

Vivo Gaming prepares for return to ICE London

Live Casino specialist set to promote latest swathe of innovations at top-tier exhibition

Wednesday, March 30th 2022 – Leading live casino provider Vivo Gaming is set to promote its latest wares at ICE London, which the company's Marketing Director Martin Hodges described as "the most important event in the igaming calendar."

The company has developed an array of innovative live casino products over the past two years, which it will publicise at the show, including its CMS Lobby, Promotional Tournament Tool, Sicbo and Absolute Blackjack.

Vivo Gaming's new CMS Lobby boasts a unique interactive lobby with a live thumbnail, allowing players to intuitively navigate the system. This unique live casino addition also allows for a fully interactive inter-player chat on both desktop and mobile in landscape and portrait modes.

The Promotional Tournament Tool engages customers with a plethora of amazing prizes, displaying boosters and the potential of big wins, all while letting them know in real-time when they are close to the top-spot of the leaderboard. Integrating features such as unlimited players, a countdown timer, player rankings and real-time communication, operators will be able to ensure customers enjoy every moment of their experience.

The unlimited player feature is the company's absolute jackpot offering, which smashes traditional live casino conventions, that sees most rooms host just seven participants. On top of this, the developer's high-end blackjack software guarantees full interaction between players and dealers.

Those attending ICE this year can expect to find out more about Vivo Gaming's plans to take on the popular Chinese card game Sicbo. For further details, drop by Vivo Gaming's stand N7-420 to find out more.

Martin Hodges, Marketing Director at Vivo Gaming said: *"ICE London is far and away the most important event in the igaming calendar and we are delighted to be back to see familiar faces and make new acquaintances."*

"The gaming sector thrived during the adversity of the pandemic – innovating its way to success. This led to some exciting new ideas, which will naturally come to the fore at ICE. We wouldn't miss this year's show for the world."