

Playtech to showcase full suite of omni-channel solutions at G2E 2019

Global leader opens first US office to replicate worldwide success in U.S. regulated markets

London, 14th October 2019 – Playtech, the global leader in gambling technology, is set to demonstrate its truly omni-channel suite of integrated, innovative gaming and betting solutions, known in the industry as Playtech ONE, at this week's Global Gaming Expo 2019 in Las Vegas.

Playtech ONE delivers the end customer a real time, seamless experience across retail and online and across any product vertical, including Playtech's industry leading Casino, Live Casino and Sports Betting offerings.

Playtech ONE is underpinned by Playtech's proprietary IMS platform, offering data driven marketing tools and player retention and engagement – including industry leading Responsible Gambling features to ensure a safer entertainment driven customer experience. Playtech offers U.S. licensees everything they need to deliver a seamless player experience anywhere, at any time and on any device through a single account and wallet.

With \$1 billion traded globally on sports each month via Playtech's retail and online sportsbook products, the supplier is helping U.S. operators develop powerful customer-facing products with digital and mobile software proven to generate incremental revenues.

Totalling a 60,000-strong kiosk distribution representing one in three of every bets placed in European venues, including Ladbrokes in the UK, OPAP in Greece, and Codere in Spain, the Playtech team will be on hand to demonstrate its comprehensive range of omni-channel technology, content and responsible gaming tools.

Coinciding with its opening of a NY-based HQ, Playtech's full range of on-property sports betting products will take centre stage at G2E. Including kiosks, space-saving compact terminals, and over the counter tellers, the company is set to showcase its latest state-of-the-art features, including its new Flexi-Bonus Engine, which uses sophisticated rule-based promotional campaigns for maximum flexibility. Debuting alongside will be the company's Operator Trading Tools, which allow all operators to adjust and skew odds, as well as add prop bets at the click of a button.

Playtech ONE will also make its first Las Vegas appearance, encompassing Live Casino and Casino. With its latest Live Roulette set to feature heavily, this highly immersive experience brings visuals, sound and dealer presentation together to deliver an engaging combination of visual appeal and innovative gameplay.

With nine distinct global studios now developing content under the Playtech umbrella, the world's leading supplier is able to deliver bespoke titles in record time and under budget across a wide range of territories, as well as offering an unrivalled selection of games to suit a range of demands via its Open Platform.

Visitors can meet the Playtech team at booth 5323 to experience its complete range of fully integrated omni-channel sports betting and gaming products.