

Amelco ready to showcase latest sportsbook tech at ICE

Europe's Tier 1 platform supplier of choice to unveil 2020 portfolio for global operators

London, 3rd February 2020: Amelco, the leading sports betting software and trading services provider, is packed and set to unveil its latest best-in-class sportsbook technology at **next week's ICE London**, which runs from the **4-6 February at the ExCel centre**.

The sportsbook supplier of choice for Europe's Tier 1 operators, including Flutter, GVC and the Stars Group, the Amelco team will be led by Brandon Walker, the team's Business Development head.

Built on a legacy of developing financial systems for the City of London, Amelco is a leader in the trading and sportsbook industry. Unparalleled in its ability to build extremely reliable and robust solutions which consumes and processes an incredible amount of data in real time.

Its latest suite of highlight products will include Amelco's ground-breaking **US-focused mobile sportsbook solution**, designed implicitly for the demands of live betting across the US's fragmented legislative landscape; including bet types, registration processes, and KYC requirements.

Already live in three US states, including New Jersey via its partnership with the Stars Group, Amelco's US-facing sportsbook has gone from strength-to-strength over the past year; with 12 additional sportsbook launches in equally prominent states planned.

Alongside, **Amelco's Africa facing betting solutions** will be taking centre stage. Highly modular in order to provide flexible functionality and features to meet the unique challenges of the African market, the supplier's development team has spent the last year adapting its unique tools to deliver an extremely powerful betting solution for local operators.

Its latest Opera Mini app is also ready to be showcased to delegates; designed to ensure operators are able to deliver betting services to Africa's betting regions lacking in efficient data coverage.

Amelco's flagship Quantum solution is also set to be unveiled for mobile, developed to revolutionise sportsbook delivery for operators.

Highly modular, it includes **Quantum Outrights**, the industry's most advanced sports outright pricing model, as well as **Quantum Omni-channel**, its fully automated price

differentiation model. The product enables operators to use machine learning to offer instant differentials on cross channel pricing.

Commenting on its plans for ICE, Brandon Walker, Business Development Manager at Amelco said:

“ICE London provides us with an ideal setting to showcase the quality and innovation we bring to the sports betting industry.

“Our bespoke platform and trading tools have been specifically developed to enable rapid deployment into multiple territories; as well as dealing with the highly fragmented infrastructure of emerging markets.

“As the favoured sportsbook supplier for the market’s leading operators, we’re unparalleled in our ability to deliver solutions that process an unmatched amount of data in real time. Whatever your scale, be sure to stop by our stand to discuss how we can boost incremental revenue and player engagement with our market-leading tech.”