

R. Franco's IRIS platform is "perfect match" for digital development in Africa

R. Franco Digital, the leading provider of global gaming solutions for online and retail operations, has heralded the first edition of ICE Africa (Sandton Convention Centre on 24-25 October 2018) as a "huge opportunity" for the company as it prepares to expand its online betting platform, IRIS, across the continent. The Spanish-based company's decision to exhibit its omnichannel platform, land-based terminals and extensive library of video-poker, reel, AWP, video-bingo, roulette, casino and mini-games at the upcoming ICE Africa brings the number of exhibitors to 91, strengthening the event's growing reputation with all those interested in developing the African gaming industry in a strategic and sustainable manner.

Discussing their decision to back the inaugural edition of ICE Africa, Mario Benito, Head of Sales at R. Franco Digital, said: "Africa is a huge opportunity for us, providers of technological solutions with extensive experience in emerging markets helping operators who wish to turn their land-based operations into online or mixed operations. We can contribute to the successful development of these operations, just as we have already done in countries like Spain and Colombia, tailoring technological developments to the requirements of each jurisdiction."

He continued: "ICE Africa is an opportunity to better understand the African market and to be able to show our products and services to potential partners interested in implementing solutions hand-in-hand with an experienced company such as ours. We believe in direct relationships and we want acquire on-the-spot knowledge of all the relevant players in the African continent."

ICE Africa will see R. Franco Digital showcasing its IRIS platform, which the company believes will be an essential component of any online betting or gaming operation in the region. Benito explained: "We believe that IRIS can be the perfect match to promote the development of different types of businesses in Africa, either via online gaming web pages, casinos, sports betting, arcades or betting terminals. It combines in one sole platform all an operator needs, because it is designed to consolidate monetary activities and to allow the business to run and grow. As it is modular and scalable, it can be tailored to small, medium-sized or large operations and may be used to manage online, land-based or mixed operations."

R. Franco Digital will also be exhibiting its catalogue of games, alongside the IRIS Power Vault service and the RF OnMix touch-screen multi-game terminal, to the entire African market as part of both the country and the company's ongoing expansion. "In general, the whole African market will expand online operations, although we are attending this show focusing particularly on South Africa, Kenya, Nigeria and Ethiopia," Benito continued. "ICE

Africa will help us roll our products out and establish relationships with relevant actors interested in meeting a sound partner with more than 50 years' experience in gaming. We put all our resources, human and financial, at the service of our future partners to jointly enjoy the success we already have in the gaming and leisure market.”

He concluded: “We are sure that Africa is one of the world regions where the gaming industry will grow the most in the next few years. It seems a wise decision that Clarion bet on Africa and we look forward to ongoing business ventures at ICE Africa and then again in London in February.”

To register for the first ICE Africa and the learning, training and networking opportunities it offers, visit: www.iceafrica.za.com