



## **A Bet A all set for ICE 2017**

### **Retail and online tech provider to showcase brand new online and retail products and services at show**

**2<sup>nd</sup> February, 2017** – Technology provider A Bet A is all set for ICE Totally Gaming when it returns to London’s ExCeL next week.

The independent supplier will be showcasing a brand new online and mobile sportsbook platform based on the most up-to-date web technologies.

This platform offers retail operators an internet business they themselves can control, rather than the one-size fits all solution too often offered by many providers.

In addition, A Bet A will be introducing a new “plug-in” horse and greyhound betting module for online customers, which they can integrate into their existing sportsbook.

Utilising the supplier’s unrivalled expertise in this sector, the module will add a layer of sophistication to the product offering, as well as providing access to the sports’ strong profit margins.

In terms of retail, A Bet A will be exhibiting their BetBuilder product, which allows betting shop customers to create wagers on their phones or tablets before transacting them at a payment point by simply scanning a barcode.

This solution will finally square the circle between online and retail betting in a way which drives business in both spaces. It is expected to be an industry gamechanger.

A Bet A’s traditional but leading edge EPOS and screen display systems will also highlighted on the stand, with the new All-In-One screen taking centre stage. This gives its shop operator unparalleled control over managing content display and marketing.

The company will also hosting Mega Fan Games on its stand ([www.megafan.game](http://www.megafan.game)) the home of Mega Fan Manager, a daily fantasy football product for online and retail.

Plug-in integrations of the service, which offer the excitement of Fantasy Football and the promise of additional revenue streams from old and new customers alike, are available for all sportsbooks and

EPOS systems.

With football gaining an ever-higher betting profile, A Bet A has also completed an integration with Colossus Bets, giving its customer base the benefits of further attractive risk-free betting content.

Jason Hardman, Business development Manager at A Bet A, said: “We now have a comprehensive range of products and services, which will appeal to both UK and Irish operators, as well as those in a growing range of international markets.

“They can help operators large and small, both in retail and digital, in established and emerging markets. We have more than 25 years’ experience in the industry, and look forward to sharing it with our partners, and other delegates, at ICE.”

A Bet A will be exhibiting at stand S1-310 for the duration of the show. The company has been retained to assist in the marketing of the globally-significant domains [www.betting.com](http://www.betting.com) and [www.betting.co.uk](http://www.betting.co.uk). Mr. Mark Jones will be on hand to talk with interested parties.

**ENDS**

**About A Bet A:**

[A Bet A](#) was founded in 1990 as a specialist provider of betting transactional systems and has established itself as a leading supplier of betting systems across the UK, Ireland and worldwide. The company provides robust, reliable and cost-effective Retail/EPOS, Call Centre, and Online Bookmaking operations. A Bet A prides itself as an innovative, forward-looking operation, responsive to industry trends and customer needs. Their platforms and systems help bookmakers, whether they are a small operator or a large chain, cut operating costs and improve trading margins.