

Future Anthem to personalise the player experience for everyone with launch of Amplifier AI at ICE 2022

Players, studios and operators to benefit from an easy-to-navigate, one-stop solution that delivers personalised recommendations, portfolio optimisation and safer play

London, 6th April 2022: Future Anthem – the gambling industry’s leader in AI solutions – today announces the release of Amplifier AI, an all-in-one product built to personalise the player experience for everyone.

To be officially launched to the gambling industry at ICE 2022, Amplifier AI is a major development of new machine learning models and sophisticated data engineering. It humanises anonymised transactional data with artificial intelligence to enable real-time personalisation, games performance optimisation and first-class player-level customer experiences.

Amplifier AI combines machine learning and behavioural models with proprietary and public meta data, including multi-dimensional player behavioural clustering that analyses the profile and gameplay of players and games. Outcomes and outputs allow operators and games studios to personalise player experiences with real time recommendations that are designed to increase player engagement responsibly.

Unifying Anthem’s offering

Future Anthem has been building the next generation of AI products for the gambling industry since 2019, helping its customers to get the most from their operations, investments and roadmaps.

Today marks the fusion of separate data-driven elements from Anthem’s offering into one complete product – Amplifier AI – combining Game Recommendation feeds, Portfolio Optimisation tools, Safer Play monitoring and Research, Game Recipes for data driven game design and Bonus Optimisation feeds. The release of Amplifier AI creates a single unified experience for Anthem’s customers.

Amplifier AI allows operators and games studios to:

- **Personalise in real-time:** improve retention and player satisfaction with personalised game and bonus recommendation marketing messages, in-game promotions, lobby and search suggestions
- **Optimise performance:** manage and improve game portfolio performance, analyse game launches, map player journeys, design games with data and visualise never-seen-before player behaviours

- **Enhance customer experience:** reduce churn and increase engagement with real-time player interactions, individual player monitoring and targeted player protection

Personalising in Responsible Gambling

As part of its commitment to the Consumer Protection Zone at ICE, also announced today is an upgrade to Anthem's Safer Play solution which uses state-of-the-art AI to improve online gambling safety for players, operators and studios, with the industry's first independent solution to proactively detect in-session wagering behaviours in casino that indicate harmful play.

Designed with the latest regulations at its foundation and guided by the industry's well-established "Markers of Harm", Anthem Safer Play uses bet-level data to provide a personalised and in-depth assessment of problem gambling behaviours to detect risks, directly from in game activity.

Leigh Nissim, CEO of Future Anthem, said: "Amplifier AI marks another step in Anthem's journey to provide the best-in-class products for the gambling sector, so we are excited to use ICE – one of the industry's foremost events – as the platform for its launch.

"Our products and team are focused on personalising player experiences with AI to enable our customers to achieve essential and measurable outcomes that allow for sustainable and responsible growth. We look forward to working with the most innovative brands in gaming that want to make a real and measurable improvement to player experiences."

Future Anthem is trusted by the likes of Betfred, Big Time Gaming, Blueprint Gaming, DGC, Gamesys, a Bally's Corporation Company, Paddy Power Betfair and – [most recently – RAW iGaming](#).