

# Playtech BGT Sports CEO joins legendary greats in SBC's Hall of Fame

***DI Dr. Armin Sageder, MBA inducted into prestigious list of industry pioneers ahead of Betting on Sports 2019***

**London, 16th September 2019:** Playtech BGT Sports (PBS), the market-leading provider of omni-channel sports betting solutions, is set to cap its Betting on Sports attendance this year with one of the industry's highest honours.

DI Dr. Armin Sageder, MBA, founder and CEO of PBS, will be inducted alongside Bet365's co-CEO Denise Coates and former Sky Betting and Gaming Executive Chairman Richard Flint.

Sageder's addition to the SBC Hall of Fame is testament to his outstanding industry achievements, as well as his continued influence on the evolution of the retail sports betting sector – most notably for PBS' pioneering work in creating the latest generation of SSBTs (self-service betting terminals).

Commenting on a landmark year for PBS' attendance at Betting on Sports, **Playtech BGT Sports CEO DI Dr. Armin Sageder, MBA said:**

*"It's an honour to be associated with some of the greatest leaders and innovators sports betting has seen. I'm delighted with the contribution we at PBS have made towards shaping the retail sector into what it has become today.*

*"The industry has a bright future, and we look forward to be at the forefront for many years to come. As we continue to digitise retail betting, we will continue to empower betting operators to offer the world's first truly omnichannel experience through our digital sports betting products – all of which can be seamlessly integrated through every single channel - from online, to SSBTs and mobile."*

Ahead of the ceremony on Thursday 19<sup>th</sup> September in London, PBS also will be showcasing its latest range of new products and features at Betting on Sports, boosting both customer engagement and revenues for retail operators.

Visitors can meet the PBS team at booth L18, with its next generation of SSBTs set to take centre-stage, offering a complete armoury of engaging content and customer-friendly tools with which to retain existing customers and win new ones.

The market-leading provider of omni-channel sports betting solutions will also be highlighting its latest SSBT functionalities, included its state-of-the-art content Bet Recommender engine, which uses artificial intelligence to suggest relevant selections and interesting content directly to shop customers.

This will be joined by PBS' MatchAcca functionality, which gives shop customers the option to back related contingencies by combining several selections into a single bet, as well its new quick-fire application, which brings exciting in-play betting opportunities previously unavailable shop customers.

Alongside, PBS will be displaying OddsWall, its in-shop display screen showcasing odds, results and adverts – all customisable and managed by the operator via its content management system, as well as PBS Virtual Sports, offering a fully 3D range of virtual match and race sports via its SSBTs with localised commentary and branding.

Mobile will also be featured heavily this year, with visitors introduced to a host of developments following a record-breaking summer that saw more than £9m staked across PBS's mobile channels, with the BetTracker app proving particularly popular, allowing customers to bet in-shop and track their progress and even cash out at any time.