

Playnetic to debut at ICE London 2024 with its immersive gaming content



New igaming business will showcase its mission to create original and engaging games, backed up by a dedicated support network and an emphasis on collaborative partnerships.

Playnetic is led by CEO Dan Phillips, who over the course of 25 years has held senior executive and consultancy roles in the online, retail and social spaces with expertise across key industry disciplines including new market entry, igaming and casino, sports, technology, regulation and M&A. Phillips has brought together a team of senior-level visionaries with vast industry experience from the world of gaming entertainment, with the aim of producing quality gaming content coupled with reliability and service for industry partners.

Over the last 12 months the games studios have developed exciting new games and formats for the Playnetic portfolio, with the team empowered to push the boundaries of innovation while taking into account current trends and key insights that are key to successful gaming content.

Dan Phillips, CEO Playnetic said: "It's an exciting time for everyone at Playnetic as we are serious about bringing our vision to life and showing the industry what we have to offer when we make our debut at ICE in February 2024.

"We have our first-rate studios set up, not only boasting the most creative talent from the world of gaming entertainment to create immersive games, but also supported by our in-house technology team to ensure we can deliver quality content reliably and on time.

"Our ethos as a business is all about transparency and flexibility, being able to offer our partners the games content they need, in the formats they need and in a way that makes everything hassle-free and removes the layers of unnecessary complexity. We are looking forward to creating long-standing collaborations with our partners and, with our dedicated team providing round the clock support, we feel that we are bringing something new to the market that will make a real difference.

"We have a lot of exciting plans and a busy roadmap for next year, which we can't wait to share in due course."

A selection of original titles from the Playnetic library will be previewed at ICE 2024 on stand N3-550.