



# Kiron set to reveal range of new products at ICE London 2023

*London, 19th January 2023*

Kiron Interactive is set to showcase its highly anticipated 2023 line-up of innovative new products at ICE London next month.

Ready to exhibit its market-leading portfolio at stand S2-110, the supplier of virtual sports and numbers games is on track to build on its impressive momentum from 2022, which saw significant commercial success with the addition of quality content and a range of fresh products.

The launch of instant-win games, iGoal and Up 'n Down which were previewed at the flagship event last year and have since gained enormous popularity amongst players, has been further expanded upon and features the same high-frequency, on-demand, 24/7 gameplay which offers a wide array of bet markets and captivating visuals.

Kiron's latest virtual sports titles, Cricket: Final Over and Super Over are also now available and are designed to be the definitive choice for the sport's legions of fans. Both action-packed games are a recreation of the sports' famous nail-biting final plays where competing sides each have an over to outscore the other to win the match.

Show visitors will also be able to learn more about the upcoming additions to the provider's premier library, with Champions League set to follow in the footsteps of its World Cup-themed Tournaments product.

The new title, based on the biggest club football competition in the world, will adopt the same high-frequency format, recreating the thrills of the group and knock-out stages. The action is delivered using cutting-edge animation and market-leading betting algorithms and is enhanced by a captivating user interface (UI) with quick betting options, live commentary and instantly viewable winnings.

Alongside the introduction of new products, Kiron has made several enhancements to its incredibly popular flagship football title, Goal, which will see new graphic enhancements making the overall experience more realistic and immersive for players.

Steven Spartinos, co-CEO of Kiron, said: “We are excited to be heading back to ICE London once again, an event which certainly brings the entire industry together. It’s great to start 2023 by seeing all our clients face-to-face and being able to showcase to the wider industry our latest product launches and upgrades.

“After an incredibly successful previous twelve months, this is set to be a big year for Kiron as we celebrate our 10-year milestone in Italy and look for further growth across regulated markets. You can expect a number of key product launches and partnerships to be announced in the coming months as we grow our position as a trusted partner to leading operators around the globe.”

To find out more about Kiron’s award-winning customer service and leading product portfolio, get in touch via: [LetsConnect@kironinteractive.com](mailto:LetsConnect@kironinteractive.com) or click here: [Request a Demo | Kiron Interactive](#)

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For more information, or to arrange an interview, please contact: [enquiries@squareintheair.com](mailto:enquiries@squareintheair.com)

About Kiron Interactive:

Kiron Interactive is a global technology and software company that specialises in the development and supply of market-leading virtual sports and numbers games. Established in 2001, Kiron is widely recognised for ongoing innovation and industry excellence, delivering state-of-the-art products and robust betting solutions to premier online and retail gaming operators, casinos and lotteries in regulated markets around the world.

Kiron’s suite of premier products is developed using the most advanced gaming and animation technologies and its 51-strong virtual games portfolio is the largest and most differentiated in the industry. With 140 international clients across five continents, Kiron holds licenses and certifications with various authorities across territories.

Kiron’s long-standing success is built on its ability to deliver an unparalleled customer experience and form strategic partnerships with customers, by putting people at the heart of what they do. Kiron was awarded the prestigious title of EGR B2B Best Virtual Sports Supplier in 2021, a title they successfully retained at the EGR B2B Awards in 2022, these are amongst a number of industry awards amassed over the years.

For more information about Kiron, please visit [www.kironinteractive.com](http://www.kironinteractive.com)