

iSoftBet Select ICE as the Launchpad for an Innovative Suite of Player Engagement Technology

ICE London's status as an innovation hotspot has been underlined by iSoftBet who will be unveiling new products including; Arena, a suite of player engagement tools that will be making their world debut from stand N3-430 at the premier international gaming technology event, ICE.

Looking ahead to the return of ICE after a two-year absence, **iSoftBet's Chief Marketing Officer, Peter Nikashin** said: *"ICE has always been the place to launch new products since it attracts a truly international audience of senior executives as well as many casino technology experts. It remains the number one global gaming event where the gaming world unites. This year we will present our portfolio, containing over 150 classic iSoftBet games that the industry already knows and loves, plus thousands of third party games as well as Arena, a suite of player engagement tools, all possible through one integration."*

He elaborated: *"Arena is our new 'space for entertainment'; it is the set of player engagement tools recently introduced by iSoftBet and something we are looking forward to showing at ICE. This highly anticipated suite includes a range of new and familiar tools that can be implemented on over 8,000 games through one integration. It includes Free Rounds, highly customisable Jackpots, tournaments to drive even more engagement and the new addition to the family to create fun experiences for players, Multidrop - where you can delight players with even more rewards."*

In addition to product, iSoftBet will also be using ICE as a platform to engage and network with its international customer base. *"Our brand strapline is 'Serious Fun' and to a large extent that's what we will be showcasing at ICE"* stated Peter Nikashin. *"We will meet with our global partners, our clients and prospects in person, many for the first time and for others we have been looking forward to meeting again. In the B2B industry, face-time is extremely important for building and developing business relationships. The return of in-person is absolutely critical to an industry such as ours which is all about maintaining connections and building relationships."*

He added: *"There's a lot to catch up on in terms of what's happened over the last two years but from an industry perspective I think the conversations will focus on product innovation, regulation, opportunities in the United States, business casualties and success stories. When you get so many people from the same industry together in one place the level of networking and the quality of insight and knowledge is phenomenal – no other expo comes close. Two years without ICE is a long time and the industry has been counting down the days until it comes together once again in London."*

ICE London (12-14 April 2022, ExCeL London) is the biggest b2b gambling industry event in the world providing a platform for games creators, distributors, operators, retailers, trade associations, strategic bodies and regulators. To register visit: www.icelondon.uk.com. The co-located iGB Affiliate London event (13 – 14 April) connects affiliates to a 360-degree experience of igaming via networking and business lead-generation opportunities, content and learning. To register visit: <https://london.igbaffiliate.com> For more information on the ICE VOX Conference (11 – 13 April), incorporating the World Regulatory Briefing and the International Casino Conference visit: <https://www.icelondon.uk.com/ice-vox>