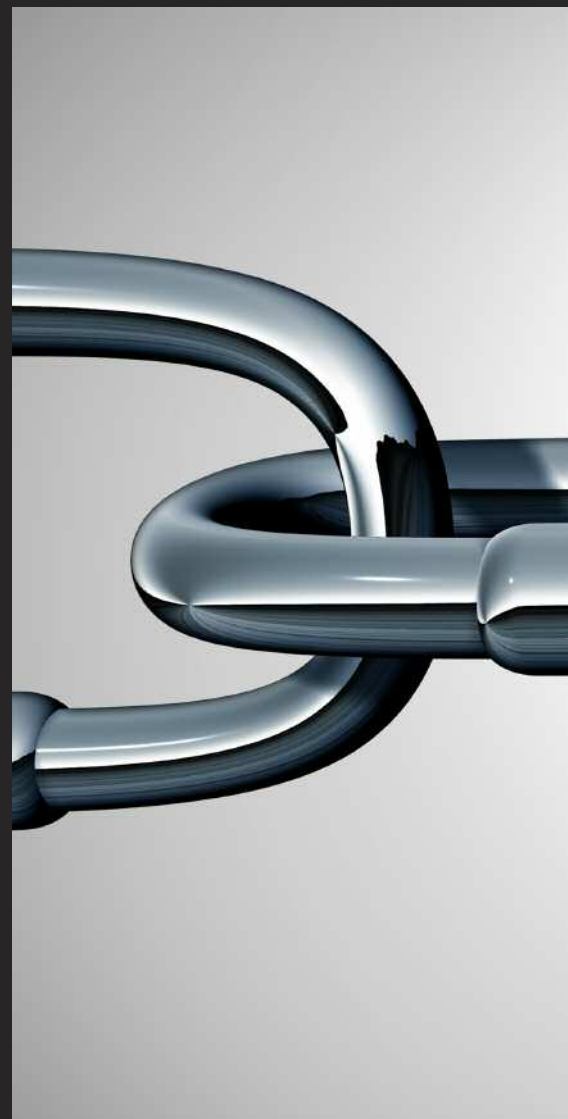
Jeremy Thompson-Hill is CEO of OpenBet, the world's leading provider to the sports betting industry and a part of the NYX Gaming Group.

OpenBet's platform is so deeply imbedded into the infrastructure of multiple operators, the industry viewed the acquisition of OpenBet by NYX as ensuring the company's independence. How do you maintain that stance, however, with Sky Bet and William Hill such large shareholders in NYX?

**Matt Davey:** We structured this deal in a manner which ensured that the independence of our business was maintained. The structure excluded additional board seats, voting rights, influence over management or access to competitive information for those customers who are investors. It was vital to preserve the core of our business from any control by third parties. Our shareholders, including William Hill and Sky Betting & Gaming, value our discretion to our partners and certainly do not want to jeopardize any relationships. It is not uncommon to see B2B providers part-owned by B2C operators in the gaming industry, and we are confident our structure is transparent and healthy for everyone.

OpenBet has been a champion of omni-channel since the coining of the term – so was it an obvious move to have operators involved in the ownership of that technology (Coral has just launched its own in-house developed sports book platform) as it's now so fundamental to their businesses?

**Jeremy Thompson-Hill:** I would like to answer the question as two questions. Focusing on omni-channel first, OpenBet isn't driving omni-channel development because it thinks it's a great idea, it's reacting to the direction of the market. If you think about our customers, especially those we've signed over the past five years, they have huge landbased elements to their business. They may be betting shops, they

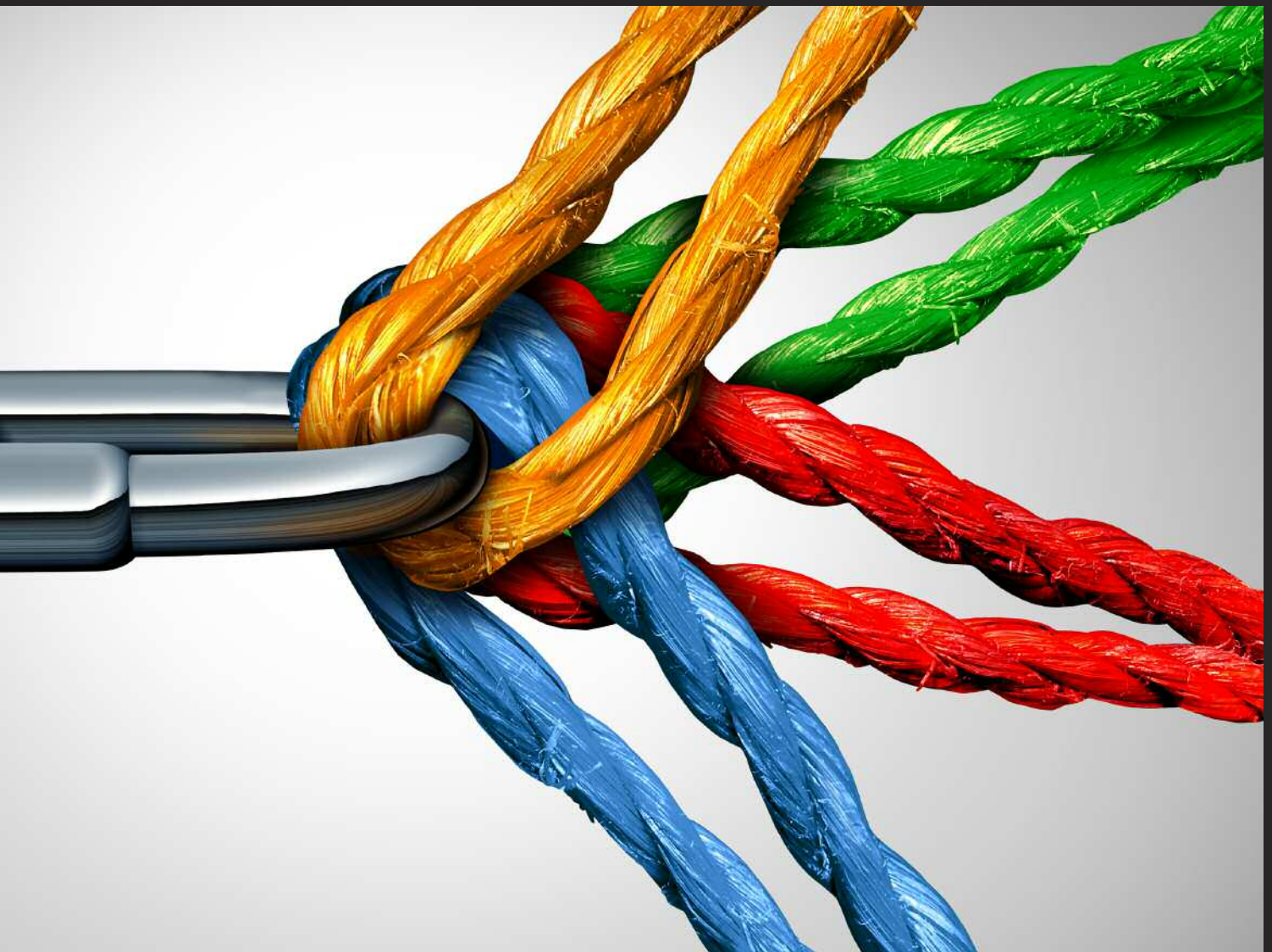


may be casinos, they may provide kiosks, they may be lotteries, but they all have a strong landbased presence. Omni-channel is about us understanding and bringing that together. It's a reflection of the industry and the clients that we're now serving and the needs that they have. It's absolutely the top focus, because without it, I don't know if we'd have a product in years to come.

Secondly to answer the point about in-house development, last year we talked about our decision to focus on what we were best at and decouple the front-end, because we feel this is an area that our operators should control. Coral's new sportsbook is not a new platform, but a front-end that is, at its heart, an omni-channel offering. This strategy has been incredibly successful for Sky Betting & Gaming and it is one we support as part of our commitment to an open platform and gaming ecosystem.

How do the two companies capitalise on the complimentary nature of each business, and how separate will the operation of both NYX and OpenBet be in the future?

**Matt Davey:** There are many benefits for the group as a whole. The deal expands the breadth of our product offering, so we can now provide a larger portfolio of products under a single



umbrella. It is important we maintain and continue as a diversified gaming supplier. Strengthening our sports betting proposition was always part of the company's vision, and OpenBet offered the most compelling solution. The group's combined client base is also broadened with the addition of a number of the world's largest and UK-facing operators. This combination gives us greater scale, which is critical for investing in our products to better serve the highly fragmented and regulated global market. We continue to progress our thinking on how we will operate the two companies and updates will be released to the market when available. We are committed to continuing to provide our customers with world leading products and services as a group.

**OpenBet has always offered an open ecosystem – is this something that will change under NYX ownership?**

**Jeremy Thompson-Hill:** Offering our customers an open ecosystem has been an important part of the OpenBet DNA since inception, and it is also an important part of the NYX strategy. It was one of the reasons that being part of the NYX group was so attractive: we are both committed to the same strategy for growth. The open ecosystem is what has allowed us to drive omni-channel innovation, and it is a primary reason why operators pick us over the

Offering our customers an open ecosystem has been an important part of the OpenBet DNA since inception, and it is also an important part of the NYX strategy. It was one of the reasons that being part of the NYX group was so attractive: we are both committed to the same strategy for growth.

competition. The trend in recent years has been for operators to ask for greater control over their sportsbook, and we wouldn't survive if we tried to deny them this.

**Will we see integration of systems and technologies? In what areas do you see this taking place with the most impact for your customers and what timescales for delivery are we looking at?**

**Matt Davey:** It is still early days in the process, but there will certainly be some integration of systems and technologies. To take casino content as an example, it is an area where NYX

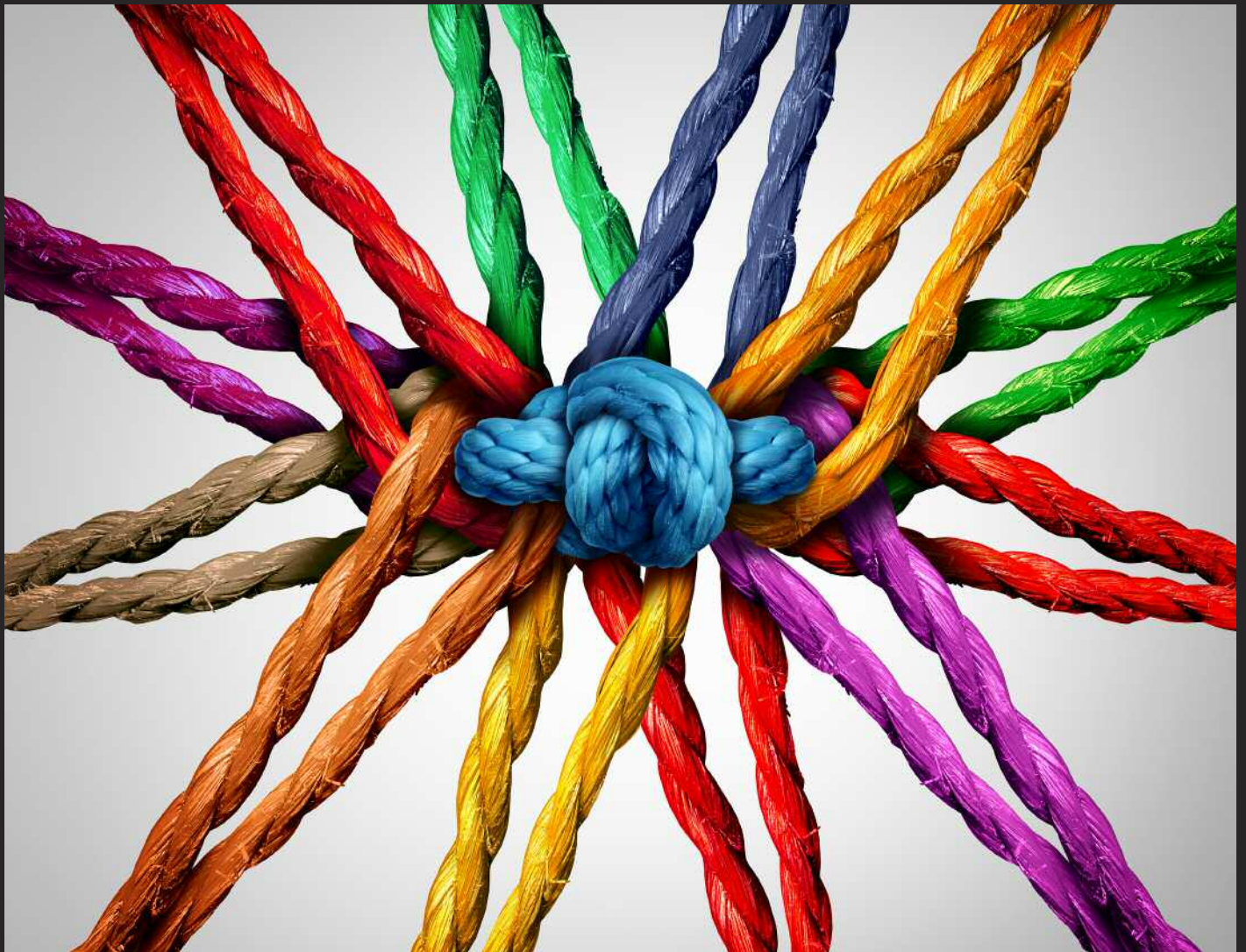
and OpenBet both have offerings, so there is an opportunity to merge that content and offer a stronger portfolio as a result. Within this process, we will see some of the duplicated underlying technology brought together. We already have work streams focused on this area, and we will continue to make progress in the coming months.

**How are the market strengths of both companies to be leveraged in the future beyond the current strengths of both businesses? How does the combination become greater than the sum of its parts?**

**Matt Davey:** Once again this returns to the question of product. We now offer a larger portfolio of products that will be of appeal to operators across the board. One interesting opportunity we have as a result of the very different client bases of NYX and OpenBet is while OpenBet has successfully focused on Tier One operators, we now have a product spanning sports and casino that can also be targeted at the second tier. NYX has more than 200 customers, many of which are highly interested in a strong sports betting product but perhaps were not suited to the bespoke sportsbook OpenBet has previously focused on. Equally, OpenBet's strong relationship with Tier One operators presents new opportunities for our combined casino product.

# Interactive

## NYX GAMING AND OPENBET



NYX has been very active acquiring companies in a relatively short space of time (six at the last count). The acquisition of OpenBet was described in the deal announcement as 'completing NYX's product line-up.' How does OpenBet fit into NYX's customer product offering and is the NYX line-up actually complete?

**Matt Davey:** OpenBet essentially serves as the group's sports betting division, although it is also in a position to make strong contributions across other areas. In terms of whether it completes the NYX line-up, it certainly fills a need we had been looking to fill for some time. The speed that this industry moves at is astonishing and we are always looking to strengthen our product offering and adapt to the requirements of our customers. There are a number of exciting new technologies developing at the moment that could open up new opportunities and verticals within the space, and that is something we are always monitoring.

The investment from William Hill includes a 10-year commercial agreement to further develop William Hill's existing sports betting, gaming and retail platforms and to develop a new platform over the next three years. How do you serve your

shareholders' interests and at the same time innovate for the whole customer base?

**Jeremy Thompson Hill:** The William Hill agreement is a fantastic opportunity, but it is important to remember that the OpenBet platform has been in a constant state of evolution. Our platform always adapts to our customers' needs and evolves to become stronger. We have also developed an expertise in modernising and improving the platform while continuing to service customers on a day-to-day basis. We are not re-engineering something new from scratch, but rather taking a modular approach to create something stronger. This investment simply guarantees that we ensure the OpenBet platform continues to develop and become stronger.

What can you reveal now about that new platform? How fundamentally different will it be to the current platform and what will the benefits be not only to operators, but to players too? What's on your wish list?

**Matt Davey:** We can't give away anything at this stage other than to say it will be a major innovation that will enable operators to interact

with their players in new and exciting ways. Omni-channel will be a focus and we will look to build upon some of the new products we have launched recently in this area, including OpenBet's in-venue companion application. From the operators' perspective, there will also be a strong emphasis on data analysis and finding new ways that allow seamless promotions across the entirety of the product set. This is critical when operating such a large platform, and we are in advanced talks with our partners to find the best way to advance this field of thinking. It is an exciting project to launch our future as one company.

We are not re-engineering something new from scratch, but rather taking a modular approach to create something stronger. This investment ensures the OpenBet platform continues to develop and become stronger.

# CONGRATULATIONS!



Left to right, AGEM President Tom Jingoli, Len Ainsworth, Howard Stutz and AGEM Executive Director Marcus Prater celebrate during G2E on Sept. 28 in Las Vegas



Jens Halle

## **Len Ainsworth and Howard Stutz selected as initial recipients of AGEM Memorial Awards honoring the legacies of Jens Halle and Peter Mead**



Peter Mead

The Association of Gaming Equipment Manufacturers (AGEM) is proud to award the Jens Halle Memorial Award Honoring Excellence in Commercial Gaming Professionalism to Ainsworth and the Peter Mead Memorial Award Honoring Excellence in Gaming Media & Communications to Stutz. Ainsworth, 93, is an industry icon of the highest order, with more than 60 years of service to the slot machine sector through his founding of Aristocrat Leisure in 1953 and the subsequent founding of Australia-based Ainsworth Game Technology, where he currently serves as Executive Chairman. With direct roots in the gaming industry dating back to 2000, Stutz, 57, currently serves as Vice President of Corporate Communications for Las Vegas-based Golden Entertainment after an award-winning career as gaming reporter / columnist for the Las Vegas Review-Journal newspaper from 2004 to 2016. AGEM launched this unique annual awards program to acknowledge the lasting impacts on gaming by Halle and Mead, two distinctive industry veterans who passed unexpectedly in 2015.



Association of Gaming Equipment Manufacturers

# Interactive

MOBILE GAMING – NATIVE APPS



Jože Pfeifer,  
Senior Project Manager –  
Mobile Development,  
Comtrade Gaming



## Should you switch from HTML5 to native Apps on mobile?

With all the advancements in device capabilities and browser features, the line between native and browser content is more blurred than ever before. While Comtrade Gaming is a proponent of HTML5 development, the decision is of fundamental importance when choosing the direction in which the general industry and individual business will go.

If your content doesn't require a truly native user experience, push notifications or access to native device features, then developing native apps doesn't bring a significant number of additional benefits to the table compared to a pure HTML5 approach.

Operators and vendors are removing the homogeneity between products by creating a brand experience as a point of differentiation – one of the most effective being the mobile app. This proves that the decision is more than a technical preference, but a business strategy. Embracing the correct strategy in creating mobile apps targets two critical hurdles facing the gaming industry: millennial engagement and redefining the modern casino business so that it runs along digitalized channels. Statistics show a variety of preferences, but interpreting the

results in terms of particular consumer needs is ultimately what drives the HTML5 vs. native tension. With the rise of the “experiential” casino, players are not only using a product, but seeking something unique that defines their experiences, something that HTML5 directly solves. This technological duel is also in large part due to the various background mechanisms that drive the app rather than the physical attributes. Monetisation, security, programming expertise, cross-platform deployment costs, updates and distribution control all influence the end result.

Since the mobile experience drives the relationship between player, operator and vendor, statistics are reinforcing the correlation between app design and a consumer's relationship to a company. More than half of

mobile users (55%) were recorded as saying that a negative mobile channel experience creates a disinterest in the using the same company's products. This plan of action is never derived from a “what is easier” mentality, but rather from an anticipatory response to gauging how players are using or will want to use their mobile devices to interact with the gaming industry.

HTML5 developers praise the ease and speed in app construction, specifically when the focus is on a single codebase. Their opponents, on the other hand, counter the simplicity as a hindrance to app functionality and design. The market offers its fair share of operating systems (both mobile and land-based) that counter the economics of efficiency in coding, but programing for web pages is a valuable resource when the entire industry expects fast turn-out and competitive production speeds.

Luckily, an opportunity exists where developers can take advantage of HTML5's advantage points without completing forfeiting the native approach. The hybrid route is a scenario for companies that want to add additional engagement to mobile apps. While some may feel that the hybrid approach doesn't fulfil all of their needs, the only remaining option before looking at developing pure native apps with





# Interactive

## MOBILE GAMING - NATIVE APPS

The main takeaway from the debate is that HTML5 is the decisive winner because it offers operators and players the variety of games that garner the best responses on an open-platform market. Of course, in the instance of single suppliers or products (sportsbook, bingo, poker), a native solution provides an acceptable or even more optimised approach in case of specialised operators.

platform specific tools is to use a cross-platform approach.

The hybrid, cross-platform and pure native app approaches all share a couple of drawbacks. It's harder to create multi-vendor casino games with them. The main goal of operators is usually to take games from different vendors and make everything look interconnected to the player while he switches from one game to the next. That is harder to do when you're working with content from multiple vendors. One of the drawbacks that we need to consider with apps is that app store content is tied to each individual country. Due to the fact that real money gambling apps are forbidden in many countries around the world, players from those countries can't install your app to play. This means that you can't reach players that you could potentially reach through the web based approach. Here is where HTML5 games have an edge compared to their app counterparts as

they enable seamless gameplay of games from different vendors on an Operator's site without the limitations that apps face. The by-product of gaming's multi-channel approach is the presence of multi-platform devices and vendors must acknowledge this versatility.

The HTML5 Canvas element is used to create some really beautiful games, an incredible advancement when we consider the device limitations they previously faced. Even though mobile devices lacked powerful hardware required to run demanding games, engineers worked within the constraints set by those devices while also supporting a wide array of different high and low-end technologies.

As we all know, creating a beautiful game doesn't mean much if only a percentile of users can run and play it smoothly. That's why we always need to consider what impact a certain approach will have on our reach/player base.

With an increasing number of operators looking to create the unique online experiences that players demand, customization options simultaneously drive vendor game strategies and operator demands – something that defines HTML5 capabilities. Ultimately, the decision is highly dependent on the market itself and the individual regulatory efforts that define specific gaming opportunities and the technological guidelines of native components such as the app store.

The main takeaway from the debate is that HTML5 is the decisive winner because it offers operators and players the variety of games that garner the best responses on an open-platform market. Of course, in the instance of single suppliers or products (sportsbook, bingo, poker), a native solution provides an acceptable or even more optimised approach in case of specialised operators, that are very focused in one of these three areas.



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# Interactive

## DIGITAL MESSAGING ENGAGEMENT & LOYALTY

Second generation digital messaging efforts can drive stronger connections between the platform and its players at the individual level.



**Katie Corcoran,**  
**Digital Marketing Consultant**  
**OtherLevels**

Katie is a digital marketing consultant at OtherLevels, a leading digital marketing platform working with some of Europe's largest Tier 1 Gaming and eGaming Operators. Her experience spans both the gambling and music industries with a particular focus on mobile communications and in-life retention strategies.

For online betting (or "iGaming") operators to drive stronger player loyalty and revenue results, the number one place to invest their efforts is engagement. Metrics like daily active users, number of installs, number of games played, time per session, and revenue per user may be important to wagering companies' overall performance, but nothing matters more than how much players interact and engage with the app or site itself.

Engagement reflects players' enjoyment of the wagering experience at large; the higher the one, the higher the other (and vice versa). At large, the online wagering sector enjoys phenomenally high user engagement thanks to high player activity levels – but when iGaming companies leverage the right marketing strategies that target players' preferences at the user level, they can drive outcomes even higher – and boost player loyalty in the process.

Second generation digital messaging efforts – spanning channels including app push, web push and local push notifications; interstitials; in-app rich messaging; SMS; and email – can

# Driving home the digital message

drive stronger connections between the platform and its players at the individual level. The key: utilising comprehensive customer profiling to deliver targeted offers to players while meeting all three of the below drivers of engagement and loyalty.

### **HABIT**

Research shows that players' use of a wagering site as habit can be a stronger driver of activity and long-term engagement than their overall satisfaction with the site. So while that's not an excuse to slack on consistent product enhancement and other satisfaction-related efforts, it is a good reason to utilise digital

messaging to make your games a stronger part of your most active players' routines by sending them smart promotions and customised content at exactly the time they like to play.

Especially in a mobile betting environment, timeliness is key to the effectiveness of a marketing campaign; the difference between a redeemed offer and an ignored one can be determined by seconds. With the right vendor partner, companies can use customer profile information to automatically deliver messages to individual players at the optimal moment based on comprehensive data on the customers' engagement habits at various times.



# Interactive

DIGITAL MESSAGING  
ENGAGEMENT & LOYALTY

## SATISFACTION

When do habits get broken? When players become disappointed by the experience delivered by the platform they engage with. Driving satisfaction requires ensuring players learn your betting platform's key usefulness, value, and features from the very start of the player relationship through a smart progressive onboarding strategy: Progressive onboarding interactively delivers information on instructions, offers, and benefits to the user as he or she actually uses the app or site.

Progressive onboarding requires a messaging-savvy strategy; to allow your users to learn by doing, you need to contact them over time, as they continually open and utilise your site or app. To engage in progressive onboarding in the most engaging and non-obtrusive way – and compel them to engage with you even when they're not on your platform – no approach is more applicable than web push: With mobile or desktop web push messaging, betting operators can send messages to opted-in users as notifications in the desktop or mobile web, rather than just inside their site or app...

essentially creating the ability to onboard users when users are not technically "aboard" the betting platform.

## VALUE

Customisation, personalisation, and individualisation are among the most important marketing concepts of 2016, and for good reason. Across every industry, consumers increasingly expect offers and promotions targeted directly to their unique preferences, interests, and buying behaviors. Many marketers in the wagering space are already responding to the trends by deploying personalised offers based on players' past activity. But those offers can only be successful in driving revenue if customers see and engage with them; and that requires a messaging strategy that's mindful of the individual players' preferred channel.

Acquiring data to improve personalisation is also a cyclical process: the more consumers engage, the more intel you can cultivate and the more customised offers you can send. Driving value for consumers requires reaching them

With mobile or desktop web push messaging, betting operators can send messages to opted-in users as notifications in the desktop or mobile web, rather than just inside their site or app... essentially creating the ability to onboard users when users are not technically "aboard" the betting platform.

where they live. The right vendor partner can enable iGaming companies to reach 100 per cent of their customer base by deciding in real time which messaging avenue the recipient is most likely to engage with – helping betting companies drive engagement by meeting all three tiers of personalisation: right channel, right content, right time.

# Interactive

MOBILE GAMING - NATIVE APPS

## All the benefits of 'going native'

Playtech's new native App offers the same flawless gaming experience across any channel delivering instant gameplay and improved speed across all iOS and Android devices



**Bryan Hurwitz,**  
Mobile Product Manager,  
Playtech

Mobile specialist Bryan Hurwitz joined Playtech in mid-2015 following stints at Bonza Gaming, Gamesys and Mfuse. Today, he continues to play a central role in Playtech's native mobile strategy, delivering the industry's first native casino mobile application.

With bet365 we knew that our new native app was going to replace the operator's existing casino app so we had to make certain that we possessed all of the necessary assets before transferring them to our application. We also needed to add our extensive portfolio of more than 100 native games and add a number of enhanced features.

Following the announcement that Playtech launched its first native App with bet365 in September, G3 spoke to Bryan Hurwitz, Playtech's Mobile Product Manager, about the importance of this release and what it means for players

**In September, bet365 became the first operator to launch Playtech's new native mobile casino App. How much input did bet365 have in the development of the native App?**

We created our new native app from scratch, starting with an initial design concept that, over time, materialised into an intuitive, customer-centric application. From start to finish we worked alongside bet365, to uncover all the required app features and specifications, initially designing the framework and building from there.

Our expert mobile development team in Kiev were tasked with the intricate design work while our UK team liaised with the licensee in ensuring that all the core components of the app were accounted for.

From there, bet365 has played a vital role in communicating any further features and amendments to ensure the app delivers a seamless customer experience and one that makes the customer feel comfortable when using the app.



**How customisable is the App in relationship to specific operator preferences?**

We haven't built a one-size-fits-all application and although it is not fully bespoke, it contains certain fixed features, including a back-end framework.

The branding, content and layouts are all fully customisable, which suits the purpose of our other valued operators adopting the app in the future and customising it to their own specifications.

With bet365 we ensured new features and updates can be added as and when required. For instance, loading new content, promotions and colour schemes is seamless and requires minimal downtime.

**What was the checklist of new features that you wanted to include in the new native App?**

With bet365 we knew that our new native app was going to replace the operator's existing casino app so we had to make certain that we



possessed all of the necessary assets before transferring them to our application. We also needed to add our extensive portfolio of more than 100 native games and add a number of enhanced features. For instance, players can now personalise their experience by grouping their favourite games in one location, while take advantage of casino offers and rewards in the new, dedicated promotions section.

The checklist of new features is extensive and revolves around Playtech's strategy of providing the player with the ultimate gaming experience. The new features ensure player's feel confident and comfortable using the app and will continue to return to it, on a regular basis.

**Can you explain a little about the technology driving the new App and how that affects functionality?**

Our app is powered by NGM Games, which provides a powerful, robust and reliable platform while ensuring flawless gameplay, loading times and stunning image quality. The powerful technology unites all of our native

games into one intuitive system and offers native casino download and gameplay for iOS, Android, HTML5 and Flash.

Due to the versatility of our technology, players are presented with an unrivalled casino application and a fully immersive mobile gameplay experience. Functionality is key to the success of our new app as players live and play in a world without restrictions and this is exactly what the app offers.

**How do you ensure that games are optimised for all devices, no matter what device they use?**

Offering the same flawless gaming experience across any channel and device is something that Playtech is well known for. The app delivers instant gameplay and improved speed across all iOS and Android devices.

Games are fully optimised for all devices through the app's device centric interface. We made a huge effort to ensure the games suit user expected behaviour and have designed a flexible app that adheres to user expectation down to

Due to the versatility of our technology, players are presented with an unrivalled casino application and a fully immersive mobile gameplay experience. Functionality is key to the success of our new app as players live and play in a world without restrictions and this is exactly what the app offers.

the smallest detail. For instance, users have come to expect certain navigation features, whether that be the banner at the bottom of an iOS screen or the 'hamburger-style' menu in the Android app. The native app delivers all these expected variations.

# Interactive

## MOBILE GAMING - NATIVE APPS

No other company in the gaming industry has achieved what we have done. Our new app is truly an industry first and will remain industry leading

We want users to enjoy using the app and keep returning to it and optimisation across all devices has played a large part in the success of the application.

Could you describe the process behind the inclusion of the new native lobby and how important it is to player and operator?

Including the new native lobby was part of our device optimisation strategy, whereby players expect a certain look and feel depending on the device they are using and we wanted to replicate this in our application. The development of the app was fully customer centric and this is exemplified by the quality, reliability and increased functionality of the new lobby and the app as a whole.

The benefits are extensive. Our new app is incredibly important to both the player and the operator as it meets the need for instant gameplay with vastly increased loading speeds up to three times faster than HTML5 equivalents, device-centric layout and improved image quality, allowing players to navigate with ease.

The new App features significantly improved image quality – how big a factor is this in the player experience?

Players want to access their favourite casino games with as little effort required as possible. The significantly improved image quality is a key component in ensuring that the player is not only presented with stunning picture quality, but is also able to efficiently navigate within the app. This is essential for a great player experience and ensures players do not get frustrated and continue to play and move between games.

What are the key sticky native play new features that bet365 has added to its native App?

We are always looking for ways to keep players engaged, entertained and playing for longer. As a



result, we added a number of new features to keep players coming back and using the app.

One of the most significant enhancements is the improved speed and performance. Players can now easily download and play their favourite games in seconds, with loading speeds now three times faster, offering players instant access to the most immersive mobile gaming experience in the industry. This is a critical feature as it ensures that players do not lose interest waiting for the games to load and presents them with a comfortable and flawless user experience. If a player was to play the same game 100 times in our native app, compared to 100 times in HTML5 equivalent, the player would save around fifty minutes of loading time. This is a phenomenal improvement.

The App launched mid-September – what's been the feedback from bet365 and from their players?

Since initial launch, feedback from both bet365 and their players has been incredibly positive.

Hundreds of players have reviewed the app, which has achieved a five-star rating since its introduction. This is fantastic recognition of all the hard work that went into developing, designing and fine-tuning the intricate framework and wealth of unique features.

We view our licensees as our partners rather than just clients and it is these strong relationships that ensure the seamless delivery of the app, while this has also resulted in

phenomenal feedback. We want to keep progressing with the app and will continue to work closely with bet365 to add further enhancements as our offering and as technology evolves.

Is future development going to concentrate on native solutions as it appears a huge percentage of mobile play is focused 'in-App'?

No other company in the gaming industry has achieved what we have done. Our new app is truly an industry first and will remain industry leading as time goes by as we continue to further add to and enhance the features on offer.

Mobile continues to be a core component of Playtech's growth strategy and is in line with our Omni-channel Playtech ONE solution. We have significantly strengthened our mobile development resources to more than 400 mobile developers. We foresee a large number of our licensees requesting native solutions in the coming years and are fully prepared with the facilities in place to cater to such demand.

Is Playtech going to be launching a native App solution with all your current partners?

Our roadmap is extensive and we are currently in discussions with a number of our top-tier licensees regarding launching their own native app solutions. Everyone wants the app and there are plans in motion and we are certain a large percentage of our licensees will be adopting their own branded versions in the future.

## Batman Online Slots Playtech

Playtech has partnered with Warner Bros. Consumer Products, on behalf of DC Entertainment, to launch the first two of six slot games based on DC's 1960's Batman Classic TV Series. In addition to these desktop and mobile progressive jackpot games to be released this year, a host of other Warner Bros. Consumer Products DC branded titles are planned for release in 2017 and onwards.

In the first two new slots, Batman & The Joker Jewels and Batman & Catwoman Cash, players help the Caped Crusader take on two of Gotham City's toughest Super-Villains. Both games feature classic footage and catchphrases from the popular Batman Classic TV Series.

In both slot games, and in every Playtech DC-branded title, any spin is able to win one of four progressive DC Super Heroes Jackpots, including the huge DC Super Heroes progressive jackpot game that is linked to every slot in the Super Hero series. The additional titles include Superman I (1978), Superman II (1980), Man of Steel (2013) and Green Lantern (2011), that are due to be released by the end of this year and in early 2017. Batman & The Joker Jewels features



eye-popping artwork in a five-reel, 25-line slot game. True to the original DC 1960s classic Batman television series, one of the world's favourite DC Super Heroes faces off with the maniacal mayhem of the infamous The Joker. Players can have the last laugh by unlocking The Joker Random Wilds, which add up to nine extra Wild symbols to the reels on any main game spin for a big win.

If players are feeling torn between good and evil, they can side with either the Caped Crusader or the Clown Prince of Crime, as they watch both Batman and The Joker jostle in unlimited free games with an ever-changing win multiplier that increases your win amount by up to five times. In Batman & Catwoman Cash, Batman confronts the cunning



Catwoman. Desktop and mobile players can spin their way to large payouts and battle big win multipliers in this engaging slot game.

Shimon Akad, COO, Playtech, said: "Our announcement at ICE this year generated significant global demand in anticipation for the launch of these exciting DC branded games. The Batman Classic TV Series games, that will rapidly be followed by Superman I, Superman II, and Man of Steel and a whole host of other DC Super Hero branded games, are a premium addition to our best-performing range of the industry's leading progressive jackpot slot content and will provide our licensees and DC Super Hero fans with the ultimate Batman gaming experience," described Mr. Akad.



## Worms Reloaded Online Slots Blueprint

Blueprint Gaming and Team 17 have once again joined forces to unleash the little wigglers back onto your gaming screens in this explosive 20 payline slot adventure. Inspired by the multi-award winning PC game, WORMS RELOADED combines the famous comical characters with Blueprint's renowned game innovation.

Armed to the teeth with reel modifiers and bonus games, WORMS RELOADED is sure to be a hit with fans of the first incarnation of the licence. Fight them on the beaches in 'Battleground Bonus' by detonating bombs and increasing your multiplier winnings. Battle it out in 'Blitz Blast Free Spins' where unlimited free spins are available. Landing a worm symbol on the fifth reel lights the rocket fuse, launching the worm into space! The Super Sheep can fly across the reels after each spin in the 'Super Sheep Free Spins', turning random symbols that hold in position until the worms shoot them down.

WORMS RELOADED is the fifth game to join the 'Jackpot King' progressive jackpot family. This randomly triggered event offers players the chance to win huge prizes in either the Super Reels, or a life-changing Progressive Jackpot via the Wheel King! The first lucky jackpot winner scooping a massive £1.6m prize!

## DDF5400HDV-DN Ultraline Security Cameras Dallmeier

With the new DDF5400HDV-DN Dallmeier presents a 4K camera with ultra HD resolution. Owing to the extremely high resolution the cameras of the Ultraline series provide even sharper images with even more detail.

The DDF5400HD Ultraline camera series has been designed especially for applications requiring very high resolution images in real time. The camera is available with an integrated lens in a vandal-resistant dome housing. It can be conventionally supplied with an external power supply unit or conveniently with Power over Ethernet (PoE Class 0, IEEE 802.3af).

### Ultra HD resolution

The high resolution of the sensor and the sophisticated image processing enable real-time recordings with UHD resolution at a frame rate of up to 25/30 fps (2160p/30) with excellent quality. Thus, the camera is ideally suited when capturing the finest detail in real time is required.

### Automatic switching of presets

The camera is equipped with an ambient light sensor and a



removable IR cut filter and can automatically switch between day and night mode. In addition, different day and night presets for the exposure settings can be defined and adjusted.

### Motor-driven varifocal lens

The camera has a motor-driven megapixel varifocal lens that is perfectly tuned to the image sensor. The convenient adjustment of zoom, focus and iris is made available using a web browser. The manual lens setting directly at the installation site of the camera is not required.

### Precise iris control

The P-Iris control provides precise and automatic setting of the optimum aperture. Thus, the camera achieves a much better depth of field than with conventional DC auto iris lenses under almost any lighting conditions.



## Astro Cat Online Slots Lightning Box Games

Astro Cat, the latest title release from slot design specialist Lightning Box Games, has touched down in Europe for the first time after going live with online casino operator Mr Green. The Asian-themed, 5-reel, 1296 ways slot uses the supplier's patented Reelfecta super reel to give players 16 chances to win on the middle reel, as well as a Mega Spin where all 16 positions are Wild. The game has been a major hit in US land-based casinos, including the Cosmopolitan and Treasure Island in Las Vegas, and will now be available online to Mr Green players for an exclusive period before going to general release.



## Dragon & Tiger Online Slots SAGaming

SAGaming has unveiled Dragon & Tiger a hot new 5-reel slot, in which players can play up to 30 lines while experiencing the growing tension between the dragon and tiger. Winning players are rewarded with free games and unlimited spins to maximise their gains.



## TWERK Online Slots Endorphina

Endorphina's slot game based on a modern dance TWERK, which was memorably revealed at ICE this year, has finally arrived. Endorphina always tries to bring new slot themes to the market and TWERK is definitely one of those titles. Jan Urbanec, VP sales at Endorphina: "We are really happy to be the first to release a TWERK themed slot game. We strive to be innovative and to bring fresh themes to the market." After the release of TWERK Endorphina has two additional titles that are due to be released in the near future.

## DPX-S2440 Components Advantech-Innocore

The DPX-S2440 is a complete gaming system combining the unrivalled performance of Advantech-Innocore's DPX-S440 motherboard with the convenience of the new DPX-S2000 enclosure.

Adding a new dimension to the DPX-S series range, the new S2000 enclosure is a gaming system logic box designed to accommodate any of Advantech's DPX-S series motherboards in style and with excellent access to the interior behind a casino grade key-locked lid. The S2000 enclosure effectively leverages the massive scalability options of the DPX-S series high performance gaming platforms giving customers the most versatile gaming platform available.

The DPX-S2440 system has a

card slot bay for a PCI-Express graphics card that is wide enough for today's high powered double-width graphics cards giving the customer the ability to upgrade from the integrated graphics for more performance or to add more monitors (up to seven or more). For mass storage the system includes a quick release carrier with shock mounting for solid state disk or hard drive as well as the on-board storage options of C-Fast or SATA DOM devices.

As the gaming-focused business unit of the \$1bn Advantech Group, Advantech-Innocore stands alone among hardware suppliers. With its own manufacturing plants, global logistics and service centers as well as a leading edge product roadmap, Advantech-Innocore is able to meet the most demanding requirements



of its customers in the gaming industry.

The company has an extensive portfolio of standard hardware products based on both Intel and AMD chipsets and offers supporting software products and utilities. The expert design team also delivers some of the most sophisticated custom designs for gaming industry OEMs who require a gaming platform designed to their exact specifications.

## Radeon E9260 and E9550 Components AMD

AMD Embedded Radeon E9260 and E9550 graphics processing units (GPUs), the industry's first discrete embedded graphics cards leveraging the new AMD Polaris architecture, launched just before the G2E show in Vegas.

The cards are ideal for applications requiring rich multimedia and 4K video in power-constrained embedded environments. Use cases include immersive casino gaming, digital signage, 4K teleconferencing and interactive digital whiteboards, enhanced medical imaging for clinical diagnoses, and transportation instrumentation.

The Polaris GPU architecture leverages an optimised 14nm FinFET process designed to deliver a dramatic performance-per-watt gain over previous generations of embedded GPU architecture. Providing up to 5.8 TFLOPS performance in a sub-95W TDP power profile, the new embedded GPUs offer advanced 4K encode/decode multimedia processing



capabilities and support for up to six displays on the E9550.

"Embedded designers want to take their systems to the next level and immerse the end-user in compelling experiences, leveraging 4K displays and high resolution media," said Scott Aylor, corporate vice president and general manager, AMD Enterprise Solutions. "The new AMD Embedded Radeon E9260 and E9550 GPUs offer compelling energy efficiency and performance for demanding graphics and parallel processing requirements, and are available in a range of graphics card configurations for seamless integration across various form factors."

## T8 Sitdown Terminal Cabinets SG Gaming

SG Gaming is adding a new gaming terminal to its product range with the introduction of the T8 sit-down terminal. Developed for the arcade and bingo sector by SG Gaming's experienced in-house engineering team, the T8 sit-down terminal is designed for seated play, with a three point adjustable screen, allowing operators to angle the screen to improve playability, adapt to the playing environment and accommodate player preferences in-venue.

Like the upright T8 terminal, the sit-down model benefits from dual HD quality 23" widescreen touch screens, a video topbox, enhanced audio and multi-coloured LED lighting effects.

The new terminal offers player comfort and multi-

game menus featuring new and classic Cat C and B3 game titles from SG Gaming's leading content library. This includes popular titles, such as Rainbow Riches Pick N Mix and Hercules High and Mighty themes and community games including Reel 'Em In and Money Mad Mushrooms themes.

Built to the highest standard, the T8 sit-down terminal is available across all SG Gaming's platforms from the advanced server-based gaming platform to non-connected standalone terminals. Phil Horne, CEO of SG Gaming, said: "The new terminal combines modern hardware design, our technology platforms and leading content and shows SG Gaming's commitment to continually improving the player experience and support for operators across the arcade and bingo sector."





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