

Push Gaming rebrands for ICE 2020

Company ready to join the ranks of industry's leading tech suppliers

London, Tuesday 4th February 2020: Push Gaming has announced its transformation from games studio to full-service B2B gaming supplier to coincide with the start of ICE London 2020.

The company, which has propelled itself from boutique game developer to gaming tech supplier over the past year, is set to hit the show with its full armoury of specialist games, platform feature innovations and in-game mechanics for its operator partners.

The new brandmark, a combination of the 'P', 'G' and shield icon, rolled into a neat and iconic visualisation is designed to encapsulate Push Gaming's passion for creativity and unique positioning in the market as a Players First developer.

Having taken full control of its own technology development and delivery schedule thanks to its acquisition of Game Server Integrations (GSI), the company launched its own gaming platform earlier this month in order to deliver its products directly to its operator partners.

Set to give the supplier full control of its own RGS and all forthcoming integrations, Push Gaming has ambitious plans for 2020 as a supplier that can leverage complete oversight of its content, game design and industry distribution.

James Marshall, CEO and Co-Founder at Push Gaming, said: *"Push Gaming's journey over the past decade has been an amazing ride. From humble beginnings as a bootstrap start-up, we're now at the point where we're ready to compete with some of the best in terms of technology supply.*

"In line with our transition, we've taken the decision to upgrade our brand identity to reflect our values as a Players First game supplier. Come meet us at ICE to find out more about our exciting plans for the year ahead at stand N6-234!"

Push Gaming's proprietary platform was awarded a Game Host licence in the United Kingdom and a B2B licence in Malta in January 2020.

The Push Gaming team is set to showcase its full 2020 portfolio at ICE London today. To arrange a meeting please email sales@pushgaming.com or visit Stand: N6-234