

# SIS to unveil ground-breaking new live betting product at ICE London 2019

## Leading betting provider to launch innovative betting product

**Monday 28<sup>th</sup> January 2019** – SIS, the leading provider of 24/7 betting services, will unveil a new ground-breaking betting product at ICE Totally Gaming 2019, alongside a showcase of its recently launched 24/7 Live Betting Channels.

At **ICE Stand S2-180**, delegates will be able to find out more about the [innovative new gaming product](#), optimised for sportsbooks.

The new short-form betting product, will help drive customer acquisition and retention for operators across the globe, with its innovative live gaming experience, optimised for both pre-play and in-play betting.

SIS are planning the unveiling of the new product on its stand at 12pm on Tuesday 5<sup>th</sup> February, allowing delegates to see the exciting new product. There will also be opportunities to be entered into a prize draw to win cash!

SIS CEO, Richard Ames, said: “We’re excited to reveal our innovative new product at ICE. While going into specific details at present would spoil the surprise, we are confident that our ground-breaking new gaming product will appeal to operators and bettors, capitalising on one of the industry’s fastest-growing verticals.”

### Notes to editors:

There will be a media briefing on stand S2-180 at 12pm on Tuesday 5<sup>th</sup> February where SIS Product Director, Paul Witten will showcase the new product, and explain how it will help drive incremental revenues for operators.

A Q&A session will follow, and media interviews can be requested in advance. To RSVP, or book an interview, please contact: [SIS@squareintheair.com](mailto:SIS@squareintheair.com).