

## REFINE AND FINESSE

G3 interviewed German street gaming specialist, **Gamomat**, about its business and the future of AWP's in what was once a stable sector

### COULD YOU EXPLAIN A LITTLE OF THE HISTORY AND ESTABLISHMENT OF GAMOMAT AND THE TEAM BEHIND THE COMPANY?

Gamomat is a relatively young company in terms of history, but has quickly built up a reputation for designing some of the highest performing games in one of Europe's largest street markets - Germany. Many of the team learnt their skills with some of the Gaming Industry heavyweights and their work with these companies can still be seen operating across the German market.

The founder, Dietmar Hermjohannes, completed a Masters of Computing and Mathematical Science after studying in both his native Germany and then in New Zealand. Seven years were then spent with Merkur Gaming (part of The Gauselmann Group) culminating in the position of Head of Game Design. After moving on from this role, Gamomat was formed and a further role taken up as Head of Research and Development with Bally Wulff.

Within Gamomat there are specialists in game mathematics, graphics, sound and overall game design. Every single team member has a passion for producing great games and this is reflected in the quality of their work.

### WE'VE BECOME ACCUSTOMED TO SEEING THE GERMAN MARKET DIVIDED UP BETWEEN TWO MAIN SUPPLIERS. WHAT DOES A SMALLER INDEPENDENT COMPANY HAVE TO OFFER THAT THE 'GIANTS' HAVEN'T COVERED ALREADY?

Gamomat does not compete directly with the giants of the German market, rather, supply high performing content for deployment via 3rd party hardware. Gamomat is a highly agile and nimble team, and whilst they cannot compete in terms of sheer resources, what they can do is refine and finesse every single game produced to optimise them for the market. This is clearly reflected in terms of game performance where Gamomat games are ranked consistently with the top 10 titles across the country.

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(Right) **DIETMAR HERMJOHANNES**, founder, Gamomat.



### WHICH CUSTOMERS ARE WORKING WITH GAMOMAT AT PRESENT AND WHAT SHARE OF THE MARKETPLACE HAVE YOU ESTABLISHED?

Within the German Street market, Gamomat games can be found on over 20,000 machines. Content has also been launched in Eastern Europe with entry into the Spanish, Italian and South American markets imminent. Interestingly, despite operating on a freemium type model, content will also push into the social gaming arena which is of course, an area of great interest as that market continues to expand.

### IS GAMOMAT A PURELY GERMAN STREET GAMING CONTENT PROVIDER OR IS THE COMPANY WORKING WITH DIFFERENT SECTORS - ONLINE/MOBILE AND WHAT INTERNATIONAL PRESENCE HAS THE COMPANY ESTABLISHED?

Within Europe, the Street markets represent by far the largest and most interesting sector, and so the majority of effort is placed there, that's common sense. However, Gamomat games are more than suitable for the online, mobile and social gaming markets due to the very strong fundamental mathematics of the games. It's expected that the first Gamomat game titles will be available



online in the second half of 2013.

Gamomat also has an excellent working relationship with a number of international gaming manufacturers and leverages these relationships to expand its market presence outside of the German market.

#### **WHICH ARE THE STANDOUT GAMOMAT TITLES AND WHAT ARE THE REASONS BEHIND THE SUCCESS OF THESE GAMES?**

With over 140 game titles in the current library of content, there is a vast array of games to choose from. Some of the highest performing titles include Buffalo

Bill, Secret Island Jackpot, Western Jack, Books and Pearls, Fancy Fruits and the totally unique game Burn the Sevens which is performing particularly. Burn the Sevens is a revolutionary title in terms of game play and appeals to a very wide audience due to its individuality and compelling game play.

#### **AS A TEAM THAT CREATED SOME OF THE MOST SUCCESSFUL STREET GAMING TITLES - HOW HAVE GAMES EVOLVED AND WHAT ARE THE KEY ELEMENTS THAT DEFINE A GAMOMAT TITLE?**

The German market, like a lot of other street markets across Europe, has evolved

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considerably over the last 5 years or so. Casino and Street style content have converged as video technology has been regulated and introduced so players are looking for an immersive and enjoyable gaming experience, whilst operators are continually looking to enhance their (multigame) hardware with the very best in class content.

What defines a Gamomat game is the local knowledge and passion that the team puts into every title. Obviously, strong core mathematics, dazzling graphics, exceptional sounds and absorbing game features help, but on their own each of these factors are not enough to make a game successful. Gamomat dives deeply into individual markets to truly understand what players want, and so rather than simply produce clones of previously successful games, every single title is developed with local knowledge and huge amount of care and attention to detail.

#### **THE GERMAN STREET MARKET IS FACING RADICAL LEGISLATIVE CHANGE, HOW DO YOU SEE THE MARKET CHANGING AND HOW IS GAMOMAT ADAPTING TO THE CHANGES?**

The German Street market has been amongst the most resilient over the last five years and that may be in part thanks to the strong German economy, the dynamics of the market and the strength of locally based manufacturers and operators.

However, with potential changes to the market looming and the possibility of a significant reduction in machines there is a considerable amount of uncertainty. This is less of a concern to Gamomat as a content supplier (rather than a major manufacturer or operator) as the potential impact is smaller, and of course, within a challenging environment, the opportunities presented quite often outweigh the concerns. The aim is to deploy Gamomat developed content to key strategic markets and really growth is very much on the agenda for the team.

#### **WHAT ARE THE INTERNATIONAL ASPIRATIONS OF THE COMPANY AND HOW IS GAMOMAT LOOKING TO EXPAND IN THE FUTURE?**

Internationally, Gamomat content can be deployed into any gaming environment and it's very clear that operators have a desire to replicate their land-based content into their online and mobile gaming platforms where allowed. With this in mind, obviously the Class III (Casino) market is important; however it would be foolish to ignore the sheer scale of online and mobile opportunities.