

Spinola complete integrated suite of lottery innovations ahead of ICE London

Malta based Spinola Gaming is bringing a fresh and invigorating approach to the lottery vertical with a suite of innovations that Account Manager Isabella Rae Banda believes will capture the imagination of international operators. Spinola's eye catching innovations include: retail solutions for emerging regions including Africa and LATAM, lottery solutions for online casinos and sportsbooks wanting to take advantage of the global lottery boom, stand alone applications for lottery and national operators, customisable instant games with jackpots of up to €50m and bespoke lotteries which enable operators to customise their own branded games offering traffic generating jackpots of up to €250m.

Underlining the huge success that's being experienced by Spinola, Isabella Rae Banda confirmed: "We are delighted with the rapid progress that's being made particularly in Africa where we are selling in excess of 100k transactions per day across more than 1,000 terminals. The LATAM market is also out-performing our forecasts delivering solid and consistent figures. Online casino and sportsbook operators are just starting to experience the true potential in lotteries as a unique source of new traffic and as a way to acquire players who are not traditionally engaged with what they have to offer."

She added: "The broader industry is starting to view lotteries as the fourth gaming vertical comparing favourably with LIVE Casino, Slots and Sports. With the introduction of Spinola's LIVE Lottery games scheduled for Q2 2019, we believe the level of uptake will greatly increase as operators recognise the opportunity to keep to keep players engaged for longer periods thanks to an interactive live product range that does not negatively impact the player experience."

For more information on Spinola which has in excess of 80 operators in its 2019 pipeline, visit: spinolagaming.com