

# NOVOMATIC introduces galactically innovative gaming experiences at ICE 2024



Snow is falling, London is calling! According to the motto “ICE gives you MORE”, NOVOMATIC will stage a grande finale at the London ExCeL exhibition center from February 6 to 8, 2024.

As the largest exhibitor, NOVOMATIC is looking forward to the international industry trade show with great anticipation and will be focusing on a broad and innovative product range that will inspire visitors. With the newly launched premium cabinets of the V.I.P. X series and the established player favorites in its luggage, NOVOMATIC

is well prepared for a big show. However, it wouldn't be a NOVOMATIC appearance without major highlights and it will be interesting to see what exciting new products and specials will surprise visitors to the NOVOMATIC stand in the South Hall. One thing is certain: it will be an unprecedented galactic gaming experience.

The NOVOMATIC technology portfolio for the coming year offers the right product for every customer requirement. Whether land-based casino and AWP products & systems including biometric technologies for state-of-the-art access solutions and secure cash handling or sports betting products and on-line gaming solutions – a diverse portfolio will be presented that meets the highest demands in terms of technology and quality. New hardware and exciting gaming content with new mixes and Progressives will spark enthusiasm, as will specialized offerings from NOVOMATIC subsidiaries and technology units such as Ainsworth, Apex, Fazi, Greentube, NOVOVISION™, NOVOCash and many more.

Thomas Schmalzer, Vice President Global Sales and Vice President Product Management NOVOMATIC AG, emphasizes: „We challenge operators to think big. With the sophisticated new V.I.P. X premium line, operators will introduce a truly exceptional Very Important Player X-perience on their floor – and their guests will love how that feels. An exciting galactic addition to the premium V.I.P. X cabinet series range is also on the way – stay tuned! New, exclusive products and a few surprises show that the NOVOMATIC portfolio offers the right solution for every requirement. Come by our stand, experience the variety of products and let yourself be transferred to galactic spheres of gaming. My team, colleagues and I are already looking forward to meeting you and will be happy to answer all your questions!”