

VERMANTIA SET TO HIT THE SWEET SPOT AT ICE 2019

Round the clock service and content driving technologies are the ultimate customer call to action

Athens, 4th February 2019 – Vermantia, a leader in omni-channel content solutions, is set to showcase its latest suite of products at ICE 2019 on stand S4-120.

The supplier's range, which includes high quality live and virtual content, low latency streaming, and advanced self-service betting options, offers retail and online brands an engaging, end-to end package.

ICE attendees will be able to sample a digitised, cashless gaming experience and dive into live demos of FLAVOR, the company's award winning SSBT, and V-POS, its complete betting ecosystem for businesses of all shapes and sizes.

This unique combination of retail solutions is here to unlock a world of opportunities and customer convenience, bundled with both card and mobile payment solutions.

Heading the content charge is their round the clock live racing channels, which provide more live events than any other supplier in the industry and feature over 85,000 live horse and greyhound races a year from the United Kingdom, United States, New Zealand, Australia, and South Africa.

Prepared on a bespoke basis for retail and online operators, they also boast enhanced betting data and fast time-to-market, through the supplier's adaptive data service.

In pride of place on the stand will be the Ultimate Live Greyhound Channel and Vermantia and Arena Racing Company's European Racing Channel, which is available with Vermantia's Complete Odds Service and Bet Acceptance System.

In addition, the supplier will be displaying an expansive portfolio of over 25 virtual games, including the Athens-based supplier's unique, award-winning baseball product.

Visitors and partners will have also the chance to take a peek behind the scenes of company's content driving technologies, enjoying the thrill of live action with less than one second-latency through live demo sessions of Vermantia's Streaming Service and the empowering CONNECT platform.

Filippos Antonopoulos, CEO and founder of Vermantia, said: "We are excited about showcasing our services, which deliver both convenience and choice to the customer, as well as a compelling call to action.

“We have put together a fantastic schedule of content and technology options. These are not only available around the clock, they can also be tailored to individual partners to ensure what they offer best suits the betting needs of their local market.

“It is so important to offer a truly immersive betting experience to modern audiences, whether that’s in retail or online, and we are well positioned to really boost operators wherever they are in the world.”