



Spribe targets iGaming's 'big players' and prepares to disrupt the sector at ICE London

Estonian online games developer Spribe, will be using its first appearance at ICE London to illustrate how creative content can be used to engage with Gen Y and, in the process, shake-up what Managing Partner Mr David Natroshvili describes as an industry 'saturated with century old, traditional games such as slots and roulette'.

Explaining the Spribe proposition, he stated: "Following the recent launch of our leading Mini Game, we started to get approached by various brands which are interested in our portfolio. So, we decided it's the best time for us to get exposure and show our games to big players on the market at ICE London.

"The ground-breaking game type, often referred to as 'Fast' or 'Instant Games' because of their sleek design and quick gaming, have innovative mechanics and deliver an experience which is shaking up the sector thanks to its ability to connect with millennials. These new games originated from the video gaming industry and this format became popular in crypto casinos due to its simplicity and exciting gambling experience. We are amongst the very first pioneers to introduce these next gen games to regular online casinos and I believe the secret to the sector's success is millennials."

He added: "According to numerous studies, Gen Y is the group that is hardest to target for traditional casino operators, however, it's no coincidence that they love this new type of game which mimics video game mechanics and are fast and easy to play from mobile devices. Another reason we're excited to showcase this game type at ICE London is the innovation of cryptography based 'Provably Fair' technology, which provides transparency and is a guarantee of fair play, both of which are hugely important for operators and players

alike. We are very excited to exhibit at ICE London for the first time, since it provides a wealth of opportunities for companies in the iGaming industry. With the help of ICE London, we look forward to establishing ourselves as a pioneer in the way online casinos engage with new entertainment hungry demographics.”

Spribe will be showcasing its online games portfolio from Booth N9-549 at ExCeL London, UK from 4-6 February 2020. To Step, Leap, Dive and Look 'Into The Future' alongside 600+ solutions experts and 35,000+ gaming professionals, visit www.icelondon.uk.com