

SBTech blows competition away with Exploding Jackpots launch on Day 1 of ICE 2019

Global leader in omni-channel sports betting & gaming technology starts show off with a BANG with game-changing cross-platform jackpot innovation

5th February, 2019 – SBTech, the leading sports betting and gaming technology supplier to the regulated iGaming sector, has blown the competition away on the opening day of ICE 2019 with hundreds of delegates present for the launch of its game-changing Exploding Jackpots product.

Visitors to **stand S3-110** at Europe's premier gaming industry show were treated to a spectacular 'Big Bang' launch of SBTech's latest innovation that promises to take the market by storm.

In an industry-first, a unique cross-platform series of 'must-drop' timed and amount-based jackpots will be available on any sports bet or casino game and any of the company's preferred partners' games or products across the entire SBTech platform.

Prior to Exploding Jackpots, other 'must drop' products have been limited to specific casino game suppliers, restricting how operators can use them to complement marketing activities.

SBTech's Exploding Jackpots is the ultimate gamification tool for operators enabling their players to receive an enhanced experience with the chance of randomly unlocking one or more potentially life-changing cash prizes across any sports bet or slot spin.

In turn, operators can use the product to significantly boost cross-sell opportunities and maximise their marketing efforts by alerting players to the status of 'must-drop' jackpots before a sporting event begins or during a popular match or tournament.

Greg Karaolis, Chief Product Officer, SBTech, said: "Exploding Jackpots has made an immediate impact at this year's ICE and we're delighted with the response. Unlike other timed products, this is the first of its kind capable of being activated on any sports or casino game or third-party supplier across our entire platform.

"Players have really taken to the concept of must drop timed and amount based jackpots in the last year. However, we are taking this to the next level and unlocking its true cross-platform and cross-product potential."

SBTech's ICE attendance marks its 10th consecutive year at the premier gaming show with 2019 its largest and most ambitious project yet, showcasing its full product range and with its leading omni-channel platform capabilities central to every demonstration area of the stand.

Its multi award-winning, regulation-ready omni-channel Chameleon360 platform gives customers full control of their operations no matter where they are due to its flexibility, localisation capabilities, extensive responsible gaming tools and speed to market for new entrants.

ICE delegates will also not want to miss SBTech's Masters series, a dedicated on-stand area for visitors to listen to a series of exclusive 15-minute TED-talk style sessions led by SBTech product experts discussing the hottest topics in the industry.