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## **Gaming thought leader prepares to step into the future at ‘magical ICE’**

Richard Schuetz, Executive Director at the Bermuda Gaming Control Board and one of the industry's most respected commentators, has described his annual visit to ICE London as like ‘stepping into the future’.

Speaking to journalists at the recent Sports Betting USA event staged by Clarion Gaming in New York City, he explained: "The UK - and the rest of the world - has been much more receptive to new technologies in its gaming products, as compared to the US. The laws relevant to gaming delivery systems in the US have not been receptive to Internet applications and other innovations, whereas the UK and the rest of the world has been much more receptive to new technologies. This means that, at ICE, one sees the latest in technologies, whereas in the US, because the government prevents the use of these technologies, the vendors do not display them. That is why I always argue that ICE is like stepping into the future."

He continued: "I spend the vast majority of my time on the expo floor at ICE. That way, I can see the products and technology and ask questions of the vendors to gain further insight, and I also run into a bunch of friends doing exactly what I am doing. So it is interesting, insightful and social. I wear myself out on that floor and it is heaven for someone, such as myself, who is a student of the industry. The real benefit of ICE is that it takes a great deal of interesting technology and a great many interesting people and puts them together in the same place for several days. That is the magic of ICE."

Richard Schuetz has served on the boards of Shuffle Master Gaming, the Stratosphere Hotel and Casino (where he was also President & CEO) and Casino Publishing. He sat on the International Advisory Board for the Institute for the Study of Gambling and Commercial Gaming at the University of Nevada, Reno, and was the co-moderator of the Institute's Executive Development Program with Dr. William Eadington. He was named an Honorary Professor of Casino Marketing at the Baron N. Hilton School of Hotel Administration at the University of Houston; was the marketing columnist for Casino Executive Magazine, and has taught Casino Management and Regulation at the Ecole Hoteliere Lausanne in Switzerland, and at the University of Macau and Macau Polytechnic Institute in Macau,

SAR China. Richard was the consultant to the City of Detroit as that city introduced casino gaming and he served in a like position for the state of Kansas as that state introduced casinos. He has lectured throughout the world on the topics of gaming, gaming regulation and casino marketing.

ICE London is the world's biggest gaming technology event, attracting 30,213 visitors to the 2017 edition. Featuring world-leading innovators drawn from the casino, betting, bingo, lottery, mobile, online, social, sports betting and street gaming sectors, ICE provides the most comprehensive shop window for world gaming. To register and access the 500+ international exhibitors who will be in attendance at ICE London 2018, visit: [www.icetotallygaming.com](http://www.icetotallygaming.com)

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**Images:**

*Richard Schuetz, Executive Director at the Bermuda Gaming Control Board*