

ICE London adds up as the 'place to launch' for first-time exhibitor, Count On Us

ICE London's reputation as the event of choice for the launch of technology driven products to an international audience of influential gaming buyers has been confirmed by first-time exhibitor Count On Us. The UK-based cash handling specialist will be using ICE London 2019 (5-7 February, ExCeL London, UK) to officially unveil what it is describing as a 'unique card counting machine', citing the ICE brand's record-breaking physical size and its ability to deliver an international audience as creating the perfect platform for a product that has been two years in R&D.

ICE London 2019 will not only mark the company's latest product launch, but also its first ever appearance as exhibitors at the world's largest gaming technology event. Commenting on the decision to debut its latest product at ICE, Count On Us' Sales Director Sara Taylor explained: "We are launching the world's first compact card counting machine for the casino industry and so ICE London, which gives us maximum exposure to a world market, constitutes the perfect launch opportunity."

Count On Us will showcase its range of cash handling equipment from manufacturers such as Glory, Cashmaster and CTCoin, but the centrepiece of its exhibition presence will be the product launch. "Our card counting product has been developed in conjunction with a major casino over a period of two years and is unique within the industry," Sara Taylor continued. "It is aimed at the global market and the fact that ICE London attracts visitors from over 150 nations is clearly a major plus.

"We are looking forward to the opportunity to demonstrate the new product directly to major industry professionals and to receiving instant feedback and interest. We hope to engage with casino operators and show the capabilities of the new product, leading to serious enquiries from both UK and international operators."

ICE London 2018 featured 589 exhibitors drawn from 65 jurisdictions. The unique number of visitors attending the event was independently audited as a record 33,536, an 11 percent increase on 2017 and a landmark which constituted the event's seventh consecutive year of growth.

For more information on the world's biggest gaming technology event and to

experience the spirit of genius at ICE London 2019 (5-7 February, ExCeL London, UK), visit: icelondon.uk.com