



Digitain to take ICE by storm

Supplier to put state-of-the-art sportsbook under the spotlight

2nd February, 2017 – Armenia: Multi-channel sportsbook and casino platform provider Digitain is preparing to whip up a storm at ICE Totally Gaming next week where it will showcase its suite of products and services.

The supplier's state-of-the-art sportsbook platform will take centre stage on its stand – S1-344. Its bespoke and turnkey solutions boast a powerful API integration that ensures they link up seamlessly with any user management platform.

The Digitain sportsbook is one of the most powerful on the market, offering odds on 65 different sports, taking in 7,500 leagues and more than 3,000 betting markets. Its in-house team of veteran traders also serve up 30,000 live events per month.

The supplier has developed its own Automatic Match Allocation Program, which uses complex algorithms and data to match events with specific traders based on their experience and skills, meaning odds and markets offer the best value to players with limited operator risk.

Digitain has recently dialled in on data to complement its sportsbook platform and now offers live results across 17 sports. This includes more than 300 football championships from more than 100 countries around the world.

The Digitain Match Centre takes things up a notch, providing players with detailed information such as player lists, weather forecasts, pundit tips, and on-field conditions.

Also on show will be its Casino Engine, which offers over 1,000 games from big name suppliers such as NetEnt, Microgaming and Playson. Other modules include poker, virtuals, P2P, and live dealer. This is hooked up to a proprietary CMS system and flexible bonus engine.

Digitain CEO Suren Khachatryan, said: "More and more operators are looking to expand their offering via launching their own sportsbooks. But it is a hugely competitive space, and requires a powerful and flexible platform.

"We are really looking forward to ICE and the chance to showcase our technology – both for sports and casino – and the additional services we offer. It is the largest show on the exhibition calendar, and we are

thrilled to be a part of it.”

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For more information, please contact:

Square in the Air Communications

Robin Hutchison, Director, 131-151 Great Titchfield Street, London, W1W 5BB | [+44 \(0\) 20 3586 8272](tel:+442035868272) | robin@squareintheair.com

Editor's notes

About Digitain:

[Digitain](#) is an Armenia-based sportsbook and casino platform provider offering best of breed turn-key and white-label solutions. The company's primary focus is on the regulated European market, with ambitious plans to expand its geographical footprint into the Americas and Asia. It employs more than 800 of the brightest minds and creative talents in the gaming industry, with the aim of providing a one-stop-shop for its customers. The multi-channel Digitain Gaming Platform allows operators to plug-in sportsbook, casino, live dealer and virtual sports modules, and includes an integrated payment gateway, bonus engine, CRM system and dedicated customer support. Its sportsbook product covers 65 pre-match sports, taking in 7,500 leagues and more than 3,000 betting markets. They also offer 30,000 live events each month, while its casino solution has more than 1000 games from the likes of NetEnt, Microgaming and Playson.