

Boxing champion Tyson Fury and SBTech knock out competition with BIG BANG reveal at ICE 2019

'The Furious One' unveils game-changing cross-platform innovation in front of thousands of delegates

6th February, 2019 – Industry and boxing heavyweights SBTech and special guest, champion prizefighter Tyson Fury, have blown the competition away on the opening day of ICE 2019 with thousands of delegates present for the launch of the leading supplier's game-changing product innovation.

Visitors to **stand S3-110** were treated to a spectacular 'BIG BANG' launch of SBTech's latest innovation that promises to take the market by storm.

The new cross-platform, cross vertical product was unveiled by superstar boxing champ Tyson Fury, who was on hand to meet and greet queues of fans waiting to see the 6ft 9-inch-tall global sports star.

Fury became the unified WBA (Super), IBF, WBO, and IBO heavyweight champion in 2015 by defeating Wladimir Klitschko and last year battled his way to a draw against Deontay Wilder in one of the greatest fights in recent history.

Tyson Fury, said: "I'm very proud to be here with SBTech for the reveal of their latest product innovation. I haven't lost a match for the past 10 years, very much like heavyweight champ SBTech has been staying ahead of their game.

"As I steamroll my opponents, SBTech is doing the same to their competition with their ground-breaking products and next-gen technology."

SBTech is celebrating its 10th year at ICE London with its biggest and most ambitious stand yet showcasing its entire range of cutting-edge products.