

# Playtech BGT Sports to unveil industry's most advanced sports betting solution at ICE

***QUANTUM sports betting platform to be showcased for first time at London's ExCel Centre***

**London, 31st January 2020:** Playtech BGT Sports (PBS), the market-leading provider of omni-channel sports betting solutions, has announced the launch of QUANTUM, its revolutionary sports betting platform for operators.

Set to truly push the boundaries of sports betting technology, QUANTUM's groundbreaking software will be showcased for the first time at stand N6-140 at London's ExCel conference centre throughout ICE.

Created as a merger of PBS' previously independent range of multiple sports betting services across digital and retail, the next generation platform has been designed to deliver PBS' partners a whole new level of possibilities and increased revenue.

Offering the complete toolkit to deliver a first-of-its-kind omni-channel sports betting operation across the entire digital and retail spectrum, QUANTUM provides operators with the tools to serve every retail and online bet entry point simultaneously from one centralised source.

With operators able to seamlessly view and manage their sports betting operations across their entire network, QUANTUM's bespoke service will also offer proprietary in-house trading algorithms, which deliver average margins of 25% in retail and 10% in digital for PBS' partners.

Enabling a seamless gaming experience via a single sign-on for customers, the system comes complete with the industry's most advanced UX features to ensure a flawless visual transition across any device, ensuring operators can serve their customers across every touchpoint imaginable.

**Commenting on Quantum's launch, Playtech BGT Sports CEO Dr. Armin Sageder, MBA said:**

*"At PBS we strive hard to ensure each of our operator partners have the industry's most advanced tools available to boost incremental revenue and player engagement.*

*"The result of over two years of development, we are absolutely thrilled to be showcasing sports betting's first truly omni-channel betting platform designed to take our operators' performance to another level. Stay tuned for our first operator sign-ups to be announced shortly!"*

Fully integrated with Playtech's market-leading Player Account Management system IMS, operators will benefit from a quick and seamless integration of QUANTUM's sports betting solutions.

Having already seen its retail betting solutions launched on 65,000 bet entry points worldwide, with over £1 billion traded globally on sports each month, the company has received a host of awards for its innovative approach, including SBC's 2019 award for 'Best Land-Based Betting and Gaming Product'.

To experience the power of QUANTUM and PBS' complete armoury of engaging content and customer-friendly tools, visit Playtech BGT Sports on stand N6-140 at London's ExCeL conference centre.

To arrange a meeting with PBS' commercial directors, please email [sales@pbs.one](mailto:sales@pbs.one).