

SUZOHAPP to introduce components marketplace service, new distribution partnership at ICE London



Gaming products manufacturer and distributor SUZOHAPP has confirmed its presence at ICE London 2024, scheduled to take place from February 6th-8th at the Excel Centre. The company will showcase its products at Booth N2 - 320.

With a 60-year history in the industry, SUZOHAPP delivers solutions that cater to the evolving needs of the gaming and sports betting sectors. At this year's event, the company will launch the SUZOHAPP Marketplace, described as a new global trade platform for casino operators and OEMs to buy and sell

components across the market, facilitated by the distribution management team of SUZOHAPP.

The show will also launch a new distribution partnership between SUZOHAPP and LED Studio, a manufacturer of LED technology for digital signage and displays seeking to expand to the gaming and sports betting markets with LED walls and LED signage posters.

Moreover, SUZOHAPP is set to showcase its comprehensive suite of terminals at ICE London, designed to provide an immersive sports betting experience.

“The SUZOHAPP sports betting ecosystem allows customers to create a self-service omnichannel experience every step of the way from getting the initial voucher to placing bets, and continuing all the way to cashing out,” says the company. “Visitors can expect to see a diverse lineup of products, including full kiosk formats, tabletop options, over-the-counter models, and cash redemption terminals for payout.”

In addition to its terminal offerings, SUZOHAPP will be displaying designs from its component portfolio, featuring monitors from Elo and VisionPro, advanced coin mechanism from Microhard, high-quality printers from Custom and Nanoptix, and scanners from Newland. The latest LED technology for digital signage and displays from LED Studio will also be on display.

“We are very excited about the full range of capabilities we have to offer,” said Tim Kennedy, Vice President of Sales for Europe. “One of the highlights of this year is the launch of our new special service the Marketplace, aimed at streamlining OEM and casino supply chains and effectively resolving over-stock problems.”

“We invite you to visit our booth N2-320 for live demonstrations and an in-depth discussion on how SUZOHAPP can provide innovative solutions catered to your gaming and sports betting needs.”

