




interblock
LUXURY GAMING PRODUCTS

INTERBLOCK to present the Future of Table Games at ICE London 2023

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Interblock®, luxury gaming company, will proudly exhibit more innovative products and features than ever before in Booth #S5-250 at ICE London 2023. Held over three days from February 7th to the 9th at the ExCel London, ICE London provides gaming establishments and professionals a platform to showcase technology-driven products and solutions that drive revenue. Throughout the global pandemic, Interblock remained focused and dedicated to its craft and invested into its products and employees, resulting in the development of groundbreaking achievements within the

global gaming industry. The company revolutionized distribution methods to attract new players to the Casino floors, entice existing players to stay longer, and increase mathematical efficiencies. Marking its 24th year of participation, Interblock will unveil and copiously demonstrate new forms of technology designed to achieve these metrics and beyond at this year's ICE London exhibition.

“The London ICE Show provides us the opportunity to meet with some of the most influential and cutting edge operators in the world. The ability to display our team's innovation and obtain feedback from our customers and partners in real-time is priceless,” said John Connelly, Global CEO of Interblock. “We will display dozens of new products, unique products, features and functionalities, while introducing new upgrades to virtually all of our existing products. As in years past, Interblock will be launching an entirely new Electronic Table Game segment to the Casino industry at this year's show. The introduction of Live Dealer ETG Pits has been designed to help optimize existing dealer's efficiency for virtually every game, through the use of technology.”

For the past five years, Interblock revolved around three primary categories - Stadium Technology, Standalone Products, and Universal Cabinets. In October of 2022, the company unveiled a fourth product category - Live Electronic Table Game Pits. In a proactive effort to increase the number of games played, reduce labor costs and payout errors, accumulate supplemental revenue, and enhance security on existing Live Pits, Interblock's development of Live ETG Pits provide Casinos the perfect solution. Featuring Live Dealers, advanced technology, and the games of Craps, Roulette, Blackjack, and Baccarat in multiple variations, Live ETG Pits are designed to transport existing pits to the future. Live Dealers, guided by Interblock's Dealer Terminal, encourage play to triple decisions per hour, increase the House Advantage/ Hold Percentage, eliminate overpayments, and provide players an intimate, personalized gaming experience.

“After twenty-three consecutive years of exhibiting at ICE, the pandemic halted our participation from 2020 until now. That being said, we are especially excited to meet with our current customers and new visitors and present our latest developments to the global gaming market at this year's show,” said Gorazd Golob, Senior Vice President of Interblock's Product Expert Team. “Among the variety of products on display, our booth will highlight two brand new games and, thus far, recipients of an overwhelming positive reaction from the industry – Pick2Win Craps and Bonus Wheel Roulette.”

Combining innovation and ingenuity, Interblock's new Pick2Win Craps elevates the game of Craps as the designated shooter selects which two out of three, color distinctive dice generators will produce the result. The role of the shooter is assigned after every “seven out” occurrence and the player remains the shooter until the next “seven out.” Adding an extra element of surprise, the optional Craps Shutter covers the generators as the dice shake. The community shooter is tasked with choosing which two, out of three, dice generators will produce the game result before revealing the dice results. Pick2Win Craps is available as a standalone product and/or as an addition to Interblock Stadiums and Pulse Arenas.



Dual Wheel Roulette

Bonus Wheel Roulette, nominated for Product Launch of the Year by Global Gaming Awards London 2023 and for Best ETG Product by The European Casino Awards 2023, is an exciting new standalone product that incorporates the thrill of playing traditional Roulette with the opportunity for players to win payouts up to 250 to 1 with a dual wheel bonus system. When players wager on any of the four bonus gems and the ball lands in the selected bonus gem pocket on the main wheel, a secondary bonus wheel spins to determine the amount of the bonus payout rewarded to players with multipliers up to 250 times. With the bonus round occurring approximately one in every ten spins and payouts more than seven times higher than that of a traditional Roulette wheel, Interblock developers successfully produced an elevated game for Roulette players to enjoy.

Interblock is incredibly proud of Bonus Wheel Roulette's nomination and is exceptionally honored to be shortlisted by two most recognized Gaming Awards in the industry. Introducing new forms of ETGs, specifically designed to create a more competitive environment for Casinos around the world, and upgrades to existing products to help increase both Handle and Hold Percentages, all while continuing to evolve the methods to reduce operating expenses for Casino partners, is Interblock's passion. The company's ultimate goal is, and will always be, to appeal to and meet the demands of all demographics to draw players to Casinos. In the interim, Interblock eagerly anticipates the announcement of the Global Gaming Awards London 2023 and The European Casino Awards 2023 winners and the debut of ICE London 2023.

"After three years of COVID, we expect to reconnect with the majority of European, Middle Eastern, and African customers at ICE this year," said Marco Herrera, Interblock President of EMEA. "Combined with a few years of major innovation in the ETG segment, this creates a very exciting combination for Interblock."

Interblock hopes, by presenting novel technologies and highlighting all of the benefits associated at ICE London 2023, to influence the global gaming industry and promote an expansion of knowledge once the company's message is carried back to their respective regions, countries, and provinces. Looking toward the future, Interblock vows to continue revolutionizing the gaming industry, innovating with their team, and identifying product categories that attract players and extend play. By protecting the DNA, culture, and invention that made Interblock so successful, the company's accelerated growth and optimization of the market demand will persevere. In the very near future, when people think of "table games," they will think of Interblock. Through the implementation of best practices, from a financial and infrastructure perspective, Interblock looks forward to building the Casino floor of the future alongside loyal customers.

About Interblock®

Interblock® is the world's leading developer and supplier of award-winning electronic table gaming products. Its multi-player gaming devices set industry standards and provide the ultimate in luxury interactive experiences. Interblock is globally recognized, in more than 234 jurisdictions, for diamond quality gaming solutions and technical support. Interblock's exclusive collection of fully and semi-automated electronic gaming tables delivers superior product performance, innovative features, and unprecedented entertainment.

For more information, visit [Interblockgaming.com](https://www.interblockgaming.com).