

DigiWheel set to redefine the gaming entertainment experience with official launch at ICE London

ICE London's reputation for being the premier event for the launch of the industry's most innovative gaming entertainment equipment has been underlined with confirmation that next week's edition will see the official global launch of DigiWheel, a rotating HD spinning screen that can play any wheel game ever created ranging from Roulette, and Big Six, through to Lottery, Bingo and Fun games. DigiWheel empowers operators to run any spinning wheel games and media rich entertainment content they wish at any time.

Expanding on the seemingly endless applications for an innovation that even captured the imagination and attracted the attention of casino buyers when it was in prototype format, DigiWheel creator and CEO John Purcell said: "DigiWheel is hugely versatile but its natural home is a casino, where you can provide an enhanced and engaged gaming experience without compromising the gaming activity in any way."

He added: "Casinos can combine DigiWheel with promotional messaging in full HD whilst gaming. It can increase consumer dwell time with complementary promotion and entertainment but does not interfere with their core gaming activities. The DigiWheel can deliver engaged entertainment, such as broadcast TV/Sports, free loyalty spins for members, it can display sports betting odds whilst showing the events thereby delivering a complete experience for consumers within a casino environment. Even prior to launch verticals including TV game shows and lotteries have approached us regarding online and offline use."

Purcell, who has been attending ICE London for over 25-years, believes that DigiWheel epitomises the thinking that lies behind the event's 'Into The Future' creative. He said: "DigiWheel is all about the future. It's a next generation product that provides a traditional, proven gaming product with digital engagement for consumers, thereby enhancing the gaming experience. Traditional spinning wheels are tried and tested and have universal appeal, but we have digitised it for play on tables, touchscreens or indeed, on a consumers' own smart phone or device whilst in venue. As the future of gaming, hospitality and leisure become more personal to consumers and driven by the device in the palm of their hand, DigiWheel bridges the digital gap between physical consumer

experience and their digital gaming/entertainment experience. DigiWheel customers and partners can enjoy the best of both worlds to bring them 'Into the Future'."

For a demonstration of the world's first rotating 2m HD screen visit the DigiWheel stand N1-144 at ICE London.