



OPTX TO PARTICIPATE IN FIRST-EVER VIRTUAL GLOBAL GAMING EXPO
Las Vegas-based start-up to showcase game-changing casino technology Oct. 27-28

(LAS VEGAS) [OPTX](#), the Las Vegas-based tech start-up built and purposely branded *by* and *for* casino operators, is scheduled to display a range of premier products during the first-ever virtual [Global Gaming Expo \(G2E\)](#) on October 27 – 28.

“COVID-19 has altered the way everyone is doing business this year,” said Brooke Fiumara, Co-Founder, and COO of OPTX. “When G2E announced they were going virtual, we immediately challenged ourselves to come up with the most creative ways to showcase our company.”

Founded in July 2019, OPTX is a technology platform that unites all casino data giving operators an innovative view of their business. Available via desktop and mobile applications, the data intelligence used by OPTX creates actionable recommendations for casino operators, provides real-time individualized insights to ensure no actionable player is missed and empowers operators to spend less time compiling data and more time implementing strategies that increase guest visitation, revenue, and profitability.

Embracing G2E’s 2020 format, OPTX has created an immersive interactive showroom where attendees are virtually welcomed by Brooke Fiumara and Tom Rafferty, Chief Strategy Officer and General Counsel introducing the brand to potential customers. From there, guests have the ability to navigate key platform pillars, including database insights, operational management, player development, and real-time data-driven decisions on one page.

In addition, potential customers will have the unique capability to request a live one-on-one demo through the showroom where OPTX representatives can instantly walk-through the platform and answer any questions.

“Without being at G2E in person this year, our ultimate goal is to have casino operators navigate our digital booth and leave with a complete understanding of our products and what we do best,” said Fiumara.

The [G2E Virtual Experience](#) runs from October 27-28. You can visit the OPTX digital showroom at www.GlobalGamingExpo.com.

ABOUT OPTX:

An atypical start-up, OPTX was founded in mid-2019 by former casino executives that believe only through the union of operations, people and technology can impactful results be achieved. The OPTX solution is designed from the ground up to simplify complex processes and improve operational efficiency. As an enterprise technology solution for casino operators, OPTX gathers the meaningful player data from multiple source systems, cleanses it and then presents it in an understandably clear way. For more information about OPTX go to www.OPTX.com.