

Prisma Gaming get ready to 'take over the industry' at ICE London

"Our aim is simple and that is to demonstrate that we are ready to take over the industry at ICE London", is how Vaghinak Nersisyan, CEO of Prisma Gaming, has announced his company's ambitions ahead of making their first appearance at the world's largest gaming innovation showcase (4-6, February, ExCeL London, UK). The Armenian-based provider, which has developed a full range of services and solutions suitable for deployment across the entire industry, will be using the platform provided by ICE London to confirm their declared status as industry game-changers.

Nersisyan explained: "ICE London is a big leap forward for us, and one which will force us to make our product even better, and will make clients turn their attentions to us as a young and dynamic entrant to the industry. We will use ICE 2020 to present a technology driven platform solution which has been designed to meet the specific needs of all sections of the gambling industry including casino, sportsbook and lottery. With more than 50 providers, we are able to supply professional odds and risk management. Our affiliate system allows us to attract the maximum number of partners, in the process helping the business to develop and grow at the fastest possible pace. Our experience has enabled us to create a competitive game-changing product which we look forward to demonstrating to the tens of thousands of visitors and potential customers from throughout the world who will be attending the magnificent ICE London."

ICE London 2020 is on course to provide a platform for 'what's new' in international gaming, with confirmation that 73 exhibitors from 37 jurisdictions will be 'stepping into the future' for the first time as part of the world's largest gaming technology event. The list of 37 states represented by first-time exhibitors comprises: *Argentina; Armenia; Canada; Chile; China; Croatia; Curacao; Cyprus; England; Estonia; Germany; Greece; Hong Kong; India; Isle of Man; Israel; Italy; Lithuania; Malta; Mexico; Montenegro; Netherlands; Philippines; Portugal; Republic of Ireland; Russia; Scotland; Serbia; Seychelles; Singapore; Slovenia; South Korea; Spain; Sweden; Taiwan; Ukraine, and USA.*

Prisma Gaming will be showcasing their product at booth S8-340 in 2020. To Step, Leap, Dive and Look 'Into The Future' alongside 600+ solutions experts for three days of

business development, learning and celebrating the international gaming community,
visit www.icelondon.uk.com