

# **Aruze Gaming Africa to launch Muso Triple-27 at ICE Africa**

Aruze Gaming Africa has become the latest high profile tier one organisation to confirm its participation in ICE Africa (Sandton Convention Centre on 24-25 October 2018). The attendance of the internationally famous developer and manufacturer of slot machines and gaming devices for the global casino market takes the total number of exhibitors at the inaugural edition of ICE Africa to 73, underlining further its growing reputation as a must-attend event for everyone connected with the African gaming industry.

Previewing its attendance at the Sandton Convention Centre, a spokesperson for Aruze Gaming Africa said: "We will be showing Muso Triple-27, a bold new cabinet with powerful new games and featuring an industry first wireless charging port from the Aruze stand #1705.

"The company is focused on expanding the footprints in the rest of the African continent and potential customers will have an opportunity to meet with our dedicated sales team for a hands-on demonstration of our premium quality products."

Welcoming the addition of Aruze to the ICE Africa community, Dan Stone, Senior Marketing Manager at Clarion Gaming, said: "The floorplan for ICE Africa is nearing full capacity and the high calibre of exhibitors on board so far is extremely encouraging, showcasing the support the industry has for ICE Africa and the potential it has for supporting gaming on the continent. We launched in Africa following requests from the industry for us to develop and organise a professional showcase that the continent could be proud of and enthusiasm from exhibitors and delegates – including regulators, operators, manufacturers and suppliers of gaming equipment and services and investors, not only from across Africa, but internationally – more than three months ahead of opening proves that the industry agrees it's time for a B2B event Africa can be proud of."

*ICE Africa will feature content and networking opportunities developed exclusively for top-tier participants. Agenda sessions will cover all of the key issues facing traditional gaming operations, as well Integrated Resorts including Marketing, CRM, Business Intelligence, Cash Desk and Hospitality. World class training will be delivered by the Totally Gaming Academy, which is widely regarded as being the industry's premier training and development provider.*

**For more information on the first ICE Africa and to register, visit the ICE Africa website: [www.iceafrica.za.com](http://www.iceafrica.za.com)**