

Tableswin to bring iGaming and land-based sectors together with new customisable table at ICE London

“We have found alchemy between technology and classic gaming,” is how Massimo Meneghetti, General director at [Tableswin](#) has described the thinking behind the company’s latest products which are the result of 12 months of dedicated investment, research & development within the company. The leading gaming table and casino equipment developer will debut the pioneering solutions, which have been created with a core focus on both analogue and digital gaming landscapes, to the global gaming industry when it exhibits from Stand S8-243 at ICE London in February.

Discussing the reasons behind unveiling their latest innovations at the world’s largest gaming technology event, Meneghetti explained: “ICE London is probably the most important event for gaming industry. The UK is a very strategic location, being in the middle between the Asiatic and the American market which are the most important regions to our sector. We are based in Italy but employ staff across the globe, so being at the event is crucial for raising awareness of our brand in Europe and other relevant, international markets without going directly to Las Vegas or Macau.”

Bridging the gap between the iGaming and land-based sectors will be a hallmark of the company’s new solutions, something which Meneghetti puts down to the ongoing development of the industry as a whole. He stated: “We are living in a new period of changing and innovation; the market is becoming more competitive than ever, with a request for truly diverse games which support the variety of different players playing in casinos around the world. Moreover, we can’t forget the online gaming sector, which continues to grow rapidly. The casino equipment sector must be prepared to support this change and be ready to offer new products continuously.”

Commenting on how the online sector is impacting table craftsmanship, he continued: “We are not afraid of the technology allocated physically in gaming tables, because we have found alchemy between technology and classic gaming giving players a more expansive offer of games and services. Marrying the digital with the analogue is going to be a key part of what we’re unveiling at ICE London with a branch of new services and products that really deserve to be seen and interacted with in person. Our R&D focus recently means we have studied not only the ‘normal gaming field’ but also the new habits of the new generation of players, their unique expectations and their fresh approach to the gaming

world.”

Tableswin’s latest products will form a core part of the company’s targets for 2019 and beyond which include venturing into new markets, consolidating partnerships with agents and distributors and adding even more new products to their existing collections. The company will also continue to drive its core aims of delivering customisable and exclusive innovations to each site they work within. “To be exclusive is so important whether its landbased or online,” Meneghetti added. “Each casino has its own soul, its features and peculiarities very well defined, exactly like each individual customer. A gaming table represents the ‘business card’ of a casino and is an essential part of any site.

“We aim to offer customisation in a way each unique customer needs, we support all of them differently basing what we deliver on our years of experience whilst giving them freedom in their criteria. Tableswin’s goal focuses on a whole venue from top to bottom, by creating aesthetically pleasing and functional tables, both for people that have to work with them and for the players themselves. The time spent at one of our tables must be remembered as a comfortable and unforgettable experience and look forward to delivering something unforgettable to the assembled industry in February!”

To book a meeting with the Sales team at Tableswin and be one of the first people to experience the company’s new products, contact info@tableswin.com.