

WWW.G3-247.COM

**REPORT: LATIN AMERICA****LATAM: ILLEGAL GAMING  
UNDERSTANDING THE MARKET**

Illegal gambling is one of the most pressing issues in the Latin American market as governments fail to regulate

WWW.G3NEWSWIRE.COM



The election of Jair Bolsonaro could spell the end for plans to legalise casino gaming in the country  
**BRAZIL P10**



The Autonomous Community of Galicia has given the green light for a new casino in Vigo  
**SPAIN P18**



Scientific Games acquires US real-time sports-betting data specialist Don Best Sports  
**US P26**



Sega Sammy Chairman, Hajime Satomi, wants to be involved in all of Japan's integrated resorts  
**JAPAN P31**

**SUBSCRIBE**  
at G3Newswire.com

Read every G3 magazine, download every market report and much more...

The latest magazine is available to digitally download via **G3Newswire.com** or via the **App Store** and **Google Play Store**

# GOLDENRACE

BEYOND VIRTUALS



## VIRTUAL EURO CHAMPIONS

THE GOAL IS TO BE THE BEST

Provide your players with the greatest innovations in the betting sector!

---

Be the first to offer the biggest experience of the year.

Odds and real statistics based on FIFA rankings.

The top-revenue making solution in the market.

---

*Is your betting shop ready for the Euro Champions?*

LICENSED BY  
**GAMBLING**   
**COMMISSION**

WWW.GOLDENRACE.COM  
INFO@GOLDENRACE.COM

*GoldenRace*

# Contents

## November 2018



Samson House,  
Manchester Road,  
Manchester M29 7BR,  
United Kingdom



World Partner to Clarion Events

G3Newswire.com delivers daily international gaming industry news and information, with the G3Newswire newsletter circulated three times per week to a 8,500+ database of gaming industry influencers

[www.G3Newswire.com](http://www.G3Newswire.com)

Report  
Latin America

### Illegal Gambling Reports P48

Illegal gambling is one of the most pressing issues in the Latin American market. Governments have failed to regulate and enforce rules leaving space for organised crime to flourish

### Strategic global expansion of Novomatic's brand values

Insight P32

Novomatic's Chief Executive Officer, Harald Neumann, outlines the company's short- to mid-term growth plans for international markets

### SOUTH AMERICA

#### CHILE P8

Plans are being advanced in Chile to prohibit and eliminate slot machines that are located outside of casinos

#### BRAZIL P10

The election victory of Far Right candidate, Jair Bolsonaro, could spell the end for pro casino legislation in Brazil

#### PERU P12

Plans have been formulated to fight the imposition of a new tax as they argue it will damage Peru's gaming sector

### NORTH AMERICA

#### US P24

IGT Global Solutions and William Hill US have joined forces to offer US lotteries a full service solution for sports betting

#### US P26

Scientific Games is buying Don Best Sports Corporation and DBS Canada Corporation, a global supplier of real-time betting data

#### CANADA P28

Gateway Casinos has celebrated the grand opening of the spectacularly transformed Palace Casino to Starlight Casino Edmonton

### EMEA

#### CYPRUS P14

Melco has revealed that its temporary casino in Limassol has attracted over 175,000 customers and 13,000 registered members

#### TENERIFE P16

The three casinos in Tenerife have been put on sale and will be privatised under a new public tender

#### SPAIN P18

The Autonomous Community Government of Galicia has announced that it has given the green light for a new casino in the city of Vigo

### ASIA & OCEANIA

#### JAPAN P30

Caesars has published its blueprints for five Integrated Resorts in Japan in Hokkaido, Yokohama, Tokyo, Osaka and Okinawa

#### CHINA P30

Macau's mass market baccarat drove GGR growth in the three months to September, with mass baccarat revenue up 21.5 per cent year

#### CHINA P31

Sands outlines \$2bn investment in Macau to renovate its existing operations despite looming licence renewals

Interactive  
Creating Gaming Brands

### Illegal Gambling

Reports P48

An exclusive interview with Vienna-based Greentube's Chief Financial and Games Officer, G3 discusses games creation with Michael Bauer ahead of SiGMA

### Winning chances - creating definitive online slot titles

Interactive P78

An exclusive interview with Vienna-based Greentube's Chief Financial and Games Officer, G3 discusses games creation with Michael Bauer ahead of SiGMA

# ONE CONNECTION CHANGES EVERYTHING



**CONNECT WITH JCM GLOBAL** and you'll discover an entire network of resources to innovate the delivery of your brand and products. From bigtime thrills and new possibilities on the gaming floor, to dynamic new channels for marketing to your target audience, JCM is here to help you connect with your customers on every level.

Whether it's impacting the bigger picture or streamlining everyday activities, JCM's state-of-the-art products and services will allow you to forge more meaningful relationships with your customers. All while realizing new revenue streams and increasing the profitability of your current revenue sources. In essence, when you connect with JCM, you're connecting with the future of your operation.



Lewis Pek  
Editor



## Comment

November 2018

I've held the view for a long time now that awards are great occasions for dressing up and having a good time, but please stop telling me about them as though they're news. One of the stories from the recent G2E show sums up my feelings on the subject, whereby an exhibitor purchased 'priority stand breakdown', entitling the company to take down their stand and exit the show ahead of everyone else. The only issue was that every exhibitor had bought the same package - effectively cancelling each other out. My view is the same with awards - if you all have one then essentially, no one does.

The bump in the road of my argument comes with the Women in Gaming Awards that are now part of every cycle of ceremonies. I view the photos and the press releases about these events and congratulate the industry on doing its bit for gender equality - and yet... if you look through the job titles of the winners a distinct pattern forms - marketing managers and HR directors win the majority of awards on offer. There's the occasional CFO, but it's rare, and I haven't seen a CEO pick up one of the awards - though I'm not saying my research is exhaustive.

### I'M NOT SURE IF WOMEN IN GAMING AWARDS ARE ALL THAT USEFUL IN CHAMPIONING EQUALITY AND FAIRNESS IN THE INDUSTRY

What's clear, however, is that gender diversity in the gaming industry doesn't just have a glass ceiling, it's more a steel shelf that splits the men from the women in the top jobs right across the operator and supplier sectors.

At a recent gaming conference in Europe discussing gender diversity, one woman in the entire room was a Managing Director of their business. Kate Chambers from Clarion Gaming was a panel member discussing the Code of Conduct for the ICE show in London and the need for a proportionate response to issues facing exhibitors using stand staff to promote their products at the exhibition. If you removed HR and marketing employees from the room, she would have been the only woman left in that conference room.

I'm not sure if Women in Gaming Awards are all that useful in championing equality and fairness in the industry, or whether it's a case of window-dressing to say that the industry is ticking a diversity box, outwardly presenting the image of equality without actual doing anything to address the top-heavy balance in which women are under-represented in the boardrooms of all the industry's gaming companies.

Women do an amazing job in this industry, they just need to be rewarded for it with more than just an award.

### EDITORIAL

G3 Magazine Editor  
**Lewis Pek**

lewis@gamingpublishing.co.uk  
+44 (0) 1942 879291

G3Newswire Editor

**Phil Martin**

phil@gamingpublishing.co.uk

+44 (0)7801 967714

Features Editor

**Karen Southall**

karensouthall@gmail.com

Consultant

**John Carroll**

carroll@carrollconsulting.de

International News Editor

**James Morrison**

jamesmorrison@gmail.com

Contributors

**John Hagan, Martin Britton,**

**Pascal Camia, Tom Nieman,**

**Michael Bauer, Mikael Hansson**

### ADVERTISING

Commercial Director

**John Slattery**

john@gamingpublishing.co.uk  
+44 (0)7917 166471

Advertising Executive

**James Slattery**

james@gamingpublishing.co.uk  
+44 (0)7814227219

Advertising Executive

**Alison Dronfield**

alison@gamingpublishing.co.uk  
+44 (0)1204 410771

### PRODUCTION

Senior Designer

**Gareth Irwin**

Production Manager

**Paul Jolley**

Subscriptions Manager

**Jennifer Pek**

Commercial Administrator

**John Pek**

**the next level**



CLOVER LINK ROUND  
EDITION CURVED



**CLOVER LINK BIG  
ISLAND PP SL**



## CLOVER LINK WALL EDITION BLACK SERIES



# CLOVER Link

- Complete Jackpot solution
  - Available with Multi, Single or Link Games
  - Incredible sound and visual experience
  - Fantastic top and side LED lighting
  - Brilliant interactive Jackpot Concepts



SHUFFLE KING 6



APEX PLAYER STATION



APEX iDROPS

[www.apex-gaming.com](http://www.apex-gaming.com)

For more information please contact:  
[sales@apex-gaming.com](mailto:sales@apex-gaming.com)

**APEX** GAMING TECHNOLOGY

## Two LCD lines to fit your needs



- ✓ Range of sizes from 10" to 70"
- ✓ 10+ touch PCAP or glass only
- ✓ Seamless, edge-to-edge glass for true flat designs
- ✓ Thru-glass capability
- ✓ Fast customization
- ✓ Optional LEDs surrounding display
- ✓ Global support

High quality, state-of-the-art technology  
and competitive price to improve  
your customer's experience

[suzohapp.com](http://suzohapp.com)

# Calendar

November 2018

## NORTH AMERICA

### Table Games Conference 2018

November 5-7, 2018

#### LOCATION

Paris Hotel & Casino, Las Vegas,  
Nevada, US  
**ORGANISER**  
BNP Media Gaming Group  
2401 W Big Beaver Road, Suite 700  
Troy  
Michigan

#### United States

MI 48084  
**CONTACT**  
Lesley Grashow  
T: +1 203 938 2782  
E: [grashowl@bnpmedia.com](mailto:grashowl@bnpmedia.com)  
[www.tablegamesconf.com](http://www.tablegamesconf.com)

## ASIA

### MGS Entertainment Show 2018

November 13-15, 2018

#### LOCATION

Venetian Macau, Macau  
**ORGANISER**  
Macau Gaming Equipment  
Manufacturers Association  
Avenida de Amizade No 555  
Macau Landmark, 12/F - 1209  
Macau

#### CONTACT

T: +853 2878 7250  
E: [enquiry@mgsentertainmentshow.com](mailto:enquiry@mgsentertainmentshow.com)  
[www.mgsentertainmentshow.com](http://www.mgsentertainmentshow.com)

## EMEA

### BEGE 2018 – Balkan Ent. & Gaming Expo

November 21-22, 2018

#### LOCATION

IEC, Sofia, Bulgaria  
**ORGANISER**  
BEGE  
7 Kukush Str  
Sofia  
Bulgaria  
1345

#### CONTACT

Milena Tsankarska  
T: +359 2 812 9474  
E: [milena@balkangamingexpo.com](mailto:milena@balkangamingexpo.com)  
[www.balkangamingexpo.com](http://www.balkangamingexpo.com)

## NORTH AMERICA

### Sports Betting USA 2018

November 27-28, 2018

#### LOCATION

Convene Conference Center, New  
York – United States  
**ORGANISER**  
Clarion Events  
Fulham Green, Bedford House  
69-79 Fulham High Street  
London

#### United Kingdom

SW6 3JW  
**CONTACT**  
Ewa Bakun  
T: +44 (0)20 7384 8111  
E: [ewa.bakun@clariongaming.com](mailto:ewa.bakun@clariongaming.com)  
[www.sportsbettingusaconference.com](http://www.sportsbettingusaconference.com)

## EMEA

### SiGMA 2018 – Summit of iGaming in Malta

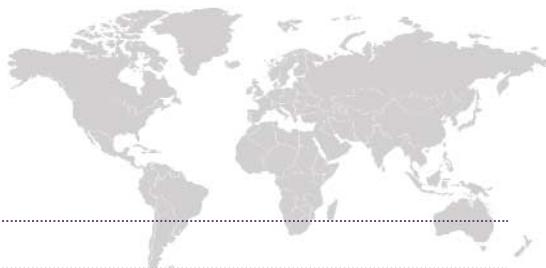
November 28-30, 2018

#### LOCATION

Malta Fairs and Conventions Centre,  
Ta' Qali, Malta  
**ORGANISER**  
SIGMA  
Gaming Hub  
Judge Paolo Debono Street  
Msida Skate Park, Msida

#### Malta

MSD 2032  
**CONTACT**  
Eman Pulis  
T: +356 9926 3626  
E: [info@maltaigamingsummit.com](mailto:info@maltaigamingsummit.com)  
[www.maltaigamingsummit.com](http://www.maltaigamingsummit.com)



## EMEA

### World Gaming Expo 2018 (WGE)

December 4-6, 2018

#### LOCATION

Grimaldi Forum of Monaco, Monaco

#### ORGANISER

Monaco International Events Sarl  
9 Blvd Albert Ier  
l'Albatros  
Monaco  
98000

#### CONTACT

Igor Gamba

T: +377 9216 5050

[www.world-gaming-expo.com](http://www.world-gaming-expo.com)

## EMEA

### EAG International & Visitor Attraction Expo

January 15-17, 2019

#### LOCATION

ExCeL London Exhibition Centre,  
London, UK

#### ORGANISER

Swan Events  
Bennett's, Office 7  
21 Leyton Road  
Harpden, Herts

#### United Kingdom

AL5 2HU

#### CONTACT

Karen Cooke

T: +44 1582 767254

E: [karencooke@swanevents.co.uk](mailto:karencooke@swanevents.co.uk)  
[www.eagexpo.com](http://www.eagexpo.com)

## EMEA

### ICE London 2019

February 5-7, 2019

#### LOCATION

ExCeL London Exhibition Centre,  
London, UK

#### ORGANISER

Clarion Events  
Fulham Green, Bedford House  
69-79 Fulham High Street  
London

#### United Kingdom

SW6 3JW

#### CONTACT

Stuart Dacre

T: +44 207 384 8114

E: [stuart.dacre@clarionevents.com](mailto:stuart.dacre@clarionevents.com)  
[www.icelondon.uk.com](http://www.icelondon.uk.com)

## SE ASIA & OCEANIA

### iGaming Asia Congress 2019

March 12-14, 2019

#### LOCATION

Macau  
Organiser  
Beacon Events  
I201-I203, I2/F Siu On Centre  
188 Lockhart Road  
Wanchai  
Hong Kong

#### CONTACT

T: +852 2219 0111

E: [info@beaconevents.com](mailto:info@beaconevents.com)

[www.igamingasiacongress.com](http://www.igamingasiacongress.com)

## EMEA

### Betting on Football 2019

November 28-30, 2018

#### LOCATION

Stamford Bridge – Chelsea Football Club, London, UK  
Organiser  
SBC Events  
New Kings House  
136-144 New Kings Road  
London

#### United Kingdom

SW6 4LZ

#### CONTACT

T: +44 161 367 1250

E: [andy@sbcnews.co.uk](mailto:andy@sbcnews.co.uk)  
[www.sbcevents.com/betting-on-football-2019](http://www.sbcevents.com/betting-on-football-2019)



-  Omni-Channel Poker Platform
-  Over 15 Poker Games
-  Certified RNG
-  Customization
-  Poker Network Ready
-  Bitcoin Support



[evenbetgaming.com](http://evenbetgaming.com)  
[sales@evenbetgaming.com](mailto:sales@evenbetgaming.com)

**SIGMA** iGaming Malta '18

**La Comisión Asesora Presidencial en Descentralización y Desarrollo Regional del Senado de Chile,** tras escuchar a las partes interesadas, ha decidido seguir adelante con sus planes de prohibir y eliminar las máquinas tragaperras ubicadas fuera de los casinos.

**El gobernador del estado mexicano de Veracruz,** Miguel Ángel Yunes Linares, ha regulado en contra de la construcción de un casino TV Azteca en el municipio de Yanga, una de las áreas más pobres de la región.

**El Instituto Provincial de Lotería y Casinos (IPLyC) de Argentina** ha publicado los resultados de la primera fase de la licitación para los siete casinos de Buenos Aires. El experimentado operador local Boldt se ha impuesto hasta el momento tras la primera fase, que incluyó la evaluación de la licitación técnica y las comprobaciones de los antecedentes financieros, entre otros aspectos, para una puntuación máxima posible de 55 puntos.

**La Asociación Peruana de Entretenimiento y Juegos de Azar (APEJA)** tiene previsto presentar batalla judicial contra la imposición de un nuevo impuesto que, según argumentan, perjudicará el creciente sector del juego en Perú. El Impuesto Selectivo al Consumo (ISC) es un impuesto indirecto que se ha aplicado hasta la fecha a la venta y la importación de ciertas mercancías, como combustibles, cigarrillos, cerveza, licores o refrescos, pero que a partir de ahora también estará vigente por primera vez para los casinos y las máquinas tragaperras.

**El último de los círculos de juego a la antigua usanza en París** ha dejado de existir tras el cierre del Cirque Clichy-Montmartre por parte del Servicio Central de Carreras y Juegos (SCCJ) el 26 de septiembre.

**Los tres casinos de Tenerife se han puesto a la venta** y serán privatizados en el marco de una nueva licitación pública. Tal como se anuncia en el boletín oficial de las islas, los tres casinos están ahora a la venta por un total de 24,9 millones de euros.

**El Ministro de Finanzas de Irlanda, Paschal Donohoe,** se dispone a incrementar a partir del próximo año el impuesto sobre las ventas irlandés pasando del 1 al 2 por ciento para las apuestas tanto en establecimientos físicos como online. Los impuestos aplicados a los intercambios de juego —es decir, cuando las casas cubren apuestas entre clientes— se incrementarán desde el 15 hasta el 25 por ciento.

**El gobierno autonómico de Galicia ha anunciado** que ha dado luz verde para un nuevo casino en la ciudad de Vigo. En su declaración, el gobierno ha anunciado que la autorización para el casino se ha otorgado en el centro comercial A Laxe, el último construido en Vigo y ubicado en un emplazamiento céntrico de la zona portuaria de la ciudad.

Plans are being advanced in Chile to prohibit and eliminate slot machines that are located outside of casinos

#### CHILE LEGISLATION



## SLOTS OUTSIDE OF CASINOS WILL BE BANNED

The Senate's Advisory Commission for Decentralisation and Regional Development has decided, after listening to the stakeholders involved, to advance with its plans to prohibit and eliminate slot machines that are located outside of casinos. A new report had been requested to help draft a new law that will regulate the operation of gaming machines for fun and recreation purposes.

Senator Pedro Araya, President of the Commission, explained that the commission will enact legislation that will back up the executive's decision to finally enforce a ban: "The executive formally indicated that it will send a substitute indication that will prohibit gambling machines that are outside casinos, and in that line, what the commission is going to do in the next session is to consolidate a series of bills that deal with the matter, receive the indication of the executive and vote it in the sense of establishing a total ban on these machines that are mainly located at fairs, in neighbourhoods and in city centres."

In this regard, the Senate will be asked to authorise the merger of the various motions and deal with them in general and individually, "in order to advance the process much faster," the

legislator said. Alejandro Navarro, parliamentary forerunner of the project, welcomed the news saying that he was "optimistic" that the bill will "eliminate slots once and for all." He pointed out that they were responsible for increased gambling addiction and operators are being investigated due "to crimes associated with illegal gambling, money laundering, organized crime and tax fraud."

The battle against the growing number of illegal slots has been running for many years and there have been several attempts from both the gaming board and local state and municipal governments to close illegal slot parlours down. Increasing pressure comes from the executive now that the sector is now being investigated by the Public Prosecutor for possible money laundering, tax fraud and corruption.

At the end of September, the executive indicated that it aimed to prohibit slots outside of casinos. The Minister for the Presidency, Gonzalo Blumel, informed lawmakers that a proposal or initiative along these lines to eliminate this activity was imminent. The government could, however, seek to improve laws, in order to specify that the skill with prizes machines will be come under the same regulations that apply to casinos.

#### Puerto Rico

### Opposition to sports betting gathers momentum

*The Association of Hotels and Tourism of Puerto Rico (PRHTA) has expressed its strong opposition to a new bill that would legalise sports betting on professional and amateur leagues that take place both locally and internationally.*

*The President of the organisation Pablo Torres made the PRHTA's position clear via a written presentation delivered to the Tourism and Social Welfare Committee of the House of Representatives, where he stated that law 1612, which would allow for the sports betting expansion, should not be considered without an economic impact study first.*

*The measure, authored by representative Nelson Alonso Vega, establishes that the Tourism Company of Puerto Rico "will have autonomy to develop, through regulation, all the processes and procedures of betting on sporting events, including all regulatory decisions and licenses." The new measures are being considered in the Committees of Tourism and*

*Social Welfare and Treasury and Budget as it seeks to amend the Law on Games of Chance in order to authorise casinos certified by the Tourism Company to place bets on sporting events. Vega argues that the taxes generated from bets would be directed to the retirement system of public servants and to help pay off the island's debts.*

*Mr. Torres states that the expanded offer could dilute the market and effect casino operations when bets are distributed amongst a number of different events. He also stressed that "as a general rule" the money that is generated from betting goes mostly to the sports leagues, which are mostly not Puerto Rican, so the winnings would not remain on the island. This aspect, he added, could affect the income projections that the initiative intends to produce.*

*The author of the new bill claims that new ways to generate tax income are vital. "Increasing revenues in the industry is critical for the growth of the tourism sector of our Island," he said.*

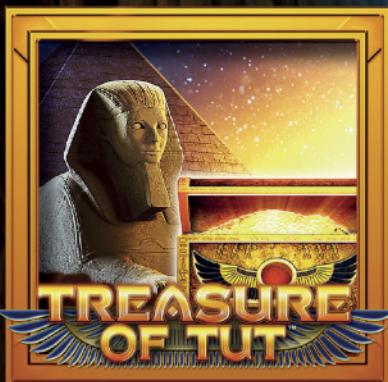
#### Mexico

*The governor of the Mexican state of Veracruz, Miguel Angel Yunes Linares, has ruled against the construction of a TV Azteca casino in the municipality of Yanga, one of the poorest areas in the region. Local government bodies together with the Veracruz Coordination Group, a task force including state and federal law enforcement agencies, have together analysed the possibility of a casino in the area and decided jointly that, "This casino should not be installed in Yanga."*

*Earlier in October it was revealed that Mexico's Interior Ministry (SEGOB) had granted the second-largest mass media company TV Azteca a 25-year licence that grants the company permission to operate a land based casino as well as offer online gambling. According to official documents, the casino will be located in an area of land in the downtown area of Veracruz, which currently operates as an auto parts shop.*



# OUR TEAM OF FORTUNE SEEKERS



... FOR THE NOVOMATIC CURVE RANGE

Pick the optimum for your gaming floor: The NOVOMATIC Curve cabinet that suits your requirements plus the jackpot offer that hits a note with your guests – stand-alone or linked progressive. Fortune is a choice.



**La Comisión de Infancia y Adolescencia del Congreso de los Diputados de España ha aprobado por unanimidad una proposición no de ley que urge al gobierno a poner en vigor medidas para proteger a los menores, como por ejemplo controles más estrictos sobre la publicidad de las casas de apuestas en el ámbito del juego online.**

**El Director General de Casinos Austria,** Alexander Labak, ha informado a la junta a finales de septiembre que no tiene previsto ampliar su contrato, que expira a finales del año 2019. Toda vez que su estilo de gestión había sido objeto de críticas, se cree que la búsqueda de un sucesor ha comenzado inmediatamente.

**Casinò di Venezia, la casa de juego más antigua del mundo, fundada en el año 1638, se ha convertido en el primer casino de Europa en lanzar uno de los Mighty Cash Big Money de Aristocrat Technologies en la revolucionaria plataforma Helix Tower.**

**La nueva asociación entre William Hill y IGT** aspira a aprovechar la ya exitosa cooperación entre ambas empresas que dio como resultado la obtención por parte de IGT del contrato para operar apuestas deportivas para la Rhode Island Lottery junto con William Hill.

**Scientific Games está en vías de adquirir Don Best Sports Corporation y DBS Canada Corporation,** un proveedor global de datos y precios para apuestas en tiempo real con el foco en eventos deportivos en Norteamérica.

**Boyd Gaming ha finalizado su adquisición del Valley Forge Casino Resort en King of Prussia, Pensilvania.** Ubicado a 20 millas al oeste del centro de Filadelfia, Valley Forge es el primer recinto de Boyd Gaming en el estado de Pensilvania. Ahora la empresa posee y opera 25 casinos en ocho estados: Nevada, Illinois, Indiana, Iowa, Kansas, Luisiana, Misisipi y Pensilvania.

**SLS Las Vegas se dispone a invertir más de 100 millones de dólares en unas obras de renovación del resort destinadas a mejorar el establecimiento de casino, reacondicionar las habitaciones del hotel y renovar la piscina y los espacios recreativos existentes.**

**El prestigioso diseñador de juegos para tragaperras Alton Englman se ha incorporado a Aristocrat en su nuevo campus de Las Vegas como Vicepresidente en Jefe de Desarrollo de Juegos,** y tendrá a su cargo un estudio concentrado en contenidos para el mercado norteamericano. En su última etapa profesional, el Sr. Englman formó parte del equipo de Scientific Games.

**En el informe anual de la empresa, Hajime Satomi, Presidente y Director General del Grupo de la japonesa Sega Sammy Holdings, afirma que desea participar en la mayoría de las operaciones de resorts integrados del país tras la reciente aprobación del largo tiempo esperado proyecto de ley de implementación de resorts integrados, con vistas a una expansión global de los casinos.**

## Election Could Spell End of Legislation

Brazil's election victory for the Far Right candidate, Jair Bolsonaro, could spell the end for the country's long gestating pro-casino legislation

Bolsonaro will come into power on January 1. After his victory, the congressman pledged to rule following the Bible and the constitution

### BRAZIL LEGISLATION

Far-right candidate and ex-soldier Jair Bolsonaro defeated his leftist rival in the Brazilian elections. The candidate had an eight to 10 point lead over his leftist opponent coming into the second round. Bolsonaro, won with 55.5 per cent of the vote after defeating left wing candidate Fernando Haddad, a former Sao Paulo mayor. Electoral authorities confirmed the victory on Sunday. Bolsonaro based his campaign around promises to put an end to corruption and crime. Bolsonaro has been a highly controversial figure and has polarised opinion with homophobic comments, calls for looser gun laws, attacks on the left and praise for Brazil's 1964-85 military dictatorship.

Bolsonaro will come into power on January 1. After his victory in a video transmitted from his home in Rio de Janeiro, the congressman pledged to rule following the Bible and the constitution: 'We cannot continue flirting with socialism, communism, populism and the extremism of the left,' he said. Bolsonaro's election will have far-reaching implications on the future of pro gaming law being drafted in both the Chamber of Deputies and the Senate. While there had been a number of reports which argued that he may well have allowed for pro gaming laws Bolsonaro had remained

Zitro formula helps operators navigate through peso problems

### Argentina

Zitro presented its wide range of Bryke Video Slots products at this year's SAGSE with the highlight on its progressive banks including the Link King LAP progressive multigame.

The company showed its range of standalone multigames including the popular Pick & Win series and the most recently released Hot Deal and Spin Hit. Zitro once again surprised visitors with Power Bingo Link, its latest innovation in Video Bingo, a game that also has all the appeal of the best progressive banks. The investment made by Zitro in products for Argentina is a tangible proof of the commitment to the market that the company promised in May.



largely silent on the issue. Bolsonaro's intention could have been to identify the areas where it would be possible to generate more jobs and generate the highest taxes, but he did not want to generate controversy amongst his evangelical support base ahead of the election.

However, he strongly denied supporting any pro gaming Laws in a live 21-minute Facebook feed where he listed and countered each claim made about him by his opponent's campaign. Arguing that an expansion of gambling in the country would lead to money laundering and would harm families he said: "This is new, that I will legalize the casinos in Brazil! I am going to legalize the casinos in Brazil! You can believe this lie? We know that casinos, here in Brazil if they existed, would be a great laundry, would serve to launder money. And also to destroy the families, that many people would give themselves to gambling and the chaos would be present here in Brazil."

His anti gaming stance and conservative values coinciding with the rapid growth of evangelical denominations across Brazil could prove to be a serious blow to years of work in both houses to allow for casinos and a wider expansion of gambling.

Last May, Zitro celebrated its first Zitro Experience event in Argentina, where, in addition to presenting its products, founder Johnny Viveiros Ortiz announced a commitment to the market and closeness to the needs of Argentina's operators.

The company stated: "Zitro's formidable products could not have reached the Argentinian gambling halls without commercial formulas that helped alleviate the pressure that operators are under when having to acquire debt in a foreign currency. At a time when the Argentinian peso is going through a challenging moment, Argentinian operators were surprised, not only by the company's products, but also at discovering the formulas offered by Zitro to place these products at their disposal. This way Zitro fulfills its promise to operator by helping them overcome the current situation, as promised by Johnny Viveiros Ortiz in May."

### Argentina

*The provincial Institute of Lotteries and Casinos has published the results of the first stage of the tender for the seven Buenos Aires casinos. Long time local operator Boldt has emerged as the winner so far after the first stage, which included the technical bid evaluation, financial background checks as well as other aspects for a maximum possible score of 55 points. In a month and a half, the government will reveal the results for the second stage of the process, which covers the economic guarantees that each competitor will make to the province of Buenos Aires for a total of 45 points. The IPLyC has reported its findings to the potential licence holders who have three days to respond. The seven casinos are being tendered in three lots, which combine the most and least profitable rooms.*



MERKUR  
GAMING

Innovation is our tradition.

(successful)



Thank you for visiting us at G2E 2018  
global gaming expo  
THANK YOU FOR VISITING US AT G2E 2018



The laughing sun shines worldwide.



**URUGUAY** – This spring, Casino Punta Shopping became a key launch site in Latin America for Konami Gaming, Inc.'s linked jackpot series Smash Smash Festival.

Showcased across a bank of 10 cabinets, Smash Smash Festival has become a fast favorite for guests at the prestigious República Oriental of Uruguay. "The Smash Smash Festival games have been a big success from day one," said Mr. Miguel Castelnoble, Gaming Director at Casino Punta Shopping. "Players instantly recognize when the piñatas pile up and the increasing mystery offers an incredible spark of excitement".

"Casino Punta Shopping has long been focused on providing guests the latest in quality entertainment, so it has been especially rewarding to see the venue's outstanding results and strong player response with Smash Smash Festival," said Eduardo Aching, Vice President, Vice President, International Gaming Operations at Konami Gaming, Inc. "We also must acknowledge the dedication of the team from Atlantic Venture to help make this regional premiere truly memorable."

Working in with the exclusive regional distributor for Argentina, Paraguay and Uruguay: Atlantic Venture, Casino Punta Shopping added Smash Smash Festival's unique bonus experience to its top gaming entertainment options more than four months ago, with noted success. Mrs. Cecilia Gigena, Atlantic Venture's Marketing Consultant said the launch has been supported by both "the typical kindness of the Uruguayan people, and the ideal location for a great party."

**BRAZIL** – The newly launched expanded online arm of the Caixa lotteries has shown better than expected results for its first month.

According to National Manager of the Caixa Lotteries, Rodrigo Hideki Hori, during the first month the total average purchase stood at R\$600 thousand per day and the average ticket spend stood at R\$50 which accounts for 1.41 per cent of all lottery revenues in the period – R\$18m.

Caixa also revealed additional data when it came to online player profiles. Men still bet the most on lotteries but as expected online sales have seen a higher percentage of female players when it came to a comparison between land bases and online gaming modes. "While via physical channels they (women) make up 15.5 per cent of the entire lottery purchase, online 26 per cent of the purchases were made by women", explained Hideki Hori. The manager added that the online sales portal had reflected the player profile, which Caixa had been targeting as it had developed the new site.

## Court Threat Over New Gaming Tax

The Peruvian Association of Entertainment and Gaming plans to fight the imposition of a new tax as they argue it will damage Peru's gaming sector

The Selective Consumption Tax (ISC) an excise tax, has until now been imposed on the sale and import of certain goods, but will now that apply to casinos

### PERU LEGISLATION

The Peruvian Association of Entertainment and Gaming (APEJA), plans to fight the imposition of a new tax in the courts as they argue it will damage Peru's growing gaming sector. The Selective Consumption Tax (ISC) an excise tax, has until now been imposed on the sale and import of certain goods such as fuels, cigarettes, beer, liquor, soft drinks, but will now that apply to casinos and slots as well for the first time.

Constante Traverso, President of APEJA said that the new rate in effect raised taxes from 12 per cent to 17 per cent. The government recently approved Legislative Decree 1419 that modifies the General Sales Tax Law and the ISC, which specifically means that casinos and slots will be subject to a specific system of money payable for each table and slot.

Up until now, the ISC tax had not been applicable to gaming establishments. In addition, it is expected that the National Superintendence of Tax Administration (SUNAT) will carry out an industry wide audit in order to



determine how net income is fixed when it comes to table games and slots.

The government is currently considering maximum and minimum limits as well as fixed amounts for both. President of APEJA, said casinos had previously paid 20 per cent the gross income but in 2002, the Constitutional Court ruled that this amounted to confiscatory taxation. Congress then decreased the rate from 20 per cent to the current rate of 12 per cent. Peru has seen one of the most remarkable success stories in the Latin American gaming market in the last 10 years.

Today the industry generates more than US\$1bn per year. Thanks to the efforts of a newly established gaming board, The General Directorate of Casino Games and Slot Machines (DGJCMT), the gaming landscape in Peru has changed from a situation where less than 4 per cent of gaming operations were regulated by the government to a situation where illegal gaming has all been eradicated.

### Colombia

Colombian gaming regulator Coljuegos has blocked 1,805 websites, which have been offering online gaming without authorisation. The Ministry of Information Technologies and Communications (MinTIC), working alongside the National Police's Police Cybernetics Centre (CECIP) and internet service providers have been working in coordination to enforce the ban.

The government is also cracking down on illegal advertising. The government is gaining ground in its battle with illegal gambling with the signing of a number of new pacts so far between Coljuegos and regional governments. Local lawmakers and members of the board have signed 20 pacts so far for the "Legality of the Gambling Sector" a strategy with which Coljuegos aims to combat illegal gaming. The most recent pact was signed at the end of last month.

### SIS seals deal with Hipódromo Argentino de Palermo

### Argentina

SIS (Sports Information Services), a leading supplier of 24/7 betting services to retail and online operators, has become the exclusive global distributor of pictures and data from the Hipódromo Argentino de Palermo racetrack in Buenos Aires.

As part of a new three-year deal, SIS will broadcast live action from the racecourse's 188 meetings and 1,500 races, significantly expanding its portfolio of international horse racing events.

The premier Argentinian racetrack hosts 69 Group races across the year, including the prestigious Group 1 events Gran Premio República, Gran Premio Polla de Potrillos y Potrancas, Gran Premio Selección, and Gran Premio Nacional.

The additional races will be made available via all of SIS's services, including the newly-launched SIS 24/7 Live Betting Channels, an end-to-end solution which offers 24/7 betting events.

This latest partnership complements the supplier's comprehensive portfolio, which includes horse racing from the UK and Ireland, Dubai, Singapore, Mauritius and Korea.

Simon Fraser, Head of International Racing at SIS, said: "Securing the exclusive rights of live racing from the Hipódromo Argentino de Palermo racecourse is an important step in our ambitions to offer premium, round-the-clock action to operators and their customers across the globe. As a provider of 24/7 betting content, it's imperative we have access to quality racing that will appeal to audiences wherever they are in the world, and this latest partnership achieves our goal in doing exactly that."

# SEE YOU IN MALTA, EUROPE'S iGAMING CAPITAL!

Book a meeting at  
[info@synotgames.com](mailto:info@synotgames.com)



VISIT US AT BOOTH **ST239**

**SIGMA** iGaming Malta

[www.synotgames.com](http://www.synotgames.com)

### Der beratende Ausschuss für

Dezentralisierung und regionale Entwicklung des chilenischen Senats hat nach Anhörung der beteiligten Interessengruppen entschieden, seine Pläne zum Verbot und Abbau von Spielautomaten außerhalb von Spielbanken und Casinos weiter voranzutreiben.

### Der Gouverneur des mexikanischen

Bundesstaates Veracruz, Miguel Angel Yunes Linares, hat sich gegen den Bau eines Casinos von TV Azteca in der Gemeinde Yanga, einem der ärmsten Gebiete in der Region, ausgesprochen.

### Die zuständige argentinische Provinzaufsicht

für Lotterien und Spielbanken hat die Ergebnisse der ersten Phase des Ausschreibungsverfahrens für die sieben Spielbanken in Buenos Aires veröffentlicht. Der langjährige örtliche Betreiber Boldt hat sich nach Abschluss dieser ersten Phase, die zur Erreichung einer Höchstpunktzahl von 55 unter anderem eine technische Bewertung der Gebote, eine Überprüfung des finanziellen Hintergrundes sowie weitere Gesichtspunkte umfasste, bislang als aussichtsreichster Kandidat erwiesen.

### Die peruanische Glücksspielaufsicht (APEJA)

beabsichtigt, gerichtlich gegen Pläne zur Einführung einer neuen Steuer vorzugehen. Sie begründet das damit, dass der peruanischen Glückspielbranche dadurch Schaden zugefügt werde. Die selektive Verbrauchsteuer (ICS) ist eine Luxussteuer, die bislang auf den Verkauf und die Einfuhr bestimmter Güter, wie Kraftstoff, Rauchwaren, Bier, Spirituosen und alkoholfreie Erfrischungsgetränke, erhoben wurde, jetzt aber erstmals auch für Casinos und Spielautomaten gelten soll.

### Die drei Spielbanken auf Teneriffa stehen

zum Verkauf und werden im Rahmen eines neuen öffentlichen Ausschreibungsverfahrens privatisiert. Laut Meldungen des Amtsblatts der Insel liegt der Preis für die drei Spielbanken bei insgesamt 24,9 Mio. Euro.

**Irlands Finanzminister, Paschal Donohoe, will** die irische Umsatzsteuer ab dem kommenden Jahr sowohl für Wettbüros als auch für Online-Wetten von 1 auf 2 Prozent erhöhen. Die Gebühren für Wettbörsen, in denen Wettquoten festgelegt werden, sollen von 15 auf 25 Prozent steigen.

### Die Regierung der autonomen Region

Galizien meldet, dass sie grünes Licht für eine neue Spielbank in Vigo gegeben habe. Laut der Meldung hat die Regierung die Einrichtung eines Casinos in dem Vigos jüngstem, zentral in der Hafengegend der Stadt gelegenem Einkaufszentrum A Laxe genehmigt.

**Die Melco Resorts and Entertainment hat sich** mit der japanischen Bandai Namco Amusement zusammengetan, um in ihrem Casino im City of Dreams Manila auf den Philippinen den ersten Freizeit- und Gastronomiebereich auf der Basis von Virtual Reality-Angeboten zu eröffnen.

# Cyprus Exceeding all Expectations

Melco Resorts has revealed that Cyprus Casinos 'C2', its temporary casino in Limassol has attracted over 175,000 customers and 13,000 registered members

Melco's temporary casino in Limassol, Cyprus, spun its roulette wheels for the first time on June 28, 2018

### CYPRUS OPERATOR NEWS

At a special ceremony on September 25 attended by the Minister of Finance, the Mayor of Limassol and the business community of Cyprus, Craig Ballantyne, Property President of City of Dreams Mediterranean and Cyprus Casinos, said that "C2 has become a must-see destination for locals and tourists alike" and that "the three months of operation of C2 were successful and the results exceeded our expectations." He also thanked the community, involved stakeholders and the Cyprus government for their support so far.

Minister of Finance Harris Georgiades referred to the important income the state will have from this project and that he hoped that in "two - three years from now, the inauguration of the main item of the project, City of Dreams Mediterranean resort, will take place."

Mayor of Limassol Nicos Nicolaides wished Melco every success saying that C2 is the first major step towards the implementation of Melco's main project, the establishment of Europe's biggest integrated casino resort, "City of Dreams Mediterranean", scheduled to open its doors in 2021.

Limassol is the business and financial centre of

### France

### The last Paris' Circle club is forced to close

The last of the old style gaming circles in Paris has shut with the Circle Clichy-Montmartre being closed down by the central service of racing and games (SCCI) on September 26.

It follows a suspension from the Advisory Committee on Gaming on September 6 and a police raid in July which led to the indictment of six officials for "organised money laundering, concealed work and breach of trust."

The company behind the venue had a turnover of €15m a year with the SCCJ investigation revealing a further fraudulent activity of at least €10m. Aviation Club de France, Wagram, Concorde and the English club were all closed in February 2017.

Paris currently has four



Cyprus, he said, and the city is ready to welcome such an investment. On September 26, C2 welcomed the public with a series of festivities and surprises. Guests had the opportunity to win cash prizes and gifts amidst the bounty of the Columbia Bistro food, drinks and other surprises throughout the celebration. Located at 271 Franklin Roosevelt Avenue in Zakaki, Limassol, Cyprus Casinos "C2" operates not only in accordance with Cyprus Legislation and Regulations, but also follows Melco's industry-leading professional standards which focus on Responsible Gaming. Comprising 4,600m<sup>2</sup> inclusive of a 1,300m<sup>2</sup> gaming area, Cyprus Casinos features 33 table games and 1,258 slot machines, the Salon Prive VIP gaming area, the Columbia Bistro restaurant and two bars. C2 offers a unique loyalty program – C2 Rewards Club to its members. Currently, more than 600 persons are employed at the casino, the vast majority of those being Cypriot citizens.

Melco also said it was now recruiting for the forthcoming satellite casinos – Cyprus Casinos (C2) in Nicosia, Larnaka and Paphos, scheduled to open in 2018. Approximately 200 new positions will open up whilst currently, more than 600 people are employed by Melco at C2, with the vast majority of those being Cypriot.

### Austria

Novomatic is bringing on board a well-known industry expert for the international sports betting business with Felipe Ludeña joining from Spanish operator Codere. At Codere, Mr. Ludeña headed the Spanish Online Business Unit since 2011. In this function, he also coordinated the expansion of sports betting in Mexico, Colombia and Panama. Mr. Ludeña is excited about the new challenge: "Novomatic's pioneering spirit has always fascinated me. It is of course a particularly exciting task to be able to develop the international sports betting business for one of the world's largest gaming groups." Novomatic is pursuing an international expansion strategy in sports betting and plans to expand its strong position in Europe. At the same time, there will be activities in this business segment for the first time in the USA.



---

PASSION  
EXCELLENCE  
COMFORT  
PERFORMANCE  
ENDURANCE

---



**Der Ausschuss für die Rechte von Kindern**  
und Jugendlichen des spanischen Abgeordnetenhaus hat einstimmig einen nichtlegislativen Entschließungsantrag verabschiedet, der die Regierung auffordert, Maßnahmen zum Schutz Minderjähriger zu erlassen, wie zum Beispiel die strengere Aufsicht über die Werbung von Wettanbietern in Bezug auf Online-Glücksspiele.

**Der Generaldirektor der Casinos Austria AG,**  
Dr. Alexander Labak, hat den Vorstand Ende September davon in Kenntnis gesetzt, dass er nicht beabsichtigt, seinen Ende 2019 auslaufenden Vertrag zu verlängern. Nachdem sein Führungsstil auf Kritik gestoßen ist, steht die Vermutung im Raum, dass unverzüglich mit der Suche nach einem Nachfolger begonnen wurde.

**Das 1638 als älteste Spielbank der Welt**  
gegründete Casinò di Venezia ist das erste Haus seiner Art in Europa, das mit dem Mighty Cash Big Money von Aristocrat Technologies auf der revolutionären Helix Tower-Plattform an den Start geht.

**Die neue gemeinsame Gesellschaft von**  
William Hill und IGT zielt darauf ab, die bereits bestehende erfolgreiche Zusammenarbeit zwischen den Unternehmen auszubauen. Letztere hat bereits dazu geführt, dass IGT zusammen mit William Hill den Vertrag für das Angebot von Sportwetten mit der Lotteriegesellschaft von Rhode Island hat abschließen können.

**Scientific Games übernimmt die Don Best**  
Sports Corporation und die DBS Canada Corporation, einen der weltweit führenden Anbieter von Echtzeit-Wettdaten und -quoten für Sportveranstaltungen in Nordamerika.

**Boyd Gaming hat die Übernahme des Valley Forge Casino Resort in King of Prussia, Pennsylvania, abgeschlossen.** Das 20 Meilen westlich des Geschäftszentrums von Philadelphia gelegene Valley Forge ist im Bundesstaat Pennsylvania die erste Immobilie im Besitz von Boyd Gaming. Das Unternehmen besitzt und betreibt nunmehr 25 Spielbanken in den acht Bundesstaaten Nevada, Illinois, Indiana, Iowa, Kansas, Louisiana, Mississippi und Pennsylvania.

**Die SLS Las Vegas steht kurz davor, 100 Millionen US Dollar in eine Renovierung ihrer Freizeit- und Glücksspielanlage zu investieren, die zur Verbesserung der Casino-Ausstattung, der Aufwertung der Hotelzimmer sowie der Erneuerung des vorhandenen Schwimmbeckens und der Unterhaltungsangebote führen soll.**

**Der gefeierte Automatenspielegestalter Allon Englman** ist bei Aristocrat an dem neuen Standort in Las Vegas als Leiter der Spieleanwendung eingestiegen und steht einer auf Inhalte für den nordamerikanischen Markt fokussierten Abteilung vor. Bis vor kurzem war Englman bei Scientific Games beschäftigt.

**Mit der Schließung des Circle Clichy-Montmartre** durch die zentrale Renn- und Glücksspielaufsicht (SCCJ) gingen am 26. September im letzten der traditionellen Spielclubs in Paris die Lichter aus.

## Three Tenerife Casinos put on the Market

The three casinos in Tenerife have been put on sale and will be privatised under a new public tender. As reported in the islands official bulletin on Monday (September 24), the three casinos are now on sale for a total of €24.9m

Resources obtained after the sale of the three casinos "will be used to finance social-health infrastructures" on the island

### TENERIFE CASINO LICENSING

The three casinos in Tenerife have been put up for sale and will be privatised under a new public tender. As reported in the islands official bulletin, the three casinos are now on sale for a total of €24.9m.

The Council headed by Carlos Alonso explained that the resources obtained after the sale of the three casinos "will be used to finance social-health infrastructures" on the island.

Bidders must submit a tourist investment project that must be made in one of the three municipalities where the casinos are located (Adeje, Puerto de la Cruz or Santa Cruz). The tourism project, which involves a minimum investment of €4.5m, may include both new work as well as the renovation of existing buildings. According to the terms and conditions, the tourism project should not take more than four years to complete and should be related to the running of the casino, although other additional tourist activities may be developed.

As for the 121 members of staff currently



employed by the three casinos, the new operator must employ them for at least two years at the moment of the sale and guarantee all their rights granted to them under labour laws.

Companies interested in buying the casinos will have a period of 45 days to submit applications. Subsequently, another one-month period will be earmarked for the legal and financial review of the company, and another four months for the submission of bids. The intention now is to sell the three casinos together to make the offer more attractive to potential investors.

This is not the first time that the Council has tried to privatise the casinos. In 2014, the Council announced that it would sell off the Playa de las Américas casino. Later in the same year, it was revealed that despite three operators having reportedly expressed their interest, no one had come forward to buy the casino. With the submission date passing with no formal bids lodged, the Council opted to look into the reasons why no offer was made before re-launching the tender process.

### Ireland's sports-betting industry faces double tax levy in 2019

#### Ireland

Ireland's Finance Minister, Paschal Donohoe, is increasing Irish turnover tax from 1 per cent to 2 per cent for both retail and online bets from next year. Duties levied on gambling exchanges – where bookmakers match wagers between customers – will increase from 15 to 25 per cent.

Irish gambling leaders warned the tax hike would "kill the industry."

Paddy Power Betfair, the largest operator estimated this would increase its annual betting duty bill by £20m. Shares fell by five per cent wiping £250m from the value of the company as the news was announced.

GVC, the owner of Ladbrokes Coral, and William Hill were left largely unscathed due to a much smaller footprint in Ireland, though GVC is separately calling on a ban on TV advertising in the UK before the 9pm watershed. However, the tax rise comes as the latest blow to Paddy Power Betfair, whose Australian brand Sportsbet has suffered following sweeping changes to so-called point of consumption taxes.

The Irish Bookmakers Association warned Mr Donohoe's announcement had "just signed P45s for over 1,500 jobs in the independent bookmaking sector".

Chairman Sharon Byrne said it will "kill the industry", adding: "It is extremely disappointing that the Government conceded to this demand by politicians who never engaged with the industry or understood the profound effect a turnover tax can have on so many jobs."

#### UK

*BetConstruct's Live Dealer Casino product has been certified by GLI having met the stringent technical standards of the UK Gambling Commission. Holding an international accreditation for compliance with a range of ISO/IEC standards for technical competence, GLI has tested and certified BetConstruct Live Casino software and its live studio. This certification will allow BetConstruct to bring its in-house live dealer casino games to operators in the UK upon receipt of a respective licence from the UKGC. A spokesperson said: "As part of the ongoing international strategy, BetConstruct will be adding further certifications and licensing to its portfolio. As for now, one of the company's goals is strengthening of positions in Europe and Scandinavia with licences of new products." in the UK and Malta, and complete packages in Denmark, Sweden, and Italy to be secured."*

# BETCONSTRUCT

## THE ONLY WAY IS UP

### SPRINGBME

Business Management Environment

SpringBME is designed to give you full control over your business and an unprecedented flexibility through a single platform. With SpringBME, you enable all-inclusive solutions for gaming and betting businesses with a single click, as well as order marketing, legal or other services. Now becoming a reseller can be a lot easier than you think!

SpringBME saves your time and gives you more flexibility.



STAND  
**B99**

MEET US AT  
**SiGMA**  
NOVEMBER 28-30



**SPAIN** – The Commission on Child and Adolescent Rights of the Chamber of Deputies of Spain has unanimously approved a non-legislative motion that urges the Government to put in place measures to protect minors such as stricter controls over the advertising of bookmakers when it comes to online gambling. The initiative presented by the People's Party (PP) had the backing of 33 deputies present in the Commission. The motion proposes that the Executive effectively regulates the advertising conditions of online bookmakers, with special attention to schedules and airtime specifically aimed at minors.

The motion urges that the government establish greater controls over online betting in order to prevent the registration and participation of underage users, and to promote awareness and gambling addiction prevention campaigns, especially in educational facilities, in order to raise awareness amongst families, children and adolescents when it comes to the potential dangers of online gambling.

Raquel Alonso from The People's Party (PP) defended the initiative stating that, according to The Directorate General for the Regulation of Gambling (DGOJ), 36 per cent of players with a gambling problem in Spain started when they were minors and that the Responsible Gaming Advisory Board has emphasized that close to the half of young people have gambled. "We must not forget that gaming, both in its online and offline forms, is prohibited for minors, but that, in view of the figures, this does not prevent them from gaining access," Alonso said.

The new proposal is the latest in a number of moves aimed at tightening control over gambling advertising. Carlota Merchán, of the Spanish Socialist Workers Party (PSOE) said that her group was "puzzled" that the PP would take the bill the Commission as the topic has already been approved in the Joint Commission for the Study of the Drug Problem and that the General Directorate is already "working" in this sense on a decree when it comes to the commercial activities of online gaming that will soon be released.

Virginia Millán, from the Citizens party also said that this issue had been discussed before in Congress but added that there has been a recent growth in "the addictions associated with online gambling and sports betting."

In July, The Compromís Party in Spain put forward a non-legislative motion in the Congress of Deputies to urge the government of Spain to either prohibit or restrict the advertising of gambling in the media.

## Go Ahead for New Casino in Galicia

The Autonomous Community Government of Galicia has announced that it has given the green light for a new casino in the city of Vigo. Authorisation had been given for the casino in the A Laxe Shopping Centre

Galicia announced in July 2011 its intention to revise regulations which had been in force since 1985 that allowed only one casino per province

### SPAIN CASINO LICENSING

The Autonomous Community Government of Galicia has announced that it has given the green light for a new casino in the city of Vigo. According to a statement, the government announced that authorisation had been given for the casino in the A Laxe Shopping Centre: Vigo's newest shopping centre, located centrally in the port area of Vigo.

The Vice Presidency of the government of Galicia announced that it had authorised the opening of an additional casino of the "La Toja Casino in the municipality of Vigo once all the required documentation has been examined."

The statement went on to say that the casino located in the A Laxe Shopping Centre would "provide a boost for direct and indirect economic activity in the city", in addition to "the consequent generation of employment."

According to the government the opening of the casino was made possible due to the "modification of the regulations, promoted by the government, in response to the demands of the sector", something that the previous legislation "did not allow, unless the La Toja Casino had closed, with the consequent loss of



employment of the activity in the region."

The new location is designed to attract demand from the south of the province as well as customers from the north of Portugal and crew working on cruise ships that dock nearby. The agreement was dependent on planning permission for the building of the casino in Vigo's free trade zone as well as the authorisation from the Government of Galicia. In March, it was announced that the President of the Luckia Group, José González Fuentes, and the manager of Cirsa, Braulio Pérez, had met with the mayor of Vigo, Abel Caballero, and the councillor for Commerce, Ángel Rivas to discuss plans that would give the go ahead for the new casino in the city. Both companies also own the Casino La Toja in the municipality of O Grove in Galicia.

The A Laxe gaming room will come with a bar and a small restaurant and will house the maximum number of games that regional laws allows with gaming tables, sports betting and slots. The company is optimistic when it comes to the economic benefits the new casino will bring forecasting that it will raise as much as €30m per year in revenue.



**OPAP unveils its new retail network Protypo stores in Athens**

enhance the elements of the games offered by OPAP. The environment is also designed to offer visitors a pleasant and cosy space in which to spend time.

### UK

September saw the opening of a new retail store by Greece's OPAP, with the first Protypo location launching in Athens. Heralded as a new era for OPAP's retail network, the new generation store features a fresh layout designed to

OPAP has stated that the Protypo store aims to become the ultimate fun and entertainment destination for its players, with plans to continue the expansion beyond this first address at Leoforos Athinon 108, Athens, Greece.

### Russia

*In September, the Russian police announced that they had closed down an underground casino being run within the confines of the North Korean embassy.*

*The authorities in Moscow shut down 15 illegal casinos or slot halls over the course of a month following a crackdown from the city's Investigative Committee.*

*Around 100 people were arrested with over 80 homes being raided.*

*The committee confirmed: "A total of 15 gambling halls and casinos were closed down in Moscow early in September. One of them was in a building on the premises of the North Korean embassy."*

*The North Korean embassy has denied any knowledge of the underground casino, saying it knew 'nothing about this.'*

# Game-Changing Technology



Behind every industry leader is an underlying technology that fuels its growth. Comtrade Gaming's open software is not just a solution, but a customized response to specific online and land-based business needs. With a focus on operators, vendors and regulators, its objective is more freedom with less complexity.

**Your business. Ahead of the game.**

[www.comtradegaming.com](http://www.comtradegaming.com)

 **COMTRADE  
GAMING**

Platforms. Systems. Games.



**AUSTRIA** – The CEO of Casinos Austria, Alexander Labak, informed the board at the end of September that he will not be seeking to extend his contract, which is due to expire at the end of 2019. After his management style led to criticism, it is believed that the search for a successor has begun immediately.

The contracts of all three directors – Bettina Glatz-Kremsner, Dietmar Hoscher and Alexander Labak – expire at the end of 2019. Glatz-Kremsner is seen as the candidate with the best chances of succeeding Labak. Normally the contracts would be extended in December 2018.

Furthermore, it has been decided that the 12 casinos in Austria should be managed by the current director of Casino Vienna, Reinhard Deiring, and the company corporate investment manager Christian Land.



**FRANCE** – The newly built Sanary-sur-mer Casino, the latest member of the Vikings Group's portfolio in France, has installed the Super Premier 75 from Euro Games Technology as part of its 150 slot machine quota. EGT believes that the slot is well on its way to becoming a favourite with the French players.

"The installation is a result of our long-term partnership with the operator and of the high performance of our products shown locally," said Borislav Prokopenko, regional sales manager of EGT for France, Monaco and Belgium. "The Super Premier 75 is one of our most innovative slot cabinets and now it has been given a central place in casino Sanary-sur-mer, where it will also reveal its potential to the fullest extent very soon."

It features a 75-inch portrait-oriented curved monitor, elegant LED illumination and a comfortable multimedia chair with high-quality stereo speakers and game and sound volume control. Powered by the latest platform of EGT – Exciter III, in France it is mostly preferred with the Red, Orange and Green Collection multi-game mixes. Each of them contains 48 titles with different storylines, among which are the very popular 20 Super Hot, Amazon's Battle, Almighty Ramses II, Thumberina's Dream and many more.

## Pharmaceuticals Mixes with Greek Gaming

Easton Pharmaceuticals is on the short list to buy an interest or participate in the acquisition of Club Hotel Casino Loutraki in Greece, 80 kilometers from Athens

Club Hotel Casino Loutraki is one of just nine casinos currently operating in Greece.

### GREECE CASINO LICENSING

Easton Pharmaceuticals is on the short list to buy an interest or participate in the acquisition of Club Hotel Casino Loutraki in Greece, 80 kilometers from Athens.

The resort comprises of a private beach, 255 rooms and 20 suites, eight restaurants, a wellness center, conference facilities and an 87 table/1,000 slot machine casino plus a VIP area. The town is well known for its natural springs and therapeutic spas and draws tourists and visitors from all around the world.

As part of its plan to enter more lucrative market segments, Easton has been working with the bank and the consultants currently in charge of handling the sale of the property in Greece, since early this past summer. This is one of just nine casinos currently operating in Greece. The opportunity and the advancement is as a result of strong relationships Easton CEO, Mr. Evan Karras currently holds with some senior members of Greece's current ruling government and other influential business leaders in Greece who are all assisting in bringing the process closer for Easton and the consortium. Mr. Evan Karras participated in the privatisation of gaming in Greece in the 1990's



and is familiar with the property and the gaming industry in the country. The acquisition is at a substantial discount of its cost and offers substantial upside in the gaming and hospitality sector, as well as with redevelopment potential for luxury managed condominium vacation units.

"Being placed on the short list is a very significant step for Easton," stated Mr. Evan Karras, CEO of Easton, who has commenced several gaming and hospitality initiatives for the company in efforts to bring the company to new levels of growth and success. "It is expected, and we are hopeful that this opportunity would include Easton and will close on an agreement close to the same time as it hopes to close on its recently announced hotel / development opportunity in the heart of Toronto, Canada, which are also in late stage discussions."

Easton Pharmaceuticals is a diversified specialty pharmaceutical company involved in various pharmaceutical sectors and other growing industries. As part of its strategic growth plan, the Company will be entering new lucrative market segments globally, including Gaming, Real Estate and Hospitality, among others.

### Austria

#### CAI up 17.6 per cent in first half of 2018

*Casinos Austria International has reported significant earnings improvements in the first half of 2018. The 100 per cent subsidiary of Casinos Austria generated double-digit increases in all its relevant key figures for the first six months.*

*Turnover for the total of 30 operations (29 casinos, including three casinos on luxury cruise ships and a video lottery subsidiary) increased by 17.6 per cent to €72.94m, with operating profit of €5.78m equivalent. This was up by 13.9 per cent or €2.44m compared to the same period last year.*

*CAI said that the main drivers of this 'very pleasing half - year balance sheet' were the very successful new casino in Schaanwald, Liechtenstein, which contributed an operating profit of €1.7m in the first year, improvements at Spielbanken*

*Niedersachsen with a profit increase of €2.02m, and Belgium, which profit was up by €0.37m. Profit at the group's casinos in Switzerland were up €0.55m and Hungary, up €0.3m. The video lottery business in Macedonia is also developing very well, with the number of terminals expanding from 1,022 to 1,256 in the first half of the year, with a total of 3,000 machines in operation by the end of 2018.*

*Casinos Austria General Manager Alexander Labak: "After a detailed evaluation at the beginning of April 2018, we decided to continue on our own with Casinos Austria International with an active and clear strategic orientation. The figures show that this bears fruit and we are also optimistic about future developments. Thank you very much to the entire team of Casinos Austria International for the great effort."*

### Malta

BetConstruct has continued to sweep up accreditation from the Malta Gaming Authority (MGA) after securing approval to add poker to its set of licensed products.

The developer and provider of online and land-based gaming solutions has confirmed that it has been granted an approval from the MGA to add Poker vertical (type 3) under both B2C and B2B licences. This is a perfect addition to BetConstruct's MGA licenses which were already covering sports betting and provision of fantasy sports.

Earlier this year, the company also secured approval from the regulator for its B2C operation to add casino vertical (type 1), which enables games from well-known Malta-based casino providers.

# Betting Crackdown in Albania

Albania's Prime Minister, Edi Rama, passes measure to relocate sports-betting locations away from residential areas in the country

The Albanian government has adopted legislation changes due to be enacted in 2019 that will penalise sports-betting locations across the country

## ALBANIA LEGISLATION

In a measure meant to tackle the spread of gambling in Albania, Prime Minister Edi Rama has announced that, by 31 December, all sports-betting facilities operating in the country will have to relocate from residential areas. The announcement follows a two-year extension to a law creating an exclusion zone in downtown areas by relocating electronic casinos to the outskirts and setting a 100 meter aerial distance for sports betting shops from religious or educational institutions and from each other.

"Starting December 31, all electronic casinos will cease their operations under the gambling law. The change also involve sports-betting as well as any bet for every kind of race involving horses, dogs or any kind of slave of the Albanian fauna," stated Prime Minister Rama. "Starting January 1, no shutters will open for betting and as already envisaged by the current law and no shutters will open for electronic casinos in any residential area in the 28,000 km<sup>2</sup> of the Republic of Albania," added Rama.

In addition to the notice to gaming operators in the country, Mr. Rama also notified national media outlets that they had 24 hours to remove



all advertising connected to gambling from their publications and channels. The media outlets were given the options to either comply with the changes or face consequences and have them forcefully removed.

In August 2018, President Ilir Meta vetoed legislation meant to reduce gambling taxes, stating: "The gambling business model does not produce added value for society; on the contrary the expansion of this industry brings potential risk that impoverishes Albanian households and causes social drama."

Already adopted legal changes limit the geographical location of casinos only to areas determined for tourism development or five-star hotels or tourist resort. Mr. Rama noted that although the number of casinos has halved since 2013, from 40 to 20, the government's gambling tax revenue has increased to \$54m (£47m) from \$37m over this period.

Albania had more than 3,900 betting shops at present (approximately one per 730 local residents), setting what is believed to be a European record.

## Authentic Gaming expands into new markets with Optibet

### Latvia

Authentic Gaming, has entered Latvia and Estonia for the first time after signing a deal with online casino and sportsbook operator, Optibet.

Optibet is one of the most trusted online casino operators in both countries, and holds around 50 per cent of the market in Latvia. The partnership means Optibet players will gain access to live roulette games streamed from the floors of casinos around the world via the supplier's Authentic Roulette platform.

The deal includes games from the supplier's just-launched Live Arena Studio in Malta. It is the largest live auto-roulette studio in the world, and contains six tables and four

different game formats. This includes Authentic Gaming's never-seen-before Blaze variant, which is set against a glitzy gameshow backdrop.

Jonas Delin, CEO of Authentic Gaming, said: "This is a breakthrough deal for us, and forms part of our strategy to enter regulated markets in Europe and beyond. The Latvian market is very exciting as gaming laws prohibit Latvian based live dealer suppliers from targeting the local market, but through our partnership with Optibet we can swiftly establish Authentic Gaming as the market leader in live roulette."

Chris Davis, Head of Casino at Lifland, said, "The Latvian market is extremely limited in regards to its live casino offering but we intend to change that. We chose Authentic Gaming because of their high quality video stream, intuitive UI and player-driven functionality."



### UK

*The Ritz casino in Mayfair demonstrated the volatility of London's VIP casino sector with losses of £11.7m reported in 2017.*

*The loss follows profits of £8.9m in 2016. GGR dropped from £33m to £22.3m during the period although the casino's owners, the Barclay brothers, revealed that footfall had been consistent referencing luck as being the key contributing factor.*

*"Efforts to encourage new Middle East and Far Eastern players remain focussed and business in 2018 is expected to be more fortuitous. Business in 2018 is expected to be more fortuitous," the company said*



**GEORGIA** – EveryMatrix has announced the recent integration of CasinoEngine with Adjarabet's existing platform. Adjarabet's end-users can now enjoy an unrivaled casino experience from leading providers and significant increases in RNG games and premium live casino options.

Through this deal, Adjarabet will, employ a pure integration of the CasinoEngine iGaming Integration Platform that permits operators to obtain top performance and get access via a single API to the entire product suite, integrated directly with its front-end, third party wallet and platform.

Tom Hutchinson, Director of Casino at Adjarabet, commented: "The CasinoEngine will allow us to launch the broad selection of Casino vendors offered by EveryMatrix onto the Adjarabet sites at a much faster rate than was possible before, solidifying our market leading position in Georgia and positioning us well to increase our market share in Armenia."

Stian Hornsletten, Executive Director and CasinoEngine CEO, commented on the integration: "Adjarabet signing, and the present robust client portfolio, are a vindication of the investments we have made in recent years towards our long-term strategy of being product-leaders in niche gaming verticals."



**DENMARK** – GLI President and CEO James Maida and a team of locally focused, global experts led by GLI EMEA Managing Director Martin Britton presented an informative, complimentary half-day regulators seminar during the recently completed IAGR 2018 Conference.

Mr. Maida welcomed participants to the seminar and gave a brief update of GLI activity in jurisdictions around the world. He said: "It was both a pleasure and a privilege to present our half-day regulators seminar to such an esteemed group of industry colleagues. My thanks the outstanding team at IAGR for giving us the opportunity to host this valuable educational event during this year's annual conference."

"Set against the backdrop of an ever-changing global regulatory landscape, the thoughtfully curated topics we presented offered a great deal of relevant, timely, and useful information to help regulators around the world successfully overcome challenges and accomplish their goals and objectives. We appreciated the positive reaction from seminar attendees and look forward to partnering with IAGR for future educational events such as this," Maida added.



**CROATIA** – Last month saw Croatia's Casino Show return to Hotel Westin Zagreb Crystal Ballroom as MSFG and C&C Austria hosted its annual distributor event. Supporters of this year's gaming show included StylGame, CPI, Alfastreet, VizExplorer and ecash, with headliners IGT and Scientific Games showcasing their latest products for the local market. These included IGT's Axis 23/23, CrystalSlant, CrystalDual and CrystalCurve cabinets and games, Fort Knox and Axxis 3D cabinet; with Scientific Games exhibiting its Dualos cabinet with Rolling 777 and Pink Panther games.



**THE NETHERLANDS** – Holland Casino has released an artist's impression of its temporary casino due to be built in Groningen, a northerly city in The Netherlands. The exterior façades accentuate the use of gold, yellow and black, while the interior uses warmer tones and atmospheric lighting to create an intimate setting. The casino is characterised by a well-organised gaming room (with gaming tables and slot machines) and a striking bar across a total area of approximately 2,200sq.m. The temporary facility is smaller than the definitive location, which will be built in Groningen in the coming years, though at present a location has yet to be determined.

**PORUGAL** – Pragmatic Play has agreed a deal with the operator ESC Online, market leader in Portugal. This latest agreement will see the provider's premium content, including recent releases Da Vinci's Treasure, Peking Luck and Madame Destiny, as well as top performers Wolf Gold and Great Rhino.

Melissa Summerfield, CCO at Pragmatic, said: "We are thrilled to have agreed this deal with ESC Online, one of the most respected brands in Portugal and leader in a growing and exciting market."

"We consistently strive to bring premium, mobile-focused entertainment to our clients, supported by responsive service, and we look forward to bringing our passion to Estoril and its players."

Rui Magalhaes, General Manager at Estoril Sol Digital, said: "We are very pleased to be hosting Pragmatic Play's immersive portfolio of content, and are certain that they will be a hit with our players."

## Towering Success for Aristocrat in Venice

Casinò di Venezia has become the first casino in Europe to go live with one of Aristocrat's most innovative games, Mighty Cash Big Money

Mighty Cash Big Money is the first linked progressive game package theme on Helix Tower

### EMEA CASINO SUPPLIERS

Casinò di Venezia, the world's oldest established gaming house founded in 1638, has become the first casino in Europe to go live with one of Aristocrat Technologies' Mighty Cash Big Money on the revolutionary Helix Tower platform.

Stefano Piasenti, Casinò di Venezia Slots Director, said: "Our customers demand the latest and greatest developments in gaming and we are always delighted to bring them new concepts with the highest levels of entertainment. When we first saw Helix Tower on the first day of the ICE show in London, it simply became a 'must have' for us."

Erik-Jan van den Berg, Aristocrat Sales Director – EMEA (Casino), added: "There has been huge anticipation and strong demand for this exciting new product. Casinò di Venezia is one of our longest standing strategic partners with a highly



competitive and ultra modern mix of product on its gaming floor. As the first signatory of Helix Tower, we were committed to ensure it landed there first and are extremely pleased with its prime front of house position, making a grand statement to all visitors."

Helix Tower comprises a line of four Helix+ cabinets sporting 55-inch portrait toppers which abut one another to form a giant video wall. Game-driven animations, progressive jackpot values and bonus features are played out on the large overhead screen, offering anticipation events and win celebrations.

Mighty Cash Big Money is the first linked progressive game package theme on Helix Tower, incorporating the Mighty Cash feature derived from Aristocrat's Lightning Link Hold & Spin mechanic.

### UK

*ICE exhibition organiser, Clarion Gaming, has released a new Code of Conduct to provide a safe, respectful, ethical and appropriate working environment for everyone, including staff, exhibitors, customers and suppliers, which is not discriminatory towards, or offensive to, individuals or groups for reasons of age, disability, sexual orientation, class, ethnicity, race, colour, faith, marital status or gender. This new dress code applies to stand staff, stating that partial or total nudity or overtly sexual or suggestive clothing or marketing methods will not be allowed. At the discretion of Clarion Gaming, the sole possible exception to this rule may be promotional characters that are seen 'in-game,' but exhibitors must obtain permission in this respect from Clarion Gaming show management prior to commencement of the show. If, for any reason, stand staff and/or an exhibit and/or its contents are deemed inappropriate by Clarion Gaming show management, the exhibitor will be asked to alter the attire of its stand staff and/or the exhibit and/or its contents.*



Formula 1 has opened its racing series to sports-betting

### UK

Formula 1 has completed a deal to open up more betting markets in the series, which it says will give fans new ways to engage with the action.

The sport's owners have announced a partnership with Interregional Sports Group to produce an F1 betting offering that will work with data taken directly from the track on race weekends.

The deal will enable an expansion of in-play betting markets. F1's Commercial Managing Director, Sean Bratches, said the championship is delighted with

the arrangement, with the aim of making the most of the data which is generated at every grand prix.

F1 will also work with Sportradar, which partners with major sports rights holders to fight against betting-related match fixing and corruption through its fraud detection system.

Simon Vumbaca, CEO of UK-based motorsport betting company Pitstop Betting, said the deal was "great news and has been long awaited. The Formula 1 deal, at more than \$100m over five years, would make cost of acquisition per player very high, which would indicate that the aim may be more to talk to F1 fans and take them to bet on other sports rather than necessarily F1," he added.

# ECA Calls Out Unlicensed Online Providers

ECA Vice-Chair Prof. Dietmar Hoscher has delivered a keynote on the challenges of illegal online gambling and the need for strong national actions

The European Casino Association Vice-Chairman, Prof. Dietmar Hoscher, has called for action against unlicensed online operators and advertising

## BELGIUM OPERATOR NEWS

On the occasion of the 12th Conference of the European Association of the Study of Gambling (EASG) on Malta, ECA Vice-Chair Prof. Dietmar Hoscher gave a keynote on the challenges of illegal online gambling and the need for strong national actions. As Hoscher highlighted, relevant case law and secondary legislation at EU level clearly underline the principle of subsidiarity and requirement for national licenses for the legal provision of online gambling services without mutual recognition.

Despite the successes of some countries in stopping illegal gambling, the available data shows that the provision of illegal online gambling is on the rise in many EU countries where the issue is not yet sufficiently tackled. The continued provision of unlicensed online gambling services has led to an undermining of consumer protection measures, regulatory efforts at national level and puts tax contributions and funding for good causes at risk. There is also a threat of links to organised crime and money laundering in connection with illegal online gambling.

Reacting to these challenges, Hoscher argued in his keynote that: "Policy-makers, regulators and all stakeholders involved need to join forces and

Kiron goes live with Isle of Man licensed gaming operator, 138

## Isle of Man

Virtual games specialist Kiron Interactive has agreed a deal to supply its full portfolio of products to the UK and Isle of Man-licensed Gaming Operator, 138. The Asian casino and sportsbook operator, which is now also focused on the U.K. and global emerging markets, will benefit from Kiron's fully hosted and managed turnkey virtual sports betting solution.

Their RGS features an innovative player interface and extensive fixed-odds betting on virtual sports such as football, horse racing and greyhound racing, ensuring maximum engagement and entertainment.



stop the provision of illegal online gambling. This requires strengthened enforcement of national gambling legislation through blacklists, IP blocking and payment blocking, as well as cooperation with online platforms and intermediaries. There is clearly a need and willingness to cooperate between regulators, the licensed gambling industry and other stakeholders to effectively tackle the issue."

The EASG conference came ahead of the annual conference of the International Association of Gaming Regulators (IAGR) in Copenhagen, Denmark where these issues will also be on the agenda. In addition, the ECA has published a position paper on illegal gambling, as well as a report on the "Use and effectiveness of enforcement measures against unlicensed gambling operators in Europe."

The European Association for the Study of Gambling is a think tank at the intersection of academia, industry, regulators and politics that organises the conference every two years with experts from across the globe. Besides the conference, the association also conducts research projects to support sound policy-making in the area of gambling. Prof. Hoscher is also a board member of the EASG.

Steven Spartinos, CEO of Kiron Interactive, said: "138.com boasts a wealth of experience in Asia and that's sure to prove important now they are live with their new platform in the UK and other markets. We are delighted to be working with them. Our RGS offers a wide range of sports such as football, various forms of racing and even winter sports, all of which are sure to prove popular with players across a wide range of markets."

Darren Howland, Head of Product at 138.com, added: "Kiron not only offers some of the most realistic virtual sports content on the market, but also a considerable number of betting options to sit alongside its offerings. 138.com is very excited about the addition of Kiron's Virtual content to our platform and we believe that the variety and realism that it brings, will appeal greatly to our players."

## Poland

*Gaming operator Cherry Online Polska, a subsidiary of Cherry AB, is launching PZBuk, a new sports betting brand in the Polish market. The name translates as 'The Polish Bookmaker,' in line with the names of major Polish sports associations. Lahcene Merzoug, CEO of ComeOn said: "Our Polish sports betting licence allows us to launch one of the first brands in the Polish gaming market. PZBuk will be a brand that we fill with exciting and intuitively simple content and will be a good addition to the Polish market." PZBuk.pl (Polskie Zakłady Bukmacherskie) offers sports betting both pre-match and in-play, and is clearly designed for Polish customers. Cherry Online Polska is the ninth operator to be licensed in the Polish market, and one of three companies receiving a licence following the introduction of new regulations.*

UK – Evolution Gaming has signed an agreement with Les Ambassadeurs Club, one of London's most distinguished gambling clubs to operate a Mayfair Salle Privée Live Casino studio within the venue and also install Dual Play Roulette and Baccarat 'convergence' tables on the club's gaming floor.

The Salle Privée, which will be located behind the scenes at Les A's No. 5 Hamilton Place, Mayfair address, will comprise a mixture of Baccarat and Roulette, which will be made available as a B2B service to selected online Live Casino operators.

According to Evolution, the online Salle Privée will operate just like a real Mayfair Salle Privée and offer the highest levels of one-to-one service, choice and flexibility for VIPs. Tables will be available on-demand 24 hours a day, seven days a week, and players will be able to request change of dealer, shoe or ball, and to dictate the pace of each game round.

The Dual Play Roulette and Baccarat tables, meanwhile, will allow club members in the actual venue and members online to play and wager in the same games at the same tables on Les A's gaming floor. By playing remotely on smartphone, tablet or desktop alongside on-premise players at the same table, online players will be able to enjoy the unique ambience of Les A.

Kevin McGowen, Chief Executive of Les Ambassadeurs Club, said: "We believe that Evolution is the only Live Casino provider able to deliver the unique Les A experience online. We are confident that the online offering from Evolution will truly replicate the feeling of playing at Les A and meet the demanding standards of VIP players."

UK – BetConstruct has announced that its Live Casino software has met the stringent remote gambling and software technical standards of the United Kingdom Gambling Commission. Holding an international accreditations for compliance with a range of ISO/IEC standards for technical competence in the gaming and gambling industries, GLI has tested and certified BetConstruct Live Casino software and its live studio.

This certification will allow BetConstruct to bring its in-house live dealer casino games to operators in the UK upon receipt of a respective licence from the UKGC. As part of the ongoing international strategy, BetConstruct will be adding further certifications and licensing to its portfolio. As for now, one of the company's goals is strengthening of positions in Europe and Scandinavia with licences of new products in the UK and Malta, and complete packages in Denmark, Sweden, and Italy to be secured.

**La commission consultative sénatoriale pour la décentralisation et le développement régional du Chili a décidé, après consultation des parties prenantes, de poursuivre son projet d'interdiction et de suppression des machines à sous situées en-dehors des casinos.**

**L'institut provincial des loteries et casinos**  
 d'Argentine a publié les résultats de la première étape de l'appel d'offres pour les sept casinos de Buenos Aires. L'opérateur local Boldt, implanté de longue date, semble être le lauréat après cette première étape, qui inclut l'évaluation de l'offre technique, des vérifications sur l'assise financière ainsi que d'autres aspects pour un score maximum possible de 55 points.

**L'association péruvienne des loisirs et des jeux (APEJA)** envisage de s'opposer à l'imposition d'une nouvelle taxe arguant du fait qu'elle va porter préjudice au secteur en pleine expansion des jeux du Pérou. L'impôt sélectif sur la consommation (ISC), une taxe d'accise, qui portait auparavant sur la vente et l'exportation de certaines marchandises, telles que le carburant, les cigarettes, la bière, l'alcool et les boissons non alcoolisées s'appliquera dorénavant également aux casinos et aux machines à sous pour la première fois.

**Le dernier des cercles de jeux traditionnels de Paris** a cessé son activité : le Cercle Clichy-Montmartre s'est vu contraint de fermer ses portes par le Service central des courses et des jeux (SCG) le 26 septembre.

**Les trois casinos de Ténériffe ont été mis en vente** et seront privatisés via un nouvel appel d'offres public. Comme mentionné dans le bulletin officiel des îles, les trois casinos sont maintenant en vente pour un total de 24,9 millions d'euros.

**Le premier ministre des Finances irlandais,** Paschal Donohoe, va augmenter l'impôt irlandais sur le chiffre d'affaires qui va passer de 1 à 2 pour cent pour les paris en salle et les paris en ligne à partir de l'année prochaine. Les droits à l'importation collectés sur les transactions liées aux jeux – lorsque les bookmakers organisent les paris entre les clients – augmenteront de 15 à 25 %.

**Le gouvernement de la communauté autonome de la Galice** a annoncé qu'il vient de donner le feu vert pour l'ouverture d'un nouveau casino dans la ville de Vigo. Dans un communiqué, le gouvernement a annoncé qu'une autorisation a été accordée pour une ouverture au sein du centre commercial A Laxe ; ce tout nouveau centre commercial jouit d'une situation centrale, dans la zone portuaire de Vigo.

**La commission sur les droits des enfants et des adolescents de la Chambre des Députés espagnole** vient d'approuver unanimement une proposition non-législative qui contraint le gouvernement à mettre en place des mesures de protection des mineurs telles que des contrôles plus stricts sur la publicité faite par les bookmakers en matière de jeux en ligne.

## IGT and William Hill form Lottery Alliance

IGT Global Solutions, a wholly-owned subsidiary of International Game Technology and William Hill US, a subsidiary of William Hill, have entered into a multi-year agreement to offer US lotteries a full service solution for sports betting

Together, the companies will offer US lotteries a fully-managed solution to meet all their current and future needs in sports betting

### US SPORTS-BETTING & LOTTERIES

William Hill and IGT's new partnership seeks to build upon the already successful pairing between the companies which resulted in IGT being awarded the contract to run sports betting for the Rhode Island Lottery together with William Hill.

Under the terms of the partnership, the companies will jointly consider all future sports betting opportunities and bid requests from US lotteries on a mutually exclusive basis. Commercial terms between the partners were not disclosed. The combined offer to US lotteries under the new agreement will comprise IGT's PlayShot end-to-end sports betting platform for land-based, retail, online, and mobile with William Hill's operational, trading, player management, and strategic expertise in U.S. sports books.

IGT's PlayShot sports betting platform is already live in four US states as a dedicated B2B solution for sportsbook operators. William Hill operates sports books under its own or partner brands or provides risk management services in all five states where sports betting is active today.

### IAGA names recipients of the Shannon Bybee Scholarship Award

#### US

The International Association of Gaming Advisors (IAGA) has announced the recipients of the 2018 Shannon Bybee Scholarship Award, an annual program that awards prizes for the best scholarly research papers written on relevant gaming topics by accredited law school students as part of their class work during the school year.

Annual submissions are solicited from law students in North American law schools and judged by a committee of IAGA member attorneys practicing gaming law. The 2018 scholarship recipients are:

"The Professional and Amateur Sports Protection Act and its Legal Implications: How Its Invalidation Will Impact Indian



"Through this unique partnership, our customers will be able to enter this new activity with total confidence and trust in the service being offered," said Renato Ascoli, IGT CEO, North America. "IGT is uniquely positioned as a leader in both lottery and sports betting technologies to deliver innovative solutions that will expand the possibilities for players and for lotteries themselves in this exciting new market. By forming this partnership with William Hill, we are able to bring to our lottery customers in every state a world-class combination of technology and operational expertise."

"We are delighted to be expanding our relationship with IGT to address the US lottery market together," said Joe Asher, CEO of William Hill US. "William Hill's track record as an operator globally, and our clear leadership as a sports book operator in the US, in particular, mean that US lotteries can be confident that in choosing IGT and us together, they will be benefiting from a reliable, trustworthy, and responsibly-managed solution – maximizing revenues to each state with a quality product and service."

### Gaming's Legal and Regulatory Framework" by Francisco Olea, University of Arizona College of Law

"It's Time for Wizards to Give Up the Illusion and Show Their Cards: How Wizards of the Coast Circumvent Gaming Law to Make Millions" by David M. Stern, UNLV William S. Boyd School of Law

Jennifer Roberts, Bybee Scholarship Committee Co-Chair and Associate Director of UNLV International Center for Gaming Regulation stated: "With so many interesting topics to cover, this year we received a diverse selection of submissions covering everything from exploring problem gambling issues in Victoria, Australia to online gaming regulations in Canada and the US, and the impact of the sports betting invalidation of PASPA for tribes. We are pleased that we continue to receive such excellent submissions."

### Nevada

*Maverick Casinos has signed a definitive merger agreement with Nevada Gold. Under the terms of the merger agreement, Maverick will acquire all of the outstanding shares of UWN's common stock for \$2.50 per share in cash, subject to certain minor adjustments. The Transaction will result in the UWN becoming a private company. Maverick Casinos and its affiliates own the Wendover Nugget and Red Garter Hotel in Wendover Nevada. Eric Persson, the majority owner of Maverick and its affiliates noted, "our EBITDA in Wendover is on pace to be up over 50% this year, and we see this transaction as one more way to grow our business. The Seattle area is obviously a fantastic market, but we see the entire State of Washington as an opportunity. We will be announcing specific plans to invest over \$20m in the Tri Cities area shortly, so to us, this is much more than just a Seattle play.*



**SIGMA** iGaming Malta

VISIT OUR TEAM AT  
Booth #S331

# Your Hub for iGaming across Europe, the US, and Asia

We protect your most valuable information  
in Malta and beyond.



**Global managed hosting. Connectivity. Security.**

DDoS Detection & Mitigation || Public & Private Cloud Services || Dual data centres in Malta

**CONTINENT8.COM**   **SALES@CONTINENT8.COM**   **+44 7725 839171**

**Le gouverneur de l'état mexicain de Veracruz, Miguel Yunes Linares, a légiféré contre la construction du casino TV Azteca dans la municipalité de Yanga, l'une des régions les plus pauvres de la région.**

**Le PDG de Casinos Austria, Alexander Labak,** a informé le comité directeur fin septembre qu'il ne cherchera pas à prolonger son contrat qui doit expirer fin 2019. Suite à des critiques relatives à son style de management, les démarches pour lui trouver un successeur ont dû commencer immédiatement.

**Casinò di Venezia, l'établissement de jeu le plus ancien au monde fondé en 1638, a été le premier casino en ligne d'Europe avec le jeu Mighty Cash Big Money d'Aristocrat Technologies lancé via la plateforme révolutionnaire Helix Tower.**

**William Hill et IGT cherchent à consolider le succès de leur partenariat qui a permis à IGT de décrocher le contrat de gestion des paris sportifs pour la loterie de Rhode Island grâce au soutien de William Hill.**

**Scientific Games est en train d'acquérir Don Best Corporation et DBS Canada Corporation, l'un des leaders mondiaux de ventes de données et de tarifications de paris en temps réel pour les événements sportifs en Amérique du Nord.**

**Boyd Gaming vient de terminer l'acquisition** du Valley Forge Casino Resort du King of Prussia, en Pennsylvanie. Situé à 30 kilomètres à l'ouest de la ville de Philadelphie, Valley Forge est la première propriété de Boyd Gaming dans l'état de Pennsylvanie. Le groupe possède et gère dorénavant 25 casinos répartis dans huit états : le Nevada, l'Illinois, l'Indiana, l'Iowa, le Kansas, la Louisiane, le Mississippi et la Pennsylvanie.

**SLS Las Vegas s'apprête à commencer des travaux de rénovation de plus de 100 millions de dollars US pour améliorer son espace casino, ses chambres d'hôtel, la piscine existante et ses équipements de loisirs.**

**Le célèbre concepteur de jeu de machine à sous Allon Engleman** a rejoint Aristocrat sur son nouveau site de Las Vegas en tant que vice-président senior de Game Development, à la tête d'un bureau orienté vers la création de contenu pour le marché nord-américain. M. Engelman faisait auparavant partie de l'équipe de Scientific Games.

**Le groupe Amax International Holdings basé à Hong-Kong** vient de signer un contrat de service avec Cheung Shing Global Travel Entertainment Limited (CSG) qui va l'aider dans son projet d'ouverture d'un nouveau casino à Sihanoukville, au Cambodge.

**Dans le rapport annuel de l'entreprise,** Hajime Satomi, président directeur général de l'entreprise japonaise Sega Sammy Holdings, a déclaré qu'il souhaite s'investir dans la plupart des projets de complexes intégrés suite au vote tant attendu de la loi de mise en œuvre très récemment, dans l'optique d'étendre mondialement ses activités de casino.



## Scientific Games Acquires Don Best Sports

Leveraging Don Best's leading global, real-time sports betting data adds to SG's one-stop shop sports betting solution

Scientific Games is buying Don Best Sports Corporation and DBS Canada Corporation, a leading global supplier of real-time betting data and pricing for North American sporting events.

The deal will expand Scientific Games' B2B sports betting offerings and add powerful new capabilities to the company's one-stop shop for sportsbook solutions.

Don Best's trading platforms and expertise, combined with Scientific Games' global leading OpenBet platform, further enhance Scientific Games' world-class sports betting solution for the expanding US market and beyond. Subject to customary conditions to closing, the deal is estimated to close in the fourth quarter of 2018.

A trusted provider and recognized industry brand, Don Best boasts more than 20 years of experience in the sports betting space. Their expertise enables them to determine proper betting lines, track more than 100 worldwide sportsbook operators and provide tailored content solutions to meet the needs of sportsbook operators. Upon closing of the acquisition, Don Best will become part of

Scientific Games' SG Digital division. The combination will bring top-tier European sportsbook operating experience together with the leading US sports trading, data and pricing platform. The Don Best team, in tandem with SG Digital's recently announced Sportsbook Operations team, will also power growth for the Company's customers worldwide by smoothly combining day-to-day sportsbook logistics with state-of-the-art trading technology.

Barry Cottle, President and Chief Executive Officer of Scientific Games, said: "When it comes to sports betting, we've been moving at incredible speed, and the Don Best acquisition will add to our unrivaled B2B one-stop shop sports betting solution, already live in Delaware, New Jersey and Mississippi."

"As the leading global supplier of real-time betting data and pricing for the North American sports market, Don Best will bring their unparalleled proprietary pricing services to Scientific Games. As sports betting rapidly gains popularity in the US, we're ready to help our customers capitalise on the new US market while solidifying our long-held global position."

### Pennsylvania

*AGS has been awarded a slot machine manufacturer license and table games manufacturer license by the Pennsylvania Gaming Control Board and will now be able to place product in the Commonwealth's 12 casinos. AGS CEO David Lopez said, "The two Pennsylvania licenses represent a huge milestone for AGS, as we continue to expand our presence into new markets for our company. Now, we can offer our high-performing slot cabinets, game content, table games, and table equipment to the thriving Pennsylvania gaming market. This is huge news for AGS and we can't wait to start talking to Pennsylvania's gaming operators about how we can deliver a great player experience and operating efficiencies with our innovative slot and table solutions." The Company expects to begin placing product in Pennsylvania in early 2019.*



### Pennsylvania

#### Boyd add 250 slots to newly acquired Valley Forge

*Boyd Gaming has completed its acquisition of Valley Forge Casino Resort in King of Prussia, Pennsylvania. Located 20 miles west of downtown Philadelphia, Valley Forge is Boyd Gaming's first property in the state of Pennsylvania. The Company now owns and operates 25 casino properties in eight states – Nevada, Illinois, Indiana, Iowa, Kansas, Louisiana, Mississippi and Pennsylvania.*

*"Valley Forge represents a key expansion of our nationwide portfolio, giving us the opportunity to serve the vibrant Northeast region," said Keith Smith, President*

*and Chief Executive Officer of Boyd Gaming. "This is a moment of significant opportunity for Pennsylvania's gaming industry, and we look forward to exploring future growth initiatives at this property. We will move forward quickly with the addition of 250 slot machines to the property's casino floor, and closely examine the opportunity to offer both online gaming and sports wagering through our partnership with FanDuel Group."*

*"We see attractive growth potential at Valley Forge, and are pleased to welcome the entire Valley Forge team to Boyd."*

# William Hill Sportsbook to Fuel Golden Ent.

Golden Entertainment has entered into a long-term agreement with William Hill to manage its race and sports operations in Nevada, Maryland and Montana

William Hill is expected to begin operating Golden Entertainment's additional Nevada race and sports books by December 2018

## US SPORTS-BETTING

Golden Entertainment has entered into a long-term agreement with William Hill to manage the company's race and sports operations in Nevada, Maryland and Montana.

This expands upon Golden Entertainment's existing agreement with William Hill, which already operates the race and sports book at Pahrump Nugget Hotel & Gambling Hall as well as deposit kiosks at approximately 80 Golden Entertainment wholly-owned taverns and third party distributed gaming locations throughout Nevada.

The partnership further extends William Hill's relationship with Golden Entertainment to include race and sports books operations at Stratosphere Casino, Hotel & Tower, Arizona Charlie's Decatur and Arizona Charlie's Boulder in Las Vegas and Aquarius Casino Resort in Laughlin, Nevada. William Hill will also continue to operate the race and sports books at Edgewater and Colorado Belle casino resorts in Laughlin after Golden Entertainment finalizes



the acquisition of these properties in Q1 of 2019. In addition, the agreement provides that there will be a minimum of 100 William Hill mobile deposit kiosks at Golden Entertainment's wholly-owned taverns and third party distributed locations in Nevada.

William Hill and Golden Entertainment will also pursue sports wagering opportunities in Montana and Maryland, subject to enabling legislation within these states. Golden Entertainment currently operates distributed gaming across Montana in approximately 300 locations and owns Rocky Gap Casino Resort in Maryland.

"We are excited to expand our current relationship with William Hill, which has a proven sports wagering platform not only in Nevada but around the world. We look forward to growing our business in Nevada and other jurisdictions through this partnership," said Steve Arcana, COO of Golden Entertainment, Inc.

## Westgate and Paragon to take SuperBook brand across the states

### US

The largest and most successful sports book in America, the SuperBook at the Westgate Las Vegas Resort & Casino, is set to expand its gaming platform across the United States.

The expansion comes via a partnership between SuperBook licensor Westgate Resorts and Paragon Gaming, operator of casino and resort operations for Westgate's 3000-room luxury casino hotel in Las Vegas that brings white label sportsbook solutions to new markets.

"The SuperBook brand has been the leader of the sports book industry for more than 30 years," says Diana Bennett, CEO for Paragon Gaming. "Gaming regulators across the country will now have a trusted partner as they move forward, and casino operators

will be able to draw on the experience and expertise that has made SuperBook® the benchmark for sports betting."

Famous for its 360-degree experience, highlighted by the largest indoor TV in the world - a 220-foot long 4K video wall at Westgate Las Vegas, the SuperBook brand delivers the largest race and sports wagering menu in Nevada, and continues to lead the evolution of sports betting processes and applications. Its successful rollout of the Westgate SuperBook App has already seamlessly delivered this wagering menu to the hands of thousands of fans.

"This is the natural next step in the evolution of our industry," said SuperBook Executive Vice President of Race & Sports Book Operations Jay Kornegay. "We have maintained the highest levels of technology and service in a highly-regulated industry. We have written the playbook, and now we will put it in action across the national field."

### Nevada

Celebrated slot game designer Allon Englman has joined Aristocrat at its new Las Vegas campus as Senior Vice President of Game Development, leading a studio focused on content for the North American market. Mr. Englman most recently was part of the team at Scientific Games.

Aristocrat's Chief Product Officer Rich Schneider said: "At Aristocrat it's all about what's inside - what's inside our games, our cabinets, our system solutions, and the company itself - that makes all the difference for our customers. Allon has a long history of leading creative teams known for developing highly innovative, industry-leading games that players love to play. We are thrilled to add Allon to our team of leaders and passionate designers. His experience and vision mesh perfectly with the vibrant company that is Aristocrat."



CURACAO – Betsoft Gaming has enhanced its standing in the Curacao regulated market, entering into a content partnership with online institution Casino GrandBay.

The agreement – the second signed with a Curacao operator in August 2018 – is extensive, covering many marquee Betsoft titles from the sought-after Slots3 series. These initial games will be launched as part of a 'blockbuster' promotion, highlighting the importance of the content to Casino GrandBay's player acquisition and retention strategies. Work has also already begun to add a further 40 Betsoft titles to the GrandBay library.

Launched in 2001, Casino GrandBay is one of the online gaming industry's longest-established institutions. For 17 years, the operator has worked to pioneer new experiences, including the signature Wheel of Fortune, and today Casino GrandBay carries a guarantee of offering 'something different for everyone'.

"Casino GrandBay is an iconic part of the iGaming landscape, helping to steer the development of the online casino industry since almost the turn of the millennium," said Annamaria Anastasi, Marketing Director for Betsoft. "Seventeen years later, GrandBay's mission is still to provide players with a choice of the world's finest slot games, and Betsoft is delighted to be joining what is still an extremely selective pool of content suppliers."

Key to Casino GrandBay's choice of content partner was a level of audio-visual excellence, as Adrienne Banks, Brand Liaison Officer explains. "Every game selected showcases gorgeous graphics and cinematic gameplay, across a variety of different genres, which fulfilled our requirements beautifully."

NEVADA – SLS Las Vegas is set to begin more than \$100m in resort renovations that will enhance the casino floor, upgrade hotel rooms and renovate existing pool and entertainment venues. Planning for the reimagined guest experience began in April of this year when Alex Meruelo, founder of the Meruelo Group and owner of the Grand Sierra Resort and Casino in Reno, Nev., acquired the iconic casino property. Room upgrades are already underway and enhancements to the casino floor have begun.

Updates to the 60,000sq.ft casino floor will include a new layout for the slot, table games pit and high-limit areas, as well as new ceiling, carpeting and lighting to create a modern, inviting atmosphere in the center of the action. Resort renovations will include a redesigned Story Tower, remodels to the World and Grand Tower corridors, and select suite upgrades. Additional enhancements across the property will be announced in the coming months.



US – New Jersey-licensed Continent 8 Technologies, the world's largest online gaming data center and global network solutions provider, is integrating their Atlantic City, New Jersey data centers with supporting locations in Mississippi, Nevada, Pennsylvania, and West Virginia. With this unprecedented multi-state capacity, they have created a seamless suite of hosting and network managed services for those seeking to enter the growing sports betting market in the United States.

As Michael Tobin, CEO of Continent 8 Technologies, stated "Serving the rapidly expanding online sports betting industry, Continent 8's integration of state-of-the-art data centers across multiple states and gaming jurisdictions provides a hub and spoke technology platform to help companies successfully enter the marketplace. In 2019, Continent 8 will further increase network capacity with additional expansion in the states of New York and Ohio, and other states as legislation evolves."

Australian-based newcomer to the US market, PointsBet, Director of IT Nikita Pinchuk, states regarding their partnership with Continent 8, "We are delighted to partner with Continent 8 to host our infrastructure and support our exciting entry into the U.S. marketplace. We have been impressed with the Continent 8 team's expertise of the New Jersey market, and seamless integration of multi-state geographies, to support our long-term growth ambitions in the United States."

Gaming and sports betting operators seeking to enter the U.S. market, as well as existing operators, will all benefit from the Atlantic City hub and its multi-state integration. The Continent 8 network provides unprecedented inter-connectivity within the U.S. and to the broader global network, spanning over 30 locations worldwide.



US – GLI has again expanded its supplier client service team, naming Candi Lopez as a new Supplier Client Service Representative. She will be based in the company's Las Vegas lab and will primarily serve Las Vegas-based suppliers. Lopez has been with GLI for 12 years most recently serving as a Quality Assurance Supervisor, where she interfaced directly with GLI supplier clients of all sizes, supervised Quality Assurance staff, and helped to ensure the accuracy and timeliness of testing in GLI's Las Vegas lab.

"We are thrilled to welcome Candi to our supplier service team. She has been working directly with supplier clients for many years, and brings a unique understanding of our client needs," said Client Services Manager Justine Clay.

## Gateway Opens Starlight Casino Edmonton

Gateway Casinos & Entertainment has celebrated the grand opening of the spectacularly transformed Palace Casino to Starlight Casino Edmonton

Located in West Edmonton Mall, Gateway's latest development includes 120,000 square feet of entertainment and gaming space

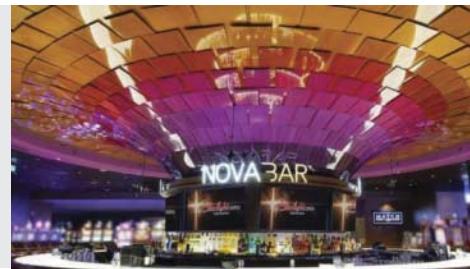
### CANADA OPERATIONS

Over 500 community leaders and project partners were joined by Gateway's CEO, Tony Santo, Minister Deron Bilous, His Honorable Mayor Don Iveson, and AGLC's COO, Niaz Nejad as they cut the ribbon and commemorated the opening of Edmonton's newest destination.

"The opening of Starlight Casino adds to the many world class entertainment options available to Albertans and our visitors. With more than 300 new jobs – and \$57 million dollars of investment – it is another sign of investor confidence in our growing economy," said Deron Bilous, Minister of Economic Development and Trade.

Starlight Casino Edmonton joins Grand Villa Edmonton as the city's premier entertainment destinations featuring the most dynamic and exciting gaming and dining experiences in the province. Starlight Casino was a \$57 million construction project which created over 300 new jobs. With the Grand Villa and Starlight projects, Gateway has invested almost \$90m in the Edmonton economy and created over 550 new jobs in the local job market.

Starlight Casino will feature many of Gateway's



most successful signature restaurant brands like MATCH Eatery & Public House, ATLAS Steak + Fish, The Buffet, CHOW Lucky Noodle Bar and the debut of Gateway's latest brand creation, Halley's Club – a dining and entertainment club that will reinvent the classics.

This opening also signals the debut the first ever REPLAY arena. Located on the Starlight gaming floor, REPLAY is an innovative, immersive, multi-sensor space that combines the action and energy of gaming with a distinct party atmosphere. REPLAY is a new way to game which includes an interactive space for connected table game play, live action digital horse racing, a unique social Roulette table, a DJ booth, custom lighting equipment and an expansive video wall.

"On behalf of AGLC, I would like to congratulate Starlight Casino on their grand opening. We are delighted to be a part of the launch of the innovative Replay gaming area – the first of its kind in Alberta. While the AGLC is committed to the responsible growth of Alberta's gaming industry, we are also invested in developing modernized gaming options for Albertans," said Niaz Nejad, VP, Gaming & Cannabis, AGLC.



Lucky Dragon set for foreclosure sale after 'dismal failure'

### Nevada

Having already closed its casino and restaurants in January, the Chinese-themed Lucky Dragon in Las Vegas is now set to close its hotel.

The casino, which only opened two years ago, was the first in Las Vegas to be built from scratch since the recession but has failed to attract the crowds.

US Bankruptcy Judge Laurel Babero has approved a motion by the casino's main creditor,

Snow Covered Capital, to open the doors to a foreclosure sale which is expected to begin this month. SLS Las Vegas owner Alex Meruelo and the owners of slot hall brand Dotty's are both reported to have shown interest.

Lucky Dragon lawyer Sam Schwartz said: "The news is in the paper; the employees are aware that we're looking to close."

Snow Covered Capital revealed that the Lucky Dragon has posted operating losses of roughly \$200,000 per month. It said there was 'no dispute' the resort's operations 'have been a dismal failure.'

### Nevada

*Tilman Fertitta, the billionaire owner of the Houston Rockets, has had his offer for Caesars Entertainment to merge with his own gaming empire, which includes the Golden Nugget casino chain, rejected by the board of Caesars' Entertainment, which includes representatives from billionaire Leon Black's Apollo Management and David Bonderman's TPG.*

*The deal was unanimously rejected by the board believing it would saddle the company, which only recently emerged from bankruptcy protection, with too much debt. Instead, Caesars – which also owns the Harrah's and Bally's casinos, as well as the Planet Hollywood chain – is in advanced talks to buy a number of additional properties from Jacks Entertainment, a Midwest-based gaming concern that owns six casinos in Cleveland, Cincinnati and Detroit.*

# Sports-Betting Future in US Debated

The AGA has emphasised that federal oversight of sports betting is unnecessary in ongoing efforts to create effective legal sports betting markets in the US

The American Gaming Association addressed a House Judiciary subcommittee to discuss sports-betting in the US post-PASPA

## NEVADA SPORTS-BETTING

During testimony at the House Judiciary Subcommittee on Crime, Terrorism, Homeland Security, and Investigations hearing, "Post-PASPA: An Examination of Sports Betting in America," Sara Slane, AGA Senior VP of Public Affairs (pictured) said: "Because of the active, robust state and regulatory tribal gaming oversight, gaming is one of the most strictly regulated industries in America. Right now, over 4,000 gaming regulators with budgets that exceed \$1.3bn oversee the gaming industry."

In partnership with teams, leagues and regulators, gaming operators have successfully protected the integrity of both bets and competitions for decades in Nevada. AGA's continued position of support for state and tribal regulators was echoed in testimony by Nevada Gaming Control Board's Chairwoman, Becky Harris.

"I don't think that right now is the time for any kind of federal engagement with regard to gambling," said Chairwoman Harris. "States do a great job in every area including sports betting and we've just begun to see the roll out in other states. Nevada has a comprehensive regulatory structure that has been refined over decades, and we have a lot of integrity in our process."

## JCM Global signs supply agreement with Eldorado Resorts

### Nevada

JCM Global has signed an exclusive master supply agreement with Eldorado Resorts to provide its bill validators and printers for all 26 Eldorado gaming properties in the US. The agreement is an expansion of existing relationships between JCM and certain Eldorado properties and a conversion for other properties. JCM will provide its iVIZION and UBA bill validators and its GEN5 and GEN2U printers. Eldorado has also been using JCM's award-winning ICB Intelligent Cash Box system at many of its properties.

"The source of Eldorado's continued success is our focus on innovative ways to interact

with our loyal customer base," said Anthony Carano, Executive Vice President and Chief Operating Officer of Eldorado Resorts, Inc. "The JCM/ERI relationship is an important part of providing our guests with the unbelievable experience they expect from Eldorado Resorts."

"We are humbled that Eldorado Resorts has chosen JCM and JCM products for its enterprise-wide transaction strategy," said JCM Sr VP of Sales and Operations Dave Kubajak. "Operators worldwide – in gaming, banking, and other industries – trust and rely on JCM's award-winning products to provide the perfect combination of security and player convenience along with unsurpassed service. The end results are transactions that are secure, accurate, compliant, and increase connections between operator and patron."



Gaming is largely regulated by state and tribal governments across the country.

"Just as Congress has refrained from regulating lotteries, slot machines, table games and other gambling products, it should leave sports betting oversight to the states and tribes that are closest to the market," continued Slane. "With such robust and rigorous regulatory oversight at both the state and federal levels, there is no need to overcomplicate or interfere with a system that is already working."

Transforming the illegal, underground sports betting market into an open, legal market under state and tribal regulatory oversight will accomplish critical public policy goals. These include protecting consumers by ensuring that sports betting is fair, safe, transparent and accountable. It will increase transparency – by giving state and tribal regulators the power to oversee betting. There will be enhanced sports integrity by providing regulators, sports leagues and law enforcement with the technology, insight and tools they need to monitor, identify and shut down any suspicious or illegal betting activity; and it will generate jobs and tax revenues – by giving communities new ways to boost local economies.

### US

*Wynn Resorts has entered into a strategic partnership with BetBull, a Europe-based digital sports betting operator, to pursue sports betting opportunities in the emerging US market. The strategic partnership will position both parties to capitalise on the developing US opportunity by combining Wynn Resort's nationally recognised brand with BetBull's digital sports betting operations capabilities and technology.*

*In conjunction with the formation of the strategic partnership, Wynn Resorts will make a minority equity investment in BetBull. Wynn Resorts will own 22.5 per cent of BetBull on a fully-diluted basis upon closing of the investment which will occur in due course subject to customary closing conditions. Moelis & Company LLC acted as financial advisor to Wynn Resorts.*



ILLINOIS – SUZOHAPP has partnered with Everi Payments to offer a fully integrated solution that will accelerate and advance cash management and automation within the gaming industry. The SUZOHAPP – Everi partnership combines to give casino customers an unprecedented end-to-end cash management solution. Their partnership has also born an ambitious plan to develop a vertically integrated cash automation management solution that captures all activities within the cash life cycle and ties it to core accounting systems.

"Operational visibility in cash management is a critical concern in the gaming industry," says Darren Simmons, SVP – Payment Solutions for Everi. "This partnership with SUZOHAPP is an opportunity for both companies to offer Casino customers a unique solution that seamlessly integrates front of the house with back of the house cash operations, maximizes visibility throughout the entire cash management process, and ultimately helps casinos efficiently monitor, process, and forecast their cash."

SUZOHAPP's cash automation devices are powered by CashComplete Connect (CCC), providing cutting-edge functionalities such as SmartGroups – a work unit reporting and visibility division parameter that provides flexibility to even the most complex cash operations. On the CCC platform, Everi will be able to fully support casino operators by leveraging their casino cash domain expertise, service team footprint and extensive customer service network.

ILLINOIS – Illinois-based investment fund Z Capital Partners has offered to buy regional casino operator Full House Resorts for \$132.5m in a cash and stock transaction. Z Capital CEO James Zenni said Full House's five casino-operation would be merged into Las Vegas-based Affinity Gaming, which Z Capital took private in 2017.

Full House officials acknowledged receiving the letter and said the board would consider the "expression of interest in due course. The expression of interest reflects a price that is significantly below recent and past trading of (Full House) stock and well below most expectations for the value of the company," Full House said.

Affinity operates 11 casinos in four states – Nevada, Colorado, Missouri and Iowa. Las Vegas-based Full House's casinos are in four states – Nevada, Mississippi, Indiana and Colorado.

Full House, which is headed by CEO Dan Lee, is in the process of expanding its Bronco Billy's casino in Cripple Creek, Colorado, and recently made an offer to build a racetrack, casino, luxury hotel, and golf course complex near Clovis, New Mexico. The company is also exploring opportunities in Washington State.



**AUSTRALIA** – Ainsworth Game Technology has confirmed that Danny Gladstone will step down from the role of Chief Executive Officer subsequent to 30 June 2019. A search process to identify a new CEO for appointment will be undertaken with Mr Gladstone to remain in the CEO role until a new appointment to 'ensure a smooth and orderly transition.'

The company further advised that following an appointment of a new CEO, Mr Gladstone will continue with AGT in a different role to utilise his extensive industry experience and expertise.

Graeme Campbell, Chairman said: "While there will be a more appropriate time to formally thank Danny, I would like to state that he has been an excellent CEO for AGT. He has successfully driven significant international expansion and growth in recurring revenues. Ainsworth is much stronger for Danny's contribution. We are delighted he will continue to assist us in the future. A thorough and extensive search process will be undertaken to secure a new CEO who can lead AGT to the next stages of growth and profitability."

**CAMBODIA** – Hong Kong-based Amax International Holdings has signed a Service Agreement with Cheung Shing Global Travel Entertainment Limited (CSG) which will see it help open a new casino project in Sihanoukville, Cambodia. As well as pre-opening advice it will offer technical assistance to the casino via Amax's wholly-owned subsidiary Victor Mind Global Limited. This help will cover the design of the casino, the development and implementation of information technology systems, the establishment of operational structures, the setting up of internal control systems, recruitment services and help in getting all the relevant licenses and permits in Cambodia for the opening of the casino. Amax will charge HK\$9m for its assistance with HK\$2m to be paid before the end of this year and the remainder when the casino opens or by 31 March 2019.

Amax said: "CSG has been sourcing an experienced service provider to assist itself in setting up the casino for operation and the company has solid experience in pre-opening preparation and operation of gaming business in Asia Pacific regions. The Directors believe that the entering into of the Service Agreement between VMG and CSG can provide an additional source of income to the group while allowing the Casino to leverage the Company's expertise in the gaming industry. Having considered the above, the Directors (including the independent non-executive Directors but excluding Mr. Ng and Ms. Ng Wai Yee) consider that the terms of the Service Agreement are fair and reasonable."

## Caesars Publishes Five Japan Blueprints

Caesars Entertainment has published its blueprints for five Integrated Resorts in Japan in Hokkaido, Yokohama, Tokyo, Osaka and Okinawa.

The '100-Year Partner For Japan' campaign was designed to bring Caesars Entertainment's vision to life evoking its eight decades of experience

PHILIPPINES CASINO OPERATORS



Caesars Entertainment has published its blueprints for five Integrated Resorts in Japan in Hokkaido, Yokohama, Tokyo, Osaka and Okinawa. In Yokohama, it wants to build an IR called The Yokohama Art & Culture Park and Entertainment Resort on Yamashita Pier, resembling a wave to reflect its coastal location on the Pacific. Architecturally, it is inspired by The Great Wave of Kanagawa, a woodblock print by the Japanese artist Katsushika Hokusai.

Kengo Nishimura, Head of Government & Community Relations for Caesars Japan, said: "Yokohama is a city where the West and East have long intersected and is today a creative city of art and culture. The thinking is to spread waves of art, culture, and entertainment to the world."

He added that Caesars 'was not doing anything to narrow down which city' at this stage of the process. The Hokkaido resort would be built in a forest and offer luxury camping facilities.

Steven Tight, Caesars' President of International Development, said: "It would be a fascinating

opportunity for us if the governor were to support an integrated resort, because Okinawa would be a tremendous destination for tourism." The planned resort in Osaka, a city famed for its pharmaceutical and medical device industries, would act as a medical tourism destination.

Referring to working with local partners, Mr. Tight added that Caesars 'does not require majority stakes as some competitors might' but that it hopes to oversee decisions on guest experience whilst respecting the freedom for 'Japanese investors to address their own objectives.' It unveiled the artists impressions at press conference to launch a new '100-Year Partner For Japan' campaign, symbolising its aspiration to develop long-term partnerships with Japan and nurture the IR sector together with the local community.

The '100-Year Partner For Japan' campaign was designed to bring Caesars' vision to life, evoking its eight decades of experience in the development and operation of IRs and the lasting relationship forged with Japan.

### Slowing GGR growth rates take the shine off Golden Week

#### Macau

Analysts in Macau warned investors that slowing growth rates in Macau have dampened celebrations in Golden Week with one reducing the target prices for stocks of four casino owners.

They warned that the slowing Chinese economy and trade war with the states could see October become the first month since February register single digit growth with an expectation growth of five per cent.

Sanford C. Bernstein said: "While the slowdown in GGR growth is evident, we still have a positive outlook on the Macau gaming industry in the long run. Since early 2018, we had been raising caution that Macau GGR growth would

decelerate in the second half of 2018 and further in 2019.

"The recent sell-off in the sector has been largely due to investor concerns over decelerating growth, Chinese economy, escalation of US-China trade issues and potential policy risks. Over the short to medium term, these drivers will likely create headwinds for GGR growth, leading to continued deceleration in growth."

"These short-to-medium-term concerns will continue to weigh on stocks and likely lead to significant price volatility," it added. "Improvements in transportation and new property openings support long-term growth in mass where the long-term demand is clear."

As a result, Sanford C. Bernstein lowered its target price for shares in Wynn Macau, Galaxy Entertainment, MGM China and Sands China.

#### Macau

*Macau's mass market baccarat drove citywide GGR growth in the three months to September 30th 2018, with mass baccarat revenue up 21.5 per cent year-on-year to MOP\$25.4bn. The figures, released by the Gaming Inspection and Coordination Bureau, compare with just 3.6 per cent year-on-year growth in VIP baccarat to MOP\$40.1bn. While VIP baccarat still comprised slightly more than half of Macau's GGR in 3Q18, its share of the pie declined from 57.7 per cent in the same period last year to 54.3 per cent this time around. By comparison, mass baccarat's share grew from 31.2 per cent last year to 34.4 per cent in 3Q18. Slot machine revenue enjoyed an 8.3 per cent year-on-year increase in 3Q18 to MOP\$3.5bn, thanks in part to the number of machines Macau-wide growing by 908 to 17,218. The number of gaming tables in Macau also increased from 6,449 in 3Q17 to 6,598.*

# Sands Focuses Investment in Macau

Sands pledges investment in Macau as Singapore revenues at Marina Bay Sands fell 2.9 per cent to \$766m, Las Vegas revenue dropped two per cent to \$379m and Pennsylvania dropped by 4.2 per cent to \$138m.

Sands outlines \$2bn investment in Macau to renovate its existing operations despite looming licence renewals

## CHINA CASINO OPERATIONS

Las Vegas Sands has pledged to invest upwards of US\$2bn in its existing Macau operations in the time leading up to the renewal deadline, taking its total investment in the Macau casino sector passed the \$15bn mark.

The majority of that spend will go on transforming Sands Cotai Central complex into The Londoner Macao, at a cost of \$1.35bn with staggered openings over 2020 and 2021. Along with the other Macau concessionaires, Sands' licence to run casinos will need to be renewed in 2022. The company plans on investing \$400m on the 370-suite St. Regis Tower Suites Macao and a further \$450m on a 290-suite Four Seasons Tower Suites Macao, which are expected to open in the first quarter of 2020.

Sands President and Chief Operating Officer Rob Goldstein said: "We are big fans of China. We're big fans of Macau. We've been wildly successful and our \$2bn statement to bring the Londoner to fruition is positive proof that actions speak louder than words. If there's not a vote of confidence in that, I don't know what is. We believe our concession is not at risk. We're investing in our firm belief that we'll be in Macau today, tomorrow and many years to come."

**City of Dreams Manila opens VR gaming space**

## Philippines

Melco Resorts and Entertainment has partnered with Bandai Namco Amusement of Japan to debut a virtual reality (VR)-powered entertainment and dining space at its City of Dreams Manila casino in the Philippines. The state-of-the-art The Garage, which opened on October 14, is a 2,714sq.m VR zone and a 563-seater food park that offers a selection of casual dining choices in trucks and trailers. This concept was touted as the first of its kind in the Philippines.

City of Dreams Manila's COO Kevin Benning said: "The Garage is City of Dreams Manila's latest attraction

featuring entertainment activities in partnership with Bandai Namco. With their creativity and cutting-edge technology, we are honoured and delighted to partner with them, and together blaze a trail in delivering extraordinary entertainment experiences that go beyond gaming and recreation in the Philippines."

Bandai Namco General Manager Kunihisa Yagihista added: "We hope to bring outside of Japan an immense, multisensory and fun activities to Filipinos and foreign guests with our unique VR activities at The Garage."

The Garage, which is located at the upper ground floor of City of Dreams Manila, was designed by award-winning Paris-based creative design agency Malherbe Design in collaboration with Westar Architectural Interior Design.



The vote of confidence came as Sands reported earnings of \$699m and revenues of \$3.37bn for the quarter ending September 30. Earnings increased by 2.2 per cent compared to last year with revenue up 6.6 per cent.

In Macau Sands delivered adjusted EBITDA of \$754m, an increase of 15.8 per cent compared to the third quarter of 2017 with revenues up 13.1 per cent to \$2.15bn. The Venetian reported another strong quarter with revenue up 20 per cent to \$857m. Sands Cotai Central also enjoyed an increase of 15 per cent to \$537m but the Parisian dropped 5.4 per cent to \$389m.

Sands President Sheldon Adelson said: "We experienced strong growth in both the VIP and mass gaming table segments enabling us to again outperform in the Macao market, while growing our market share of revenues. We also achieved record hotel occupancy of 96 per cent at our Macau portfolio. Gaming and non-gaming revenues both grew in excess of 20 per cent, while adjusted EBITDA was up by 30 per cent. The performance of The Venetian contributes to our unwavering confidence in the future of Macao, which will benefit from enhanced transportation infrastructure and investments in the Greater Bay Area."

## China

*The world's longest sea bridge connecting Hong Kong, Macau and Zhuhai city on the mainland was inaugurated by President of China Xi Jinping on October 25.*

*Situated in the Lingdingyang waters of the Pearl River estuary, the US\$20bn infrastructure project is a part of Beijing's efforts to create a new economic base in southern China. The 55-km long Hong Kong-Zhuhai-Macau sea bridge includes a 7-km long underwater tunnel. It was inaugurated within weeks of the opening of a high-speed rail link, linking Beijing to Hong Kong. The sea bridge linking Hong Kong, Macau and mainland China will reduce the travel time between the three territories from three hours to just 30 minutes. It took a duration of nine years to build due to delays, budget overruns and corruption prosecutions.*



**JAPAN** – Listed in the company's annual report, Hajime Satomi, the Chairman and Group CEO of Japan's Sega Sammy Holdings, states that he wants to be involved in most of the country's integrated resort operations following recent passage of the long-awaited IR Implementation Bill, with a view to global casino expansion.

Mr. Satomi outlined ambitious plans for the coming years including a desire to be a dominant player in the Japanese IR industry. "Integrated resorts will open up a wide range of possibilities for the Group," Satomi said. "Many companies have announced their intention to participate. However, I want the Group to hold the majority of projects and develop businesses in a broad range of fields with casino operations as the central focus."

Sega Sammy is currently a joint venture partner in Korea's first integrated resort, Paradise City in Incheon, with local firm Paradise Co and has made no secret of the fact that it views the partnership as an opportunity to gain casino operations experience.

The company has around 60 employees based at Paradise City learning the trade. It also operates non-gaming resort Phoenix Seagaia Resort in Miyazaki, Japan.

In its annual report, Sega Sammy said it expects its resort business to lose ¥3 million in FY2019, primarily via Phoenix Seagaia Resort, but that it would continue to fund its long-term resort development from its pachislot, pachinko, packaged games and amusement machines businesses.

"At present, we are laying the foundations for participation by accumulating knowhow through PARADISE CITY and other resorts, establishing financial resources, and conducting multifaceted investigation and analysis," stated Mr. Satomi.

"If we can realise participation and build successful businesses, it will open up a wide range of possibilities for the Group going forward, including the expansion of businesses in the global market using the know-how gained from such successes."

"Through such ambitious initiatives, the future vision of the SEGA SAMMY Group is to become a corporate group that has a unique presence among global entertainment companies with respect to both revenue scale and business lines."

"I believe my mission is to meet the expectations of shareholders and all other stakeholders through the realisation of this vision, and I will work unstintingly to realise it."

# Insight

AUSTRIA  
Novomatic



**Harald Neumann**  
Chief Executive Officer,  
Novomatic

"We have scaled back our acquisitions, not halted them completely. At ICE, we indicated that we had acquired around 150 companies over the previous years, but slowing down does not mean that we have stopped all activity. In markets such as Spain, Germany, Netherlands, Eastern Europe, etc., we are still acquiring arcades and adding more operations to the division."

"A big market opportunity outside of the US and Europe right now is Africa. We have an established business in South Africa and having a huge quantity of used machines, mainly from the German AWP market, Africa could therefore be very interesting for the placement of refurbished machines. We can offer a competitive price and a good opportunity for operators, especially as the African machine product is very similar to its European counterpart."

## Strategic global expansion of Novomatic's core brand values

Speaking to G3 at the Global Gaming Expo in Las Vegas, Novomatic's Chief Executive Officer, Harald Neumann, outlined the company's short- to mid-term growth plans for international markets, including its product plans for the all-important US gaming and sports-betting market.

### How does NOVOMATIC capitalise on its dominant market position in Europe and success in Latin America to grow its international footprint in the US and Asia?

NOVOMATIC enjoys a significant market share in Europe and we continue to increase this share by diversifying into new product segments, such as sports betting and online, depending upon the relevant market regulations. In Asia there are a number of interesting projects, for example, we are working on a significant project where we have sold several hundred machines and this is very interesting as there are opportunities to supply a lot of equipment to the large casino resorts. However, our focus is most definitely the US market at this time and, specifically, three distinct product segments.

The first segment of interest for NOVOMATIC is the large-scale casino slots sector in which, over the last few years, we have grown to understand this market, especially as it is so different from the European model. The US is a more time-on-device market and we have a plan to release a series of market-specific game titles for US players. I think that this year the launch of our new MacGyver™ game could be one of the successful titles for the US and there will be more coming in the next six to twelve months. We know that we have to adapt our games to appeal to the US player and our development team is working to accomplish this into 2019.

The second area of interest is the VGT (Video Gaming Terminals) sector. We brought a range of new multi-games mixes for our VGTs to the G2E show 2018.

The final product sector is sports betting. We recently hired Felipe Ludeña as International Sports Betting Director. Felipe has worked for several high-profile sports betting companies, including Grupo Codere, and has an incredible knowledge of the market both geographically and from a technology perspective. He has been tasked with evaluating the NOVOMATIC sports betting technology, both to assess how competitive it is for the US market and, as his top priority, European markets that could be interesting for NOVOMATIC – Spain, Italy, Germany – for example. NOVOMATIC has already partnered with Sportradar to co-develop products and services collaboratively. The first market we have implemented this strategy is in Italy, but there are also opportunities for the US market.

### How crucial is it to NOVOMATIC to achieve significant market share in the US, and what segment will see the breakout product? Slots, ETGs, sports-betting, online, mobile etc.?

We have been successful with our ETG products in the US thus far, with a significant and successful installation at Foxwoods in Connecticut (NOVOMATIC installed 54 dealer-assisted electronic tables at

Foxwoods in 2017) and another installation at Pechanga in California. Currently, there are strong opportunities for NOVOMATIC in the US, especially within the VGT market as well as the Octavian myACP system that we are planning to roll out into states such as Illinois this year. However, for the future, the scale of the opportunity in the Class III market means that this is the most important for NOVOMATIC moving forward.

### What are the biggest opportunities for NOVOMATIC in international markets and how is the company seizing these opportunities to build long-term growth?

A big market opportunity outside of the US and Europe right now is Africa. We have an established business in South Africa and having a huge quantity of used machines, mainly from the German AWP market (NOVOMATIC had to exchange thousands of machines due to regulatory change in the street market), Africa could therefore be very interesting for the placement of refurbished machines. We can offer a competitive price and a good opportunity for operators, especially as the African machine product is very similar to its European counterpart.

### At ICE, NOVOMATIC stated there would be no further acquisitions going forward, but since then the company has added almost 700 employees, where is this growth and expansion concentrated within the company?

We have scaled back our acquisitions, not halted them completely. At ICE, we indicated that we had acquired around 150 companies over the previous years, but slowing down does not mean that we have stopped all activity. In markets such as Spain, Germany, Netherlands, Eastern Europe, etc., we are still acquiring arcades and adding more operations to the division. At present, however, the focus is on consolidating the rapid growth of recent years, driven in particular by acquisitions of companies. At the same time, synergies were also started with the increase. The focus is on optimizing internal processes and structures across borders.

### This year you have stated that regulatory challenges are the greatest hurdles facing the business. How is NOVOMATIC dealing with these challenges, of which Germany is such a big pressure point right now, both for machine gaming and online?

Yes, regulation is the most difficult challenge facing the company, but it is also helpful in the sense that it is 'cleaning' the market. Regulation has two affects – if you take the example of Austria, it was challenging for our business in Austria due to regulation changes, but regulation also means there are fewer rivals in the market too, which is a competitive advantage. Regulatory environments both inflict damage and also protect us – it is a double-edged sword. I believe



# Insight

AUSTRIA

Novomatic



that at the end of the day, there will be some initial pain, but we will ultimately emerge the winner out of regulation as many of the small to medium-sized businesses will have to drop out of the market.

In the last three years NOVOMATIC has not only invested over €1bn in acquisitions, but also a lot in the German market. The reason for this is that to meet the November regulatory deadline, we have had to change about 100,000 machines in the street gaming sector in the country based on the new regulatory rules. Germany is and remains a challenge. In mid-November we will gather the first feedback from our customers relating to the acceptance of our new games, since we have had to change the game mathematics. During this initial period, and while last generation machines remain in the arcades, gathering reliable feedback concerning the new games will be difficult. However, by 2019 we will have a better understanding of the performance of the arcades before we face the next challenge. In 2021, the existing German regulation expires and will need to be renegotiated – which will be a challenge. That said, there is the opportunity to work together within the new regulatory environment to establish a new online framework that will benefit the business.

**How important is the recent announcement that NOVOMATIC has opened its Novo Zone with SBM in Monaco? How do you see this relationship evolving?**

It is a great opportunity for us. This is one of the most famous and most visited casinos in Europe and having a showroom in Monaco is a huge opportunity for NOVOMATIC. I congratulate

In the last three years we have concentrated upon acquiring significant licenses for casino operations based on the regulatory environment in Europe becoming more interesting for NOVOMATIC. Machines are such a large part of the casino offer, which includes AWPs within that mix, and so the casino business is adding real value to the machines sector.

Lawrence Levy our VP of Global Sales on this strong collaboration with operator Monte-Carlo Société des Bains de Mer. We can use the Novo Zone at Sun Casino to showcase our latest products and technologies in order to understand player behaviour directly from the gaming floor in Monaco. For example, the first installation of our Enchanted Fortunes Linked Jackpot was made at the showroom and has allowed us to gather some very positive initial feedback.

**The casino license in Granada is the latest new casino announcement from NOVOMATIC – are we going to see further high profile operations added to the NOVOMATIC casino estate in the near future?**

In the last three years we have concentrated upon acquiring significant licenses for casino

operations based on the regulatory environment in Europe becoming more interesting for NOVOMATIC. Machines are such a large part of the casino offer, which includes AWPs within that mix, and so the casino business is adding real value to the machines sector.

**Is the recent news from Casinos Austria relating to management changes and tensions with Sazka reason to believe there is an unsettled period ahead for the operator?**

As far as we know there will be no change in the shareholder structure of Casinos Austria. Neither Sazka nor NOVOMATIC plans to sell shares to change the current balance. Alexander Labak announced that he will not be available for another period as CEO, which means that he will step down from his position at the end of 2019. At this time, the advisory board, which consists of four members of which I am one, is set to deliberate over the management structure of Casino Austria. If the outcome of this meeting is that a new structure is desirable, we would ask a headhunter to find a new CEO by the first or second quarter of 2019.

**NOVOMATIC Gaming Industries has merged into parent company NOVOMATIC AG. Could you explain to our readers the reasons behind this change and what it means for the company?**

NOVOMATIC Gaming Industries GmbH was merged into its sole parent company, NOVOMATIC AG in order to bundle the core competencies of both companies in a single company, thereby significantly simplifying the Group structure and further strengthening the "NOVOMATIC" brand.



## SINGLE PLATFORM

for land-based & online gaming



# Insight

AUSTRALIA

Star Entertainment Group



**Matt Bekier**

Managing Director and  
Chief Executive Officer,  
The Star Entertainment Group

"There is a global arms race at present with countries investing heavily and repositioning themselves to capitalise on substantial tourism growth out of Asia, particularly from China. By presenting ourselves as an integrated resort company where the finest hotels, restaurants, theatre shows, music acts and other entertainment options are available within single precincts in prime locations, we can provide a compelling point of differentiation."

"Our over-arching tourism strategy is about inspiring and attracting independent travellers from around the world, but obviously with a focus on Asia, and especially China. The staggering wealth creation in China that has created a massive new middle-class demographic cannot be under-estimated when looking ahead at how Australia can expand the tourism sector. At the same time, we cannot be complacent. Just doing what we've been doing, delivering the product and experiences we have been delivering, will not be enough.

**Matt Bekier, Managing Director and CEO, The Star Entertainment Group**

## Star City joins 'global arms race' to attract more Chinese players



Australian operator Star Entertainment has unveiled a new strategy aimed at delivering Australia an increased share of the booming Asian tourism market. In a move designed to position The Star and its multiple properties as more appealing destinations to international travellers, the company has launched a fresh China-facing brand.

The Star's name – still under the existing eight-pointed logo – has been reworked from the previous literal translation of "Star Harbour City" to "Millions of Stars." Managing Director and CEO, Matt Bekier, said the rebranding programs that created The Star Entertainment Group and The Star Gold Coast in the past couple of years provided the catalyst for the move.

"The previous brand was really only identifiable for Sydney, and certainly less prestigious, distinctive and dynamic than the one we will now present to Asian markets," he said. "This showcases what we bring to our destinations in Sydney and south east Queensland, which is premium offerings and experiences."

The brand will be supported by a new WeChat account for the Group.

"There is a global arms race at present with countries investing heavily and repositioning themselves to capitalise on substantial tourism growth out of Asia, particularly from China. By presenting ourselves as an integrated resort company where the finest hotels,

restaurants, theatre shows, music acts and other entertainment options are available within single precincts in prime locations, we can provide a compelling point of differentiation."

Mr Bekier said tourism forecasts highlighted the long-term opportunity on offer for Australia. There were 8.3 million inbound visitors to Australia for the 12 months to March 2018. Tourism Research Australia expects that number to rise to 15 million per annum within a decade.

Chinese visitation was 1.3 million for the 12 months to March 2018. Within the next 10 years it is set to triple to 3.9 million. Around 50 per cent of Chinese are return visitors.

"Our over-arching tourism strategy is about inspiring and attracting independent travellers from around the world, but obviously with a focus on Asia, and especially China," Mr Bekier said. "The staggering wealth creation in China that has created a massive new middle-class demographic cannot be underestimated when looking ahead at how Australia can expand the tourism sector."



"At the same time, we cannot be complacent. Just doing what we've been doing, delivering the product and experiences we have been delivering, will not be enough. Investment and infrastructure are key. More hotel rooms, better airport facilities and more seamless transport options for tourists have to be delivered.

"We also need a more focussed China-friendly approach. It is now our biggest source market for inbound visitation. The Chinese are also, by far, the biggest spenders in the tourism space. To ignore that will mean not fully leveraging the opportunity at hand."

Mr Bekier said the new "Millions of Stars" brand continued the work The Star has undertaken to drive its appeal to Chinese tourists. The company recently installed terminals that accept Wechat Pay and Alipay alongside China UnionPay, to make it easier for Chinese visitors to complete transactions at The Star Sydney property.

Tourism Australia Managing Director John O'Sullivan welcomed The Star's approach. "China is Australia's

largest and most lucrative overseas market and critical to our industry's continued future success," commented Mr. O'Sullivan. "With so many international destinations competing aggressively for share of travel wallet, it's critical that our industry continues to adapt to the changing needs of today's increasingly savvy and sophisticated Chinese traveller.

"It's great to see operators like The Star Entertainment Group prioritising what is already a near \$11bn market with a clear China strategy that combines investment in their China brand, new infrastructure and tailored services such WeChat Pay payment systems."

WeChat Pay is a payment solution integrated inside the social and messaging WeChat app owned by Tencent. Alipay is a mobile and online payment platform established by the Alibaba Group.

WeChat has more than 1 billion monthly active users. Alibaba, a conglomerate specialising in ecommerce, retail, internet, artificial intelligence and technology, was the second Chinese company behind Tencent to achieve a market cap of \$500bn.

"China is Australia's largest and most lucrative overseas market and critical to our industry's continued future success. With so many international destinations competing aggressively for share of travel wallet, it's critical that our industry continues to adapt to the changing needs of today's increasingly savvy and sophisticated Chinese traveller."

*John O'Sullivan,  
Managing Director,  
Tourism Australia*

# Insight

PUERTO RICO  
Legislation



**Thomas Rivera Schatz**  
Senate President, Puerto Rico

"Any measure that includes precautions and has sufficient controls so as not have a negative impact on society deserves our support. These entrepreneurs want to contribute, they want to contribute and it is an opportunity that we have to take advantage of."

## Puerto Rico Senate President proposes slots expansion plan



According to the definition in the new act Adult Entertainment Machines may not award prizes of any kind, are designed primarily for entertainment purposes and the outcome depends entirely on the player's skill, whereas the result of slot machines depend entirely on luck and award cash prizes. The law expressly bans slot machines in department stores, chemists, bakeries, supermarkets, petrol stations, supermarkets, shops and restaurants, as well as hospitals, offices and government facilities and banned standalone slot parlours as well.

The Senate of Puerto Rico could introduce a number of amendments to the current tax reform bill to allow an intermediate number of slot machines on the island. According to Senate President, Thomas Rivera Schatz, operators will be able to officially pay out cash prizes and their machines will be connected to a centrally controlled server so that the government may tax them accordingly.

Rivera Schatz said that new regulations were needed and operators had been requesting changes to Puerto Rico's gaming laws for some time: "This is a source of additional income that is not under consideration that we do not have today," he said. Full Legalisation would generate about US\$100m to the treasury.

However, Rivera Schatz pointed out that the location of these machines would have to be regulated in order to prevent minors from gaining access.

It is the first time that the leader of the house has commented on the issue. Rivera Schatz argued that allowing these machines to generate cash prizes would not necessarily mean unfair competition for the casino industry, as they target a different customer base.

"Any measure that includes precautions and has sufficient controls so as not have a negative impact on society deserves our support," he said. "These entrepreneurs want to contribute, they want to contribute and it is an opportunity that we have to take advantage of."

In April Governor Ricardo Rosselló announced the introduction of his bill for proposed changes to the Puerto Rico Internal Revenue Code. The proposed reform, H.B. 1544, seeks to simplify the existing tax structure not only by effecting fiscal measures that promote economic growth but also by fostering an environment of voluntary compliance from all sectors.

Illegal gaming has been on the rise for a number of years. Part of the problem has been a lack of government clarity when it comes to the difference between AWP machines and slot machines.

In July 2014 the government passed Law No. 77 (Ley Núm.77 2014) which gave the regulatory body PRTC (The Puerto Rico Tourism Company (PRTC) the authority to monitor and supervise the operation of illegal gaming machines and imposed much stiffer penalties on those found to operating outside of the law. It also provided a much clearer definition when it came to the differences between "Máquinas de Entretenimiento de Adultos" (Adult Entertainment Machines) as they are known locally and slot machines.

According to the definition in the new act Adult Entertainment Machines may not award prizes of any kind, are designed primarily for entertainment purposes and the outcome depends entirely on the player's skill, whereas the result of slot machines depend entirely on luck and award cash prizes. The law expressly bans slot machines in department stores, chemists, bakeries, supermarkets, petrol stations, supermarkets, shops and restaurants, as well as hospitals, offices and government facilities and banned standalone slot parlours as well.

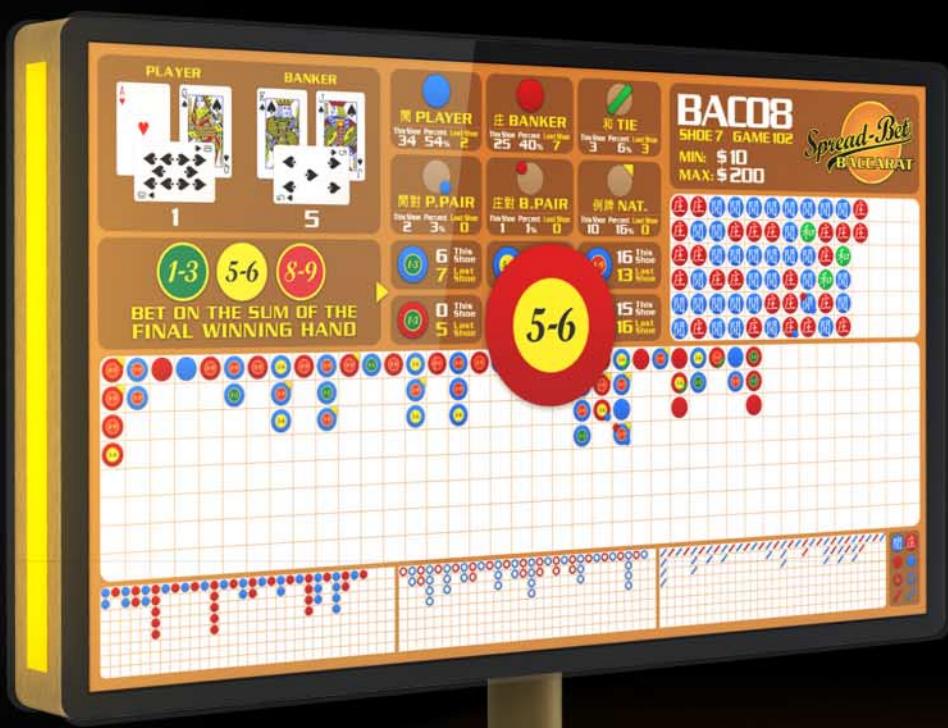
Faced with the new rules slot parlour and machine owners appealed to the courts but in 2016 the courts ruled that the PRTC was acting legally and declared that slot machines outside of casinos were indeed illegal.

However, despite a crackdown and raids these measures have done little to prevent the overall decline in the industry. There are still around 7,000 legal slots compared to around 25,000 illegal slots on the island according to some estimates. In addition casinos have continued to close at an alarming rate with seven closures over the last two years alone leaving hundreds jobless.

# CAMMEGH

The World's Finest Roulette Wheel

## Spread-Bet<sup>®</sup> BACCARAT



- Bet on the sum of the winning hand
- Increase variety for the player
- Added house edge



# Insight

FRANCE  
Joa Casino Group



**Pauline Boyer Martin**  
Marketing Director  
JOA Casino Group

"I am delighted and immensely proud to have been selected as the winner of the first-ever Clarion-ECA-AGEM EDP scholarship and I cannot wait to attend the programme in November and represent the ECA. It will be a great opportunity to connect with colleagues from across the globe and discuss the key issues for the future of our industry."

"We are proud to award the first-ever gender diversity scholarship for the prestigious Executive Development Program to Ms Boyer Martin. She will be a great ambassador for the ECA and Europe's land-based casino industry. It is fantastic to see the industry come together to support this initiative and we thank Clarion Gaming, AGEM, the UNLV International Gaming Institute (IGI) and the University of Nevada, Reno College of Business and Extended Studies for their support and dedication."

**Philip Easthill,**  
**Executive Director,**  
**European Casino Association**

## JOA executive receives first EDP Gender Diversity Scholarship



**JOA Group's Pauline Boyer Martin has been announced as the winner of the first-ever Executive Development Program (EDP) gender diversity scholarship**

The scholarship was set up by the European Casino Association (ECA) together with partners Clarion Gaming, the Association of Gaming Equipment Manufacturers (AGEM) and the EDP. EDP is a partnership program between UNLV International Gaming Institute (IGI) and the University of Nevada, Reno College of Business and Extended Studies. Through the scholarship, Ms Boyer Martin will participate in the 28th edition of EDP from November 10 to 18 in Lake Tahoe, Nevada (USA) alongside global gaming executives and international rising stars in the industry.

Ms Boyer Martin is the Marketing Director of French casino group JOA, the third-largest land-based casino operator in France that itself is a member of the ECA through the trade association Casino de France. Before joining the company in 2007, she held leading positions at luxury goods company LVMH and in the fashion industry. Besides her position at JOA, she is also involved in education and teaching at Lyon Business School and sits on a number of committees of French football club Olympique Lyon.

To be selected for the Clarion-ECA-AGEM EDP gender diversity scholarship, Ms Boyer Martin showed her leadership skills and a desire to further her professional education. She was awarded the scholarship through a judging process that involved the representatives of the four supporting organisations. The members of the judging panel were: Kate Chambers (Managing Director, Clarion Gaming), Tracy Cohen (Director of Europe, AGEM), JoAnne Gipson (Operations Manager at Extended Studies, University of Nevada, Reno) and Philip Easthill (Executive Director, ECA).

Pauline Boyer Martin said: "I am delighted and immensely proud to have been selected as the winner of the first-ever Clarion-ECA-AGEM EDP scholarship and I cannot wait to attend the programme in November and represent the ECA. It will be a great opportunity to connect with colleagues from across the globe and discuss the key issues for the future of our industry."

The program explores new industry ideas, leadership strategies, and an opportunity to network with other gaming professionals from around the globe. Themes in 2018 include women in leadership, safety and security, responsible gambling, and corporate social responsibility with an overall focus on Europe. Visit the EDP website to learn more about the program.

UNLV IGI's executive director Bo Bernhard said: "We are delighted to partner with the European Casino Association, Clarion, and AGEM to support a cause that is near and dear to all of our professional hearts: the development and promotion of tomorrow's female gaming leaders. Ms Boyer Martin will join more than 1400 EDP alumni (including many current CEOs) at gaming's most prestigious leadership development academy this fall, providing these next-generation leaders with a career-catapulting educational opportunity in Lake Tahoe."

Kate Chambers, Managing Director of Clarion Gaming, commented: "The EDP Gender Diversity Scholarship is a really exciting development and one that is just so important for the industry. Through our events, we have featured educational initiatives on diversity and inclusion that support, inspire and influence the development of women in the gaming and lottery industries – so I am proud of the fact that we can support this initiative with our friends at UNLV, ECA and AGEM – and delighted to hear that Ms Boyer Martin is the first-ever recipient, a great achievement."

Tracy Cohen, Director for Europe of AGEM added: "We are proud to be involved in awarding the first winner of this exciting gender diversity initiative, supporting and developing emerging women in the industry. As a keen supporter of the prestigious EDP, AGEM is aware of the incredible opportunity this scholarship brings – being taught by some of the world's most influential innovators as well as collaborating and forming lifelong relationships with other like-minded gaming professionals. We congratulate all the entrants and wish Ms Boyer Martin much success in pursuit of her goals."

# Intralot signs 10-year contract in Croatia with Hrvatska Lutrija



Following a competitive process by the Croatian State Lottery "Hrvatska Lutrija," for the selection of a strong long-term strategical partner, INTRALOT is awarded a 10-year contract for the implementation of the new integrated Lotos10 ecosystem with the Omni Channel capability, the deployment of innovative Retail technology and the provision of operational support

Hrvatska Lutrija is the state licensed lottery organization, with a long and successful tradition of 45 years in organizing games of chance in Croatia, offering full variety of gaming products, including the lotteries, instant lotteries, betting, casinos and slot clubs, participating also in the multijurisdictional lottery games, EuroJackpot.

In 2017 Hrvatska Lutrija generated over €150 million in stakes. The chosen model of cooperation is a Gross Gaming Revenue share model where Croatian lottery and INTRALOT share investment cost, responsibility, risks, and ultimately profits according to a pre-negotiated split.

Specifically, the agreement includes the deployment, customization and integration of INTRALOT's holistic and cross-channel Lottery Gaming Platform based on the L10 Product, the next generation of LOTOS platform, along with the terminal software for the operation of its 3.000 terminals, the Interactive Gaming Platform (based on the Player PULSE CRM-Platform) supporting all Hrvatska Lutrija gaming verticals, the innovative cross-channel Content Management System (based on the CANVAS Platform) and the Retailer Management System (based on the Retailer PULSE CRM-Platform), including full subset of the respective software components.

INTRALOT will also provide the Lottery with dedicated training and knowledge transfer, as well as related system operation, software maintenance and supporting activities.

Mr Mario Musa, President of the Board of Hrvatska Lutrija, stated: "As a result of an extensive and long lasting competitive process, we tasked INTRALOT to partner with Hrvatska Lutrija and invest on the transformation and innovation of our current operations by implementing its new Systems and Platforms based on LOTOS 10 ecosystem and advanced Retail digital technology. This new partnership will fully cover all business requirements and operational procedures required for our business to grow significantly in the upcoming years."

Platforms based on LOTOS 10 ecosystem and advanced Retail digital technology. This new partnership will fully cover all business requirements and operational procedures required for our business to grow significantly in the upcoming years.

"We are convinced that we have selected a strong partner who meets all our requirements for adapting to customer needs and legal changes much faster and at lower costs because of its new modular and micro-services-oriented architecture.

"We are recognised as the most responsible gaming organiser, which means that responsibility must be interwoven into all areas of business operations, to enable us to remain a credible source of knowledge sharing and support in raising the level of players' competence to play games of chance in a responsible manner. We are looking forward to a smooth customization and implementation process followed by 10 years of a strong and successful partnership with INTRALOT which will support our vision to strengthen Hrvatska Lutrija as the leading gaming operator in the Croatian market."

INTRALOT's Group Chief Commercial Officer, Nikos Nikolakopoulos stated: "We are delighted that we have been selected to assist the Lottery to grow significantly their business across gaming verticals and in every channel. INTRALOT's selection proves that we have met Hrvatska Lutrija Strategic and Operational objectives for their future transformation as well as our good track record and successful presence in Croatia. We are honoured by Hrvatska Lutrija's trust and we are committed to invest the best technological and operational solutions in terms of innovation, digitalization, security, reliability, products, cost-efficiency and support, coupled with a true partnership approach, which will provide considerable advantages to the stakeholders and customers of Hrvatska Lutrija."

## Insight

CROATIA  
Lotteries



**Mario Musa**  
President of the Board  
Hrvatska Lutrija

"As a result of an extensive and long lasting competitive process, we tasked INTRALOT to partner with Hrvatska Lutrija and invest on the transformation and innovation of our current operations by implementing its new Systems and Platforms based on LOTOS 10 ecosystem and advanced Retail digital technology. This new partnership will fully cover all business requirements and operational procedures required for our business to grow significantly in the upcoming years."

"We are honoured by Hrvatska Lutrija's trust and we are committed to invest the best technological and operational solutions in terms of innovation, digitalization, security, reliability, products, cost-efficiency and support, coupled with a true partnership approach, which will provide considerable advantages to the stakeholders and customers of Hrvatska Lutrija."

**Nikos Nikolakopoulos,**  
**Group Chief Commercial Officer, INTRALOT**

# Insight

MONTE-CARLO

Punto Banco Tournament



**Pascal Camia,**

Games Director

Société des Bains de Mer

"Monaco is still a benchmark in the gaming universe, sought-after for its exclusivity: know-how, venues and an unrivalled setting. It is within the scope of Chairman Jean-Luc Biamonti's roadmap that we proposed such a significant amount as the winner's prize. We are incredibly grateful to him, as it is thanks to this investment that we were able to invite such a high calibre of clientele and portray such a dynamic image of our Group's core activity."

## Casino de Monte-Carlo hosts €1m Punto Banco tournament



The Casino de Monte-Carlo continues to host the most prestigious tournaments in Europe with its most recent, first of its kind, one million euro punto banco competition staged across a weekend-long bespoke experience in Monaco

"It's the first time that I've ever played in a casino in Europe. I often take part in tournaments in Macao, the Philippines and the United States, but the emotion I felt after my first victory in the Principality of Monaco was much stronger, a real pleasure! I would be glad to come back to this magical place, to the Monte-Carlo Casino."

### Tournament winner and Bangkok resident

Monte-Carlo Société des Bains de Mer Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique experience. The one-of-a-kind resort has four casinos (the prestigious Casino de Monte-Carlo, the Café de Paris Casino, the Sun Casino, and the Monte-Carlo Bay Casino), four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, dedicated to well-being and preventive health, and 30 restaurants, four of which have six Michelin Guide stars between them. At the end of 2018, the Monte-Carlo Société des Bains de Mer will complete four years of transformation works dedicated to its flagship hotel, the Hôtel de Paris Monte-Carlo, and One Monte-Carlo, with its luxury accommodation, shops and restaurants.

Surrealist dinner parties, a \$1 million roulette tournament, and an exclusive Cirque du Soleil performance... the Monte-Carlo Casino once again welcomes some of the world's most highly esteemed gamblers with its new €1 million Punto Banco tournament.

On 22 September 2018, 60 gamblers selected from across 5 continents sat head to head at the Punto Banco tables at the Casino de Monte-Carlo for a unique tournament, boasting Europe's first ever prize pool of 1 million euros. The event involved several qualifying rounds, the much-awaited evening tournament and a weekend-long bespoke experience.

And beyond the green carpets is the red carpet that the Monte-Carlo Casino rolled out to its privileged gamblers.

Participants enjoyed private transfers from the airport in helicopters in the Casino de Monte-Carlo colours, accommodation in the luxurious Monte-Carlo Société des Bains de Mer hotels, lunches and dinners cooked

by Michelin-star chefs, exclusive boat trips, and an excursion to the Hôtel de Paris wine cellar - the largest private wine cellar in the world. Although there was only one tournament winner, all gamblers gained a unique experience. "Monte-Carlo is Monte-Carlo," said one Brazilian gambler.

The overall winner, a Thai gambler all the way from Bangkok commented, "It's the first time that I've ever played in a casino in Europe. I often take part in tournaments in Macau, the Philippines and the United States, but the emotion I felt after my first victory in the Principality of Monaco was much stronger, a real pleasure! I would be glad to come back to this magical place, to the Monte-Carlo Casino."

This €1 million Punto Banco tournament is part of a strategy to bring fresh impetus to gambling in Monaco, led by Pascal Camia, Games Director at the Société des Bains de Mer. This strategy aims to reposition Monaco's casinos as the most exclusive gaming destination in Europe by 2020.

"Monaco is still a benchmark in the gaming universe, sought-after for its exclusivity: know-how, venues and an unrivalled setting," commented Pascal Camia. "It is within the scope of Chairman Jean-Luc Biamonti's roadmap that we proposed such a significant amount as the winner's prize. We are incredibly grateful to him, as it is thanks to this investment that we were able to invite such a high calibre of clientele and portray such a dynamic image of our Group's core activity."

# Operators pledge support for Responsible Gaming Week

## Insight

UK

Responsible Gambling Week



**John Hagan,**  
Chairman of the Industry Group for  
Responsible Gambling

"It is heartening to see the support of leading operators for Responsible Gambling Week. Our aim is to make the event bigger and better than last year and we are using the collective networks, venues and staff of all gambling sectors, and our digital channels, to reach a wider audience and raise awareness."



Responsible Gambling Week 2018 will be bigger and bolder than last year's inaugural campaign, with operators announcing strong support for the event in the first week of November. More than 127,000 staff at more than 11,000 gambling venues and online sites in the UK and Ireland will take part in Responsible Gambling Week, sparking a national conversation with customers and their friends and families about what it means to gamble responsibly.

All gambling operators have committed to the campaign, taking place from November 1-7, which is organised by the Industry Group For Responsible Gambling, and will promote consistent messages and branding in venues, online and on social channels.

Several operators, suppliers and publishers have announced significant initiatives to ensure the campaign reaches the widest possible audience:

- JPJ Group is donating advertising space at key London Underground stations throughout Responsible Gambling Week
- Clarion Gaming is funding a targeted influencer engagement campaign to run on Instagram before and during the week
- Aspers, Mecca, William Hill and Cashino provided staff and venues for campaign imagery
- Virgin Games mocked up its site for a Responsible Gambling Week 'takeover'
- Genting staff are organising a wide range of charity fundraising events at their venues throughout Responsible Gambling Week
- Leading trade publications and online platforms are donating advertising space

Other operators will announce their own initiatives and the event is supported by gambling charities, GambleAware, GamCare, and YGam (Young Gamblers Education Trust), and by the Gambling Commission.

Responsible Gambling Week now has its own website, <https://responsiblegamblingweek.org/> which includes details of all companies and organisations who are supporting the campaign.

Operators and supporters can download responsible gambling literature and other campaign materials from the site. Practical advice for customers is being shared on the campaign's social channels @RGweek18 and the campaign hashtag is #RGWeek18.

John Hagan, Chairman of the Industry Group for Responsible Gambling, said: "It is heartening to see the support of leading operators for Responsible Gambling Week. Our aim is to make the event bigger and better than last year and we are using the collective networks, venues and staff of all gambling sectors, and our digital channels, to reach a wider audience and raise awareness".

Simon Wykes, CEO of Jackpotjoy, said: "JPJ Group fully supports Responsible Gambling Week. Preventing the harms associated with problem gambling is a shared goal among companies working in the gaming industry, and one of the most effective ways to ensure players gamble responsibly is to arm them with the information they need to make responsible choices."

This year's campaign includes Ireland for the first time, where it will be supported by more than 800 bookmakers, and by the Arcades Association, the Gaming and Leisure Association of Ireland, Horse Racing Ireland and the Irish Greyhound and Horse Racing Tote.

The theme of the week is 'Let's Talk About Responsible Gambling' and practical advice will be shared through social media channels to ensure responsible gambling messages reach the widest possible audience.

The event is being organised by the Industry Group for Responsible Gambling (IGRG), which, through its member trade associations, covers online, amusement arcades, bingo clubs, bookmakers and casinos. Among the activities taking place during the week is a responsible gambling training programme being run by the charities, GamCare and YGam (Young Gamblers Education Trust) for teachers, university professionals and community workers who work with younger people.

# Insight

UK & HOLLAND

Gaming Laboratories International



**Martin Britton,**  
GLI Managing Director of EMEA



**Andrew Rosewarne,**  
GLI Managing Director UK



**Dr. Rich Edwards,**  
GLI MD UK and VP Engineering EMEA



**Chris Davies,**  
GLI Chief Commercial Officer UK



**James Illingworth,**  
GLI Director of European Client Services

## NMi Gaming and GLI merger integration is now complete



GLI and NMi Gaming have completed their integration and have announced several staffing changes that will bring further operational efficiencies; speeding time-to-market, increasing bandwidth, and offering other key benefits to clients.

Martin Britton continues in his role as Managing Director over GLI EMEA, while the backbone of GLI UK remains the same; headed by Andrew Rosewarne and Dr. Rich Edwards. With the expansion of iGaming across the EMEA sector, Rosewarne continues to provide great iGaming knowledge and initiative, playing a key role working in collaboration with GLI's global offices and Salim Adatia, GLI's VP of iGaming, to provide GLI's iGaming clients with instant global reach through GLI's 23 offices and 475 jurisdictions.

As the UK office headed by Rosewarne particularly specializes in iGaming, he and his team can provide the expertise to ensure the delivery of outstanding customer service; leveraging the merged capabilities of both GLI and NMi operations to help providers meet key regulatory deadlines with more speed, reliability, efficiency, and quality than ever before. GLI's valued customers and clients will, therefore, benefit from this combined business ethos and enhanced operational bandwidth, which offers even more efficient testing and auditing brought about by the integration of GLI's and NMi's extensive resources in the region.

Additionally, Edwards is now leading all GLI engineering and math groups throughout EMEA, providing a wealth of experience to enhance methodology deployed with new technology products. These two key appointments ensure GLI's position throughout the EMEA region in providing outstanding knowledge that can be passed onto clients in assisting them through the compliance process.

Additionally, the GLI and NMi sales teams have been combined across the EMEA region. Chris Davies is now co-head of sales with James Illingworth. Our frontline teams are key to ensure we reach our clients in providing guidance, assistance, and expertise.

"Over the past several months, there has been a great deal of positive internal activity. During this period, we have improved many processes to further benefit our clients. Now, these combined departments across EMEA, with key leaders providing enhanced focus, will further enhance our ability to provide unsurpassed service," said James Illingworth, GLI's Director of European Client Services – Netherlands.

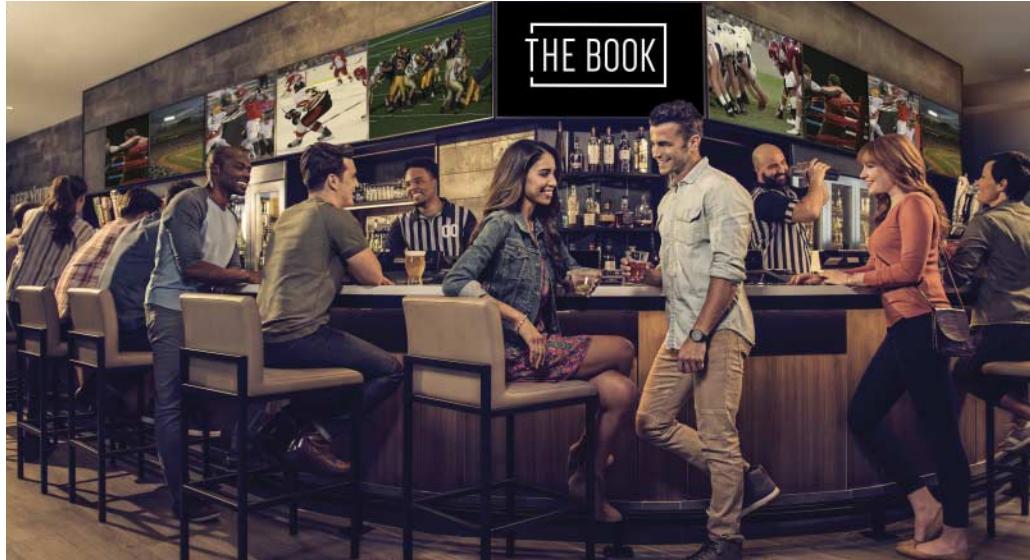
The combined GLI and NMi operation consists of eight offices across EMEA with more than 320 employees.

In July 2017, the GLI Group acquired NMi Metrology & Gaming Ltd. and related gaming assets ("NMi Gaming") from NMi Certin, B.V. and related parties. That move supported NMi Gaming's clients by providing them with instant global reach through GLI's accredited 475 jurisdictions. Additionally, the transaction aided GLI's clients by allowing the firm to provide even greater levels of service and attention.

"Over the past several months, there has been a great deal of positive internal activity. During this period, we have improved many processes to further benefit our clients. Now, these combined departments across EMEA, with key leaders providing enhanced focus, will further enhance our ability to provide unsurpassed service."

**James Illingworth, Director of European Services, GLI**

# The LINQ celebrates official grand opening of 'The Book'



## Insight

US

Caesars Entertainment



Caesars Entertainment CEO and President Mark Frissora and NFL Hall of Famer Terrell Owens open The Book, the all-new race and sports book at The LINQ Hotel & Casino



Next generation of sports book features fan caves, self-serve beer taps, Sticky Chicken, relay robot, augmented reality games and more, creating the most experiential and technologically savvy sports book, now open on the Vegas Strip

Reimagining the race and sports book and bar experience, The LINQ Hotel & Casino officially opened The Book with NFL legend and Hall of Famer Terrell Owens on Thursday, Oct. 11, 2018. Owens joined Caesars Entertainment CEO and President Mark Frissora, for a celebratory pass and spike of the football to commemorate the occasion.

The Book is designed for guests to take full control of their gaming odyssey. With innovative technology, mobile and self-serve opportunities, and plenty of sports and bar games to engage in, The Book is immersive and socially-driven.

The Book features 87 televisions, some as large as 98ins., and the Strip's highest resolution LED video wall. Among the many additional high-tech and high-touch features of The Book are:

**FAN CAVES:** The Strip's first rentable living rooms for players and their friends on game day, featuring 98ins. guest-controlled televisions, Xboxes, virtual reality headsets, unique audio zone, bottle and drink service and more. Twelve Fan Caves, with food and beverage packages, are available to purchase for the big game or a casual hang out.

**THE TABLET EXPERIENCE:** No paper products here – players enjoy some of the latest technological advancements from Samsung and Crestron, giving access to menus, games, and more at the touch a fingertip.

**STICKY CHICKEN:** This is not your neighborhood food truck. Sticky Chicken is chicken with an attitude. Enjoy monster-sized chicken sandwiches including the Gladiator, Early Bird, Fried Green Tomatoes and the Alligator Bait, made with Cajun remoulade, fried green tomato and Cajun slaw. With more than 10 different wing combinations from classic Buffalo to Mango Chipotle to Bourbon BBQ and more, this is some of the best chicken west of the Mississippi. Guests can also find a variety of salads and French fries including Steak and Egg Fries and The Mess.

**GAMIFIED DRINK COASTERS:** Did you think that paper products were only for holding drinks? Not here. Drink coaster triggers augmented reality games like Field Goal Kicking Challenges and Hockey Shoot Outs.

**MORE WAYS TO BET/MORE WAYS TO WIN:** Bet live sports via the newly designed Betting Desk, the Caesars Sports App on your personal phone, or through self-serve betting kiosks within the space (Coming Soon, early 2019). Players take a position on the leaderboards and gain bragging rights for the day's best parlay, long shot and more.

**SELF-SERVE BEER WALL:** The Book features a self-serve beer wall with 24 taps including lagers, favourites and IPAs. Selections include Ballast Point Mango Even Keel Sessions IPA and locally brewed Tenaya Creek Bonanza Brown Ale.

"Caesars Entertainment has made significant investments in our gaming and entertainment offerings, meeting changing customers' demands, maximizing opportunities afforded by new sports betting legislation, and redefining the future of gaming. The Book is an exciting example of just that."

**Mark Frissora,  
CEO and President,  
Caesars Entertainment**

**The LINQ Hotel & Casino**  
As a social hub at the center of the Las Vegas Strip, The LINQ Hotel & Casino offers a total of 2,253 newly renovated rooms including 244 suites with two unique penthouses and 25 cabana rooms with direct access to the pool. Positioned between Flamingo Las Vegas and Harrah's Las Vegas, guests experience one distinctive destination with The LINQ Promenade and High Roller, the world's tallest observation wheel. Designed with the modern traveler in mind, the resort launched the first fully integrated self check-in programme on the Las Vegas Strip in 2015. Enjoy celebrated chef Guy Fieri's first Las Vegas restaurant, Guy Fieri's Vegas Kitchen & Bar, award-winning Hash House a Go Go and direct access to O'Sheas Casino, Off The Strip and Chayo Mexican Kitchen + Tequila Bar.

# AGEM

## MEMBERSHIP NEWS



### MEMBER PROFILE

**Company** / ADLINK Technology, Inc.  
**Web address** / [www.adlinktech.com](http://www.adlinktech.com)  
**AGEM Membership level** / Associate

**Description** / ADLINK Technology, a global provider of leading edge computing solutions across industries and a NVIDIA Preferred Partner, provides Intel Core processor-based gaming platforms integrated with NVIDIA Quadro embedded P620 and P1000 Graphics. The platforms facilitate flexible gaming OEM design with the following features:

Embedded slot-in platform with backplane architecture, 4K, Ultra HD with multi-independent display support Intelligent iAPI middleware and iDLL (raw mode access) customised for gaming application requirements,

Best-in-class security project- and cabinet-specific cable/harnessing adaptation I/O boards and other designs,

A wide portfolio of embedded hardware solutions on including gaming box PC platforms, Mini-ITX, Computer-on-modules and fanless embedded systems.

ADLINK is excited to show its new line of gaming solutions. With the new slot-in gaming platform ADi-SC Series with backplane architecture, it is now much easier to handle the complexity of the peripherals, as well as maintenance and upgrade. The ADi-SC Series includes a fully modular slot-in platform featuring flexible configuration of computing and graphics performance with COM Express and NVIDIA-based MXM modules, and an all-in-one embedded slot-in system with backplane architecture integrating socket-type Intel embedded processors and optional NVIDIA graphics for high-performance multi-monitor applications.

**New products for 2018** / New gaming platforms with backplane architecture with NVIDIA technologies.

**Forthcoming Events** / ICE 2019

## MEMBERSHIP NEWS

### AGEM Key Board of Directors Actions

- The first recipient of the EDP Gender Diversity Scholarship set up by the European Casino Association with AGEM, Clarion Gaming and the Executive Development Program was awarded at the beginning of October. Pauline Boyer Martin from the French casino group JOA was announced as the winner who will attend the program in Lake Tahoe in November, showing strong leadership skills and a desire to further her professional education. She is currently the Marketing Director for France's third-largest land-based operator. On winning the scholarship Ms Bower Martin said she was, "delighted and immensely proud to have been selected as the winner of the first-ever Clarion-ECA-AGEM EDP scholarship."
- AGEM's Compliance Committee had a short working session scheduled on October 23 with Nevada Gaming Control Board Chairwoman Becky Harris to discuss the "assume responsibility" portion of Regulation 14. Ultimately, AB75 was intended to allow new innovation to come into gaming and gaming equipment as long as licensees "assume responsibility" for the hardware and software in their equipment. AGEM's aim will focus not on legislative intent, but specific language it opposes and reaching an agreement to provide proper direction going forward.
- The US State Gaming Regulations Forum made up of the seven states of Nevada, New Jersey, Michigan, Massachusetts, Pennsylvania, Louisiana and Mississippi held a G2E meeting for the first time. This organisation originally issued a statement in the aftermath of the US sports betting ruling so that information could be shared across state lines for a variety of gaming-related issues. At the meeting, Chairwoman Harris presented a list of items compiled by AGEM that have caused a lot of issues for suppliers for many years. The group were open and enthusiastic about assisting with their support and although this will not produce instant results, it is very positive and encouraging to see regulators working together and including AGEM in the process.
- The National Council of Legislators from Gaming States 2018 Winter Conference held from January 4-6 at Harrah's New Orleans, recently gained approval for sponsorship support of \$5,000. AGEM is pleased to support this well-attended event that gathers together a strong group of legislators.
- AGEM members approved to support the "Go Red for Women" luncheon with a contribution of \$10,000. The event taking place on February 22 at the Four Seasons Las Vegas benefits the American Heart Association. Attended by an enthusiastic group of men and women, this popular event provides support for an extremely worthwhile cause.
- AGEM welcomed Yogenet as a new Associate Member in October. This brings the current membership total to 161.

### Events and Activities

- The annual AGEM Cup Golf Tournament & Holiday Reception will take place on Friday, November 16 at Bali Hai, Las Vegas. Invitations are open to the full membership seeing 20 2-person teams compete for the prestigious prize. A reception and prize giving will follow the competition and is open to players and non-players.

## AGEM INDEX

The AGEM Index decreased in September, finishing the month 493.03 points, a decline of 28.48 points, or 5.46 per cent, compared to August 2018. The AGEM Index reported a year-over-year increase for the 36th consecutive month and has climbed 35.12 points, or 7.67 percent, since September 2017. During the latest period, six of the 13 global gaming equipment manufacturers reported month-to-month increases in stock price. Seven manufacturers reported decreases in stock price during the month. Positive contributors this month included CPI and Everi, while stocks fell for both Aristocrat Leisure and Konami Corp.

## AGEM

Exchange: Symbol (Currency)	Stock Price At Month End			Percent Change		Index Contribution
	Sep-18	Aug-18	Sep-17	Prior Period	Prior Year	
Aglysys	Nasdaq: AGYS (US\$)	16.30	16.07	11.95	1.43 <span style="color:green">↑</span>	36.40 <span style="color:green">↑</span>
Ainsworth Game Technology	ASX: AGI (AU\$)	1.21	1.16	2.55	4.31 <span style="color:green">↑</span>	(52.55) <span style="color:red">↓</span>
Aristocrat Leisure Limited	ASX: ALL (AU\$)	28.44	31.59	21.00	(9.97) <span style="color:red">↓</span>	35.43 <span style="color:green">↑</span>
Astro Corp.	Taiwan: 3064 (NT\$)	15.70	18.50	15.05	(15.14) <span style="color:red">↓</span>	4.32 <span style="color:green">↑</span>
Crane Co.	NYSE: CR (US\$)	98.35	91.28	79.99	7.75 <span style="color:green">↑</span>	22.95 <span style="color:green">↑</span>
Everi Holdings Inc.	NYSE: EVRI (US\$)	9.17	8.67	7.59	5.77 <span style="color:green">↑</span>	20.82 <span style="color:green">↑</span>
Galaxy Gaming Inc.	OTCMKTS: GLXZ (US\$)	1.29	1.31	1.17	(1.53) <span style="color:red">↓</span>	10.26 <span style="color:green">↑</span>
Gaming Partners International	Nasdaq: GPIC (US\$)	9.33	8.70	10.76	7.24 <span style="color:green">↑</span>	(13.29) <span style="color:red">↓</span>
International Game Technology PLC	NYSE: IGT (US\$)	19.75	21.04	24.55	(6.13) <span style="color:red">↓</span>	(19.55) <span style="color:red">↓</span>
Konami Corp.	TYO: 9766 (¥)	4,450	4,655	5,410	(4.40) <span style="color:red">↓</span>	(17.74) <span style="color:red">↓</span>
PlayAGS Inc. <sup>1</sup>	NYSE: AGS (US\$)	29.47	32.04	-	(8.02) <span style="color:red">↓</span>	-
Scientific Games Corporation	Nasdaq: SGMS (US\$)	25.40	30.30	45.85	(16.17) <span style="color:red">↓</span>	(44.60) <span style="color:red">↓</span>
Transact Technologies	Nasdaq: TACT (US\$)	14.40	14.10	9.75	2.13 <span style="color:green">↑</span>	47.69 <span style="color:green">↑</span>

Change in Index Value

AGEM Index Value: August 2018

AGEM Index Value: September 2018

521.50

493.03

<sup>1</sup>. There is no Prior Year data for PlayAGS Inc. because the stock began trading in January 2018.



Association of Gaming Equipment Manufacturers

AGEM is an international trade association representing manufacturers of electronic gaming devices, systems, lotteries and components for the gaming industry. The Association works to further the interests of gaming equipment manufacturers throughout the world. Through political action, tradeshow partnerships, information dissemination and good corporate citizenship, the members of AGEM work together to create benefits for every company within the organization. Together, AGEM and its member organisations have assisted regulatory commissions and participated in the legislative process to solve problems and create a positive business environment.

# Isaacs and Legato honoured by AGEM Memorial Awards 2018

## Insight

US  
AGEM



The Association of Gaming Equipment Manufacturers (AGEM) announced at G2E that Gavin Isaacs had been selected as the recipient of the 2018 Jens Halle Memorial Award Honouring Excellence in Commercial Gaming Professionalism, and Frank Legato had been selected as the recipient of the 2018 Peter Mead Memorial Award Honouring Excellence in Gaming Media & Communications

AGEM previously announced the creation of this unique annual awards program to acknowledge the lasting impacts on gaming by Halle and Mead, two distinctive industry veterans who died unexpectedly in 2015. Honorees will be announced each year at the Global Gaming Expo (G2E) in Las Vegas, and this year's awards ceremony for Isaacs and Legato took place during the 2018 exhibition at the Sands Expo.

Currently Vice Chairman of the Board of Scientific Games, Isaacs, 54, has a long history of success and respect in the global gaming industry. Previously, from 2014-2016, Isaacs was President and Chief Executive Officer of Scientific Games and a Board Director. Before joining Scientific Games in 2014, he served three years as the Chief Executive Officer of SHFL entertainment. Prior to that, Isaacs served five years as Executive Vice President and Chief Operating Officer of Bally Technologies.

Earlier in his career, Isaacs served nearly eight years with Aristocrat Leisure Limited. During his tenure, he held key management positions, including General Manager, Legal and Compliance; General Manager, Marketing and Business Development; and Managing Director, Europe, before being named Americas President in 2003.

Before joining Aristocrat, Isaacs was a partner with the leading Australia law firm DLA Phillips Fox.

"Few people in our industry's history have traveled the world shaking hands, meeting customers and sharing his unique personality more than Gavin has during a distinguished career that has also taken him

to the top leadership position at multiple respected companies," said Tom Nieman, President of AGEM. "The nominating criteria strictly guide the selection of these awards every year, and Gavin's general path and dedication to customer relations are very similar to the traits Jens displayed. I know Jens and Gavin were friendly competitors when they were both circling the globe and it gives AGEM great pleasure to honour both Gavin and Frank Legato this year."

With a background in gaming dating back 35 years, Legato, 61, has served as Editor for Global Gaming Business (GGB) magazine since 2002 and is the leading voice for new slot titles and gaming technology from both the industry and player perspectives. His career in gaming journalism began as Associate Editor for Public Gaming magazine in 1984 and he launched and served as Editor of Casino Gaming magazine in 1985 before moving on to Casino Journal, where his focus on slot companies and their new offerings became renowned throughout the industry.

On the player side, Legato started sharing his humorous tales with readers of first Atlantic City Insider and then Casino Player in 1997 and also guided Strictly Slots magazine and its focus on slot and video poker players.

A sought-after speaker and trade-show moderator, Legato is also the author of two books on gaming, "How To Win Millions Playing Slot Machines... Or Lose Trying" and "Atlantic City: In Living Color." He has a B.A. in journalism and M.A. in communications from Duquesne University in Pittsburgh.



**Tom Nieman,**  
President, AGEM

"The nominating criteria strictly guide the selection of these awards every year, and Gavin's general path and dedication to customer relations are very similar to the traits Jens displayed. I know Jens and Gavin were friendly competitors when they were both circling the globe and it gives AGEM great pleasure to honour both Gavin and Frank Legato this year."

"My personal history with Frank goes back to 1996 and I've witnessed a commitment to his craft that is unparalleled. He has certainly experienced and written about more slot titles than anyone ever and he does it with an understanding and wit that conveys the entertainment aspect of the suppliers' place in this global gaming industry."

**Marcus Prater,**  
Executive Director, AGEM



# Illegal Gambling

## Understanding the Latin American Gaming Market

Illegal gambling is one of, if not the, most pressing issues in the Latin American market today. As governments have failed to regulate and enforce rules the door has been left wide open for organised crime.

Governments year after year have lost out on billions in tax revenue while many licensed operators are failing to cope on an increasingly uneven playing field. Police and government corruption on the highest levels has made the issue even more complex and controversial while illegal operators are using new methods to evade capture and operate under the radar. But while illegal gaming remains rampant in many jurisdictions it is not the same story everywhere. Here we look at each of the key jurisdictions focusing on the estimated size of the illegal sector, how anti illegal measures are developing right now and how government measures could impact illegal gaming in the future.



## Central & North America

### Costa Rica

#### *Size of the Illegal Gambling Market*

Amusement arcades and gambling halls with illegal machines continue to proliferate throughout the country. In 2016 in capital San José alone, the government closed down 600 illegal gaming establishments. Although there are no official statistics when it comes to the exact size of the illegal market, according to local press reports, the illegal sector is growing and while police have been able to shut down illegal establishments many simply open up for business again sometimes just days later. Illegal slot machines are also increasingly present in local shops and bars.

Many illegal slot parlours have up to 20 or 30 slot machines on site, as well as AWP and arcade games and operate openly on the streets. In addition, there are no guidelines in place to help law enforcement officials as the vast majority of slot parlours operate under the guise of amusement arcades. However while skill games may be present in these establishments the large majority of the machines on site are slots which are illegal outside of casinos.

#### *Current Measures in Place*

Municipal governments are losing the battle against illegal gambling halls due to a lack of control on a local level. Of the 81 municipalities in the country, only 16 are equipped with a municipal police force and in most cases, those carrying out inspections have very little experience when it comes to combating the increasing number of illegal gambling slot machines.

Casinos and gaming have been regulated as far back as 1922 and Costa Rican gaming law saw a major overhaul in 1997. By 1999, there were 21 casinos whilst in 2006 this had increased to 46 around the same number as there are today. However, successive governments have sought to restrict the industry with increased taxation and fees as well as restricted opening times.

As far back as January 2014 Jorge Hidalgo, President of the Association of Costa Rican Casinos, warned that the casino industry had been struggling for 16 years due to a lack of a regulatory framework when it comes to casinos. Operators have consistently criticised the government due a lack of regulation when it comes to illegal gambling and high tax rates.

#### *Outlook*

#### *Costa Rica Market*

The central government has done very little to crackdown on illegal gaming and there is no coordinated effort to tackle the issue. Instead, municipal governments have been left to regulate the sector and there is a wide gap between municipalities and the resources available to them as well as "know how" when it comes to identifying slot parlours masquerading as amusement arcades and how to tackle the issue. However, the government of San José is leading the way when it comes to creating a legal framework, which other jurisdictions could follow. However, there is still a long way to go before there is any significant change when it comes to eroding the illegal landscape further.

### Mexico

#### *Size of the Illegal Gambling Market*

According to the Mexican Gaming Association (AIEJA), the Interior Ministry has been able to reduce the number of illegal establishments to zero. In addition, over 80 gaming rooms have had their licences revoked by the Interior Ministry over the last six years.

However in addition to the licensed slot machines in Mexico there are, according to estimates by the General Directorate of Gaming (DGJS), between an estimated 70 thousand and 75 thousand slot machines operating illegally throughout Mexico located in grocer's shops and other small businesses such as chemists and convenience stores. Interior Ministry sources put this figure closer to 140 thousand.

#### *Current Measures in Place*

Government efforts to reduce illegal gambling have been largely successful since the Casino Royale tragedy in 2011 when a group of armed men attacked and then set fire to a licensed casino in the city of Monterrey leaving 52 people dead. A wide number of internal controls and protection measures have been put in place since the attack and the central government working in coordination with local and state governments has carried out a wide number of operations in a nationwide crackdown on illegal slot parlours.

#### *Outlook*

#### *Mexico Market*

While raids on illegal gaming establishments continue on a local and state level in states such as Yucatán not much is likely to change when it comes to illegal gambling in the near future. It is hoped that Mexico could still pass a new gaming law, which could create a more closely regulated market with a clearer legal framework for operators and herald in a much wider crackdown on illegal gambling. However, the act is currently stalled in the Senate and the new bill will probably not be passed during the remainder of the six-year Presidential term. General elections are scheduled to be held in Mexico in July 2018.

# Nicaragua

## Size of the Illegal Gambling Market

There are an estimated 11 thousand to 13 thousand unauthorised slot machines located in pharmacies, markets, shops and bars throughout the country.

## Current Measures in Place

In 2014, the Nicaraguan government announced that it would amend its 2011 gaming laws and take the industry out of the control of the Ministry of Tourism and put gaming under the control of the Ministry of Finance and Nicaragua's Financial Intelligence Unit. This was because while the 2011 law tightened control over the industry, illegal gaming had continued to rise, as the Ministry of Tourism had been ill equipped to regulate the proliferation of illegal gaming. Since 2014, the Ministry of Finance working alongside the Financial Analysis Unit, as well as Nicaragua's Tax Department and police force has done much to ensure that the industry is more transparent. In addition, the amendments to the 2011 law also created a new Casino and Gambling Hall Control Board within the Ministry of Finance. Today this specifically designated board coordinates with the Financial Analysis Unit, which together with the Ministry of Finance is now responsible for regulating all matters related to gaming.

## Outlook

### Nicaragua Market

Before the act of 2011, illegal gaming had continued to grow while slots in small businesses had existed in a grey area meaning that they had greatly increased in number without adequate state supervision. The new act of 2011 new act split gaming establishment into four distinct categories and heralded the beginning of a crackdown on illegal gambling especially on slot machines found to be operating outside gaming establishments

Today the Ministry of Finance carries out regular inspections on legally licensed operators and has shut down many illegal operations. However, one of the industry's persistent problems is Nicaragua's vulnerability to money laundering. According to a report released by The Financial Action Task Force of Latin American (GAFILAT) in July 2017, Nicaragua is now the second nation most vulnerable to the crimes of money laundering and financing of terrorist activities in Central America. While considerable progress has been made and government efforts have been praised by Nicaragua's Chamber of Authorised Gaming and Gambling Entrepreneurs (CEJJA) more measures need to be implemented in order to prevent money laundering. In addition, much of the gaming industry still forms part of the informal economy. As a result, many small gaming businesses avoid adherence to both local and international gaming laws.



# Panama

## Size of the Illegal Gambling Market

Illegal gaming is not as prevalent in Panama as it is in other jurisdictions. However, there has been considerable controversy surrounding the granting of licences for Type C slot parlours. Type C slot machines may only pay a maximum of US\$200 per machine in prizes and have been an increasingly important source of government funding over recent years. However, their expansion has been most pronounced in poorer areas. In June 2014, the Association of Managers of Gaming (ASAJA) applied to The Supreme

## Current Measures in Place

In December 2014, the government vowed to tackle the issue and close down those slot parlours which were not complying with the law. This led to a number of closures nationwide. In order to address the issue further in March 2018 it was announced that Type C slot machines would be monitored in real time by a central government controlled server connected to the JCJ in order to verify in real time the total amount of bets.

Operators are also subject to a number of strict anti money laundering measures. For these matters, the financial regulator the Intendancy

## In 2012 the JCJ changed rules increasing the number of slots on site and allowed companies with bearer shares to operate betting centres, something which was actually prohibited by law.

Court of Justice with a demand for information regarding the licensing process after the former Secretary's office for the Panamanian Gaming Control Board (JCJ) had refused to reveal the names of the companies that ran Type C slot parlours, their respective shareholders and the number of machines that they operated in the country.

In 2012 the JCJ changed rules increasing the number of slots on site and allowed companies with bearer shares to operate betting centres, something which was actually prohibited by law. ASAJA indicated that they would request the information from the JCJ, and said that once the data was collected, that they would denounce those contracts, which they argued had been illegally granted during the previous administration.

According to ASAJA by the end of 2014, Panama had seen a rapid growth of slot parlours, which were operating without a licence. In 2012, there were an estimated 4,000 Type C slot machines operating throughout Panama but by the end of 2014 there were as many as 8,000 to 9,000 located in economically depressed areas many of which were operating illegally after the government changed rules and allowed for their expansion.

of Regulation and Supervision is responsible for the oversight of operators, rather than the JCJ. According to the law, operators must report to the Financial Analysis Unit all cash transactions of US\$10,000 or more and any suspicious or unusual activity. They must also designate a compliance officer for the prevention of money laundering and the prevention of terrorism financing.

## Outlook

### Panama Market

The outlook is also becoming increasingly difficult due to money laundering fears as local banks are becoming less willing to accept funds from the gaming sector. Casinos continue to be viewed as high risk for money laundering which means that local banks have restricted their relationship with gaming companies. In addition, the size of the legal market is shrinking due largely in part to a 5.5 per cent tax on cash withdrawals from casinos, slot parlours, bingo halls and sports betting shop meaning that locals are turning away from licensed operators in increasing numbers.



# South America Argentina

## Size of the Illegal Gambling Market

Illegal gambling is widespread in Argentina especially in the province of Buenos Aires where, according to government estimates, it is five times the size of the legal sector. Illegal gambling generates an estimated \$50bn pesos per year in the province alone. There are around 90 illegal sports betting centres as well as a great number of numbers runners and illegal quinela operations, which exist behind front businesses, as well as social clubs, and private homes. There are also a large number of illegal casinos and sports betting operations in the province. Illegal gaming is also extremely widespread nationwide.

## Current Measures in Place

Illegal gaming in Argentina is a complex issue as there is increasing evidence to suggest that politics and illegal gaming could be linked. A major investigation was launched in 2016 into claims that corrupt officials could have used money generated by bingo halls and lotteries in the province of Buenos Aires in order to launder money and finance political campaigns. In 2016 Deputy Elisa Carrió went as far to allege that while Daniel Scioli was governor of the province around 1,340 lottery agencies were created and outlined a possible scheme whereby money was siphoned off during the licensing process in order to fund political campaigns.

In addition, for over a decade police have been paid by illegal operators to look the other way while illegal gambling centres have proliferated. In 2016, the government raided several properties in a number of municipalities,

### Outlook

#### Argentina Market

Since Vidal took charge, the police working alongside the Commission for the Prevention and Repression of Illegal Gambling has made 170 arrests, confiscated more than \$34m and carried out over 160 raids. Restricting gaming is undoubtedly a priority for the government. While the government has launched the public tender for the 3,860 slot machines in seven state casinos in the province of Buenos Aires, it still plans to restrict gaming and will close three casinos as it is ideologically opposed to gaming and wants to restrict the gaming offer. While making the announcement for the new tender in January 2018 Vidal announced that the crackdown on illegal gambling would continue.

Gaming in Argentina is regulated on a provincial level and it is believed that many provinces could soon follow suit. There have been a number of police operations in Misiones this year as well as a police raid on an illegal casino in Salta. In addition, members of the Provincial Institute of Games of Chance of Neuquén met recently with lawmakers to try to toughen penalties for those found to be running illegal quinela.

millions of pesos were confiscated and over a hundred arrests were made in a crackdown initiated under the leadership of the Governor of the province of Buenos Aires María Eugenia Vidal and spearheaded by the Lottery of Buenos Aires.

# Bolivia

## Size of the Illegal Gambling Market

Bolivia is one of the most poorly regulated markets in the region. There is only one licensed gaming operator in the entire country.

## Current Measures in Place

The National Lottery Commission of Charity and Health (LONABOL) was replaced by a new gaming board The Authority of Taxation and Social Control over Gaming (AJ) after a number of high ranking members of LONABOL were charged with corruption offenses revolving around the illegal extensions of casino licences. While there are no official statistics available, very little headway has been made in eradicating illegal gambling which continues to evolve and proliferate rapidly despite the passing of Law of Lottery and Games of Chance in 2010, which placed the industry under the control of the central government and raised taxes significantly. The gaming industry in Bolivia was also singled out last year as vulnerable to money laundering by the International Narcotics Control Strategy Report (INCSR) - an annual report prepared by the Department of State to Congress as "many games operate in the informal market."

Since 2011 - when it went first into operation - the AJ has been extremely active and has carried out more than 1,100 raids on illegal gambling houses and confiscated 12,000 machines, which were then destroyed. However, beyond raids and criminal prosecutions the government has been unable to regulate the industry more closely. Due to the high tax rate plus additional taxes on players put in place in 2010, every legal gaming establishment bar one has been shut down while players are turning in increasing numbers to offshore operators and illegal betting centres.

### Outlook

#### Bolivia Market

Illegal gambling is particularly prevalent in the department of Santa Cruz. Illegal gambling has evolved from slot parlours to smaller operations based in private homes, which allow locals to bet online via computers on site. This trend looks likely to continue. In addition online gaming especially via social networking sites and via online betting centres (which are often disguised as internet cafes) are growing at a fast pace but the board does not have the legal or technological resources to regulate them.



# Brazil

## Size of the Illegal Gambling Market

Brazil has the largest illegal gaming sector in the entire region. Gambling has been banned since 1941 when the government passed Decree No.3,688. Under this law, all games of chance are prohibited and considered a criminal offense.

As this law has never been abolished, any type of gaming activity that does not have its own regulations is considered to fall under the Criminal Contravention Act and is therefore a criminal offense. Consequently, underground gambling has thrived. This is especially true of the illegal street lottery known as the "animal game" (*jogo do bicho*). It is believed that the game is so popular today that it matches the federal lottery in terms of revenue. In addition to the animal game, there are around 300 illegal bingo halls, which generate R\$1.3bn while illegal slot machines generate an estimated R\$3.6bn a year. According to Brazilian Senator Ciro Nogueira, who put a pro gaming bill forward in 2014, the country's illegal gaming market is already worth around approximately US\$18bn. In addition, according to more recent estimates, today illegal gaming could be worth almost double that of the R\$11.1bn generated by legal gaming.

## Current Measures in Place

Illegal gambling in Brazil has been a long running issue and gambling in Brazil is the most politically charged issue in the region due primarily to the proven links between gambling

### Outlook

#### Brazil Market

Both bills go as far as allowing for the animal game, which would be put under state supervision. However a wide liberalisation of the market is becoming increasingly unlikely.

During the committee stage a number of serious issues were raised when it came to fears over money laundering with the Public Prosecutor's office arguing that the size of the industry would overwhelm supervisory bodies. The Senate bill was thrown out by the House Committee on Constitution, Justice and Citizenship earlier this year while the gaming bill in the Lower House is also losing ground with lawmakers instead focusing on granting licences to around 30 large-scale resort casinos and possibly allowing online gaming as well.

and organised crime. Worth billions of dollars each year, today the animal game is played widely and numbers runners have repeatedly been found to operate bingo halls and offer politicians and local officials bribes in return for closure. Indeed the animal game was part of one of Brazil's largest political scandals in 2014 when it was revealed that criminals, who had made their fortunes running numbers, had not only become involved in the bingo industry, but were also found to be bribing members of the Workers' Party and other high-ranking government officials in return for stays of closure and influence.

As gaming law loses impetus ahead of the Presidential election in October it is unlikely that much progress will be made in the near future.

While both bills seek to regulate the industry a far more narrow approach - even if it does find consensus - will only be sufficient to meet a very small fraction of current demand.

Meanwhile, the animal game will continue to be present and could evolve with reports emerging in local press that numbers runners are now openly offering sports betting as well.

Meanwhile, illegal bingo halls, slot machines and illegal gaming will continue to thrive unless the government passes a comprehensive gaming law, which covers all verticals. This, however, is looking increasingly unlikely.

The animal game still regularly makes headlines today with police carrying out large-scale operations across states and breaking up organisations which use the game in order to launder money and sell drugs.

Due to the politically sensitive nature of gaming and the fact that many lawmakers are against gambling on principle there has until very recently been very little impetus for change. However, declining revenues on the back of the current recession have made lawmakers think again and two bills are now under deliberation in the Brazilian Congress.



## Outlook

### Chile Market

While new rules are in place not much has actually changed so far regarding the current illegal gaming landscape. However the new rules certainly provide more clarity on the issue and could help local governments in their crackdown against illegal gambling in the future. This has already proven to be the case as in May 2017 an appeal filed by a slot parlour operator was rejected by the Court of Appeals in the Coquimbo region. The operator had lodged the appeal in protest against fines and closures by the municipal government of Ovalle arguing that it infringed upon their constitutional rights.

In what could be an important development in the SJC's ongoing battle against illegal gaming, the court ruled unanimously, that the municipal government of Ovalle had neither acted in an arbitrary nor illegal manner when it had closed the business for offering slot machines outside of its licence to run "billiards and electronic games." The resolution adds that it should be the leasing company of electronic games, which must collect the report issued by the SJC, which will define if the electronic device on site

corresponds to a gambling machine or not which is in keeping with new rules set forth by the Office of the Comptroller General.

In addition a number of municipalities are strengthening measures against illegal gaming. Municipal government such as in the city of Chillán, Ovalle and Valparaíso are continuing to try to close down illegal slot parlours via the courts, as well as via on site inspections and the enforcement of new rules designed to eliminate illegal gambling as set down by the new ruling made by the Office of the Comptroller General. Indeed Valparaíso is currently cracking down on illegal slot parlours with over 50 closures over recent months.

In addition, in November 2017 the Constitutional Court of Chile rejected a motion put forward by The Association of Operators, Manufacturers and Importers of Electronic Entertainment (FIDEN) against the Office of the Comptroller General when it comes to slot machines. FIDEN an interest group for the SWP (Skill with Prizes) industry had sought to deny the Office of the Comptroller General the right to force municipal governments to deny the granting or renewal of licences that allow for slot parlours in their territory.

## Chile

### *Size of the Illegal Gambling Market*

In July 2016 The Chilean Gaming Board (SJC) released the results of its first ever survey into gaming machines operating outside of casinos.

As part of the study, researchers visited more than 3,000 locally licensed amusement arcades and discovered that more than 33 thousand machines were handing out cash prizes – something which is in direct contravention of Chile's gaming laws, as according to federal law, slot machines may only be present in casinos. The study identified a number of different categories of game, which fell into this type. These included a wide variation of video poker, lotteries and bingo as well as coin pusher games.

The study did not take into account the large number of small businesses and shops, which also house illegal slot machines. Known locally as 'casinos of the people' or 'neighbourhood slots' there could be more than 50,000 slot machines located in small businesses and shops in Chile.

### *Current Measures in Place*

The rise of illegal slot machines in licensed arcades is down to local municipalities as local governments have allowed them to operate in their jurisdictions but have not drawn a clear line between machines that award prizes and those that have an element of skill involved (skill with prizes machines) and slot machines. Subsequently, a great many slot parlors house both with revenue increasingly deriving from the latter.

In the past, local rules applicable to AWP machines have resulted in protracted legal battles with owners taking the issue to appeals courts whenever local municipalities have tried to close them down.

In January 2017 the Office of the Comptroller General of Chile issued a statement clarifying the procedure for the municipal governments when it comes to defining when machines should be classed as gambling machines. The new guidelines indicate that the municipalities should ask those interested in obtaining permission to operate electronic gaming machines, to obtain a report from the SJC stating that prizes are not handed out randomly by the electronic machines on their premises.

The rules give the SJC the right to determine what constitutes random and what constitutes entertainment machines and state that only certifications issued by gaming laboratories approved by the SJC have the capacity to verify conclusively if a machine is either a gambling machine or if the result depends on an element of skill. The Office of the Comptroller General now considers that municipal governments must follow the new guidelines as the only guide when it comes to how they define gambling and non-gambling machines in their respective jurisdictions..



## Colombia

### *Size of the Illegal Gambling Market*

In Colombia illegal gaming accounts for an estimated 20 per cent of the industry and there are at least 70,000 illegal slot machines located throughout the country. A study carried out jointly by Colombia's gaming control board (Coljuegos) and the National Federation of Merchants (Fenalco) revealed that at least 2,000 local businesses in Bogotá alone are operating illegal slot machines on their premises. The study also looked into the types of businesses which were found to be housing illegal slot machines and discovered that 65 per cent were in shops, 12 per cent were in internet cafes, 10 per cent were made up of other small business, 5 per cent were in mini supermarkets and 3 per cent were in other small establishments such as bakeries and bars (the remaining 5 percent were undefined in the survey).

### *Current Measures in Place*

The government is taking an increasingly tough stance when it comes to illegal gaming. The previous gaming control board, the Empresa Territorial para la Salud (ETESA), was replaced in 2012 after a number of high profile corruption scandals, and the new board is made up of members from a number of government ministries and its director is directly appointed by the President.

Coljuegos has a larger staff, a wider remit to enter and inspect casinos and technological advances at its disposal regarding the online monitoring of gaming operations. A high level of unawareness still persists amongst business owners when it comes to the penalties in place for illegal gaming and rules governing the industry however. Those found to be breaking the law now face fines of up to \$50m (around US\$20,000) per illegal slot machine as well as

six to eight years in prison. In 2016 The Colombian Justice Department handed down its first prison sentences for those found to be breaking its gaming laws condemning the owners of fifteen slot illegal slot machines to four years in prison as well as a fine of \$196.5m pesos (around US\$66,500) each.

After the sentence was handed down Colombia's Gaming Control Board issued a statement and warned the general public to refrain from taking part in illegal gaming.

The board has also become increasingly active when it comes to cracking down on illegal gambling in order to raise more money for the health service and has launched a number of high profile public awareness campaigns aimed at curbing illegal gaming. The last five years has also seen a major crackdown on illegal gaming with Coljuegos working closely alongside other government agencies such as the Colombian National Army and Technical Investigation Corps (CTI) of the Prosecutor's office as well as local police forces. More raids have been carried out this year. So far in 2018, Coljuegos has confiscated more than 1,000 slot machines during major operations carried out nationwide.

#### *Outlook*

#### *Colombia Market*

The government is gaining ground in its battle with illegal gambling with the signing of thirteen new pacts so far between Coljuegos and regional governments. Local lawmakers and members of the board have signed pacts for the "Legality of the Gambling Sector" a strategy with which Coljuegos aims to combat illegal gaming. The pacts also aim to promote the "Playing Legal is Betting on Health" public awareness campaign.

## Paraguay

### *Size of the Illegal Gambling Market*

Land-based casinos have been permitted in Paraguay since 1997. Although casinos have been permitted now for over twenty years the casino industry remains underdeveloped with little foreign investment in the industry and illegal gaming has remained rampant. Many slots are present in small businesses and bars while illegal sports betting shops have proliferated over recent years.

In October 2017 Javier Balbuena the previous head of Paraguay's Gaming Board (CONAJZAR) told press that the board was struggling to cope with the number of illegal gambling halls classifying it as "a titanic struggle."

### *Current Measures in Place*

In 2015 the Executive branch of the Paraguayan government established new rules in order to reduce the rise of illegal gambling. The new laws gave CONAJZAR more power when it comes to closing gaming halls and set a number of minimum requirements that gaming halls must meet in order to be provided with a licence. It also gave the body more power when it comes to regulation on a municipal and state level.

Despite a small budget and a small staff of around fifteen people the board has been able to make some, albeit extremely limited, inroads when it comes to combating illegal gaming. Tax revenue generated by the industry has increased over recent years made possible through the application of technology in controlling the operation of gaming, changing the way Quiniela has been taxed and the intensification of audits on gaming. In addition CONAJZAR has implemented a series of additional controls over gaming nationwide and also increased scrutiny over operators as part of a wider government



## Today, the country's Monitoring and Control Systems model (SUCTR) connects 77,756 slot machines and gambling devices, which report to MINCETUR.

crackdown designed to increase tax revenue and regulate the industry further.

In addition since 2014 CONAJZAR has been pushing for a bill that would make it an entirely autonomous body. One of the primary purposes of the new bill is to give CONAJZAR its own legal status, its own budget and full autonomy so that it will no longer be part of the Ministry of Finance. In April 2015, CONAJZAR announced that the bill had already obtained the approval of the Executive branch. In July 2017 The Legal Department for the Presidency of the Republic of Paraguay, confirmed that the Executive Branch had submitted to Congress a draft law on "gambling and its regulation." A new law is, according to the draft, "imperative" and reflects the need for a new set of rules, which will lead to stricter control over gaming by the state.

### Outlook

#### Paraguay Market

Despite some improvements illegal gaming is widespread. Improved coordination with the National Police and the Attorney General's office is needed in order to combat illegal gambling, and the government needs to do more to increase awareness of the issue. A number of failed tender processes as well as a recent scandal revolving around CONAJZAR's granting of a single sports betting licence to one operator amidst corruption claims has only weakened the industry further.

## Peru

### *Size of the Illegal Gambling Market*

The size of the illegal gaming market in Peru is extremely small compared to other jurisdictions in the region.

This is because the government's methods against illegal gaming have been extremely effective in transforming an industry that was almost entirely unregulated in 2007 into an industry that was almost entirely legitimate by 2010. In 2007 there were just 36 gaming establishments, which had been officially authorised by the government to operate.

Meanwhile unauthorised establishments stood at 771. This meant that just 3.63 per cent of slot parlours and casinos were operating legally. By 2010 the number of registered gaming operations had risen to 741. Today thanks to the efforts of Foreign Trade and Tourism Ministry (MINCETUR) illegal gaming via slot machines only generates around US\$1.5m a year making up around 0.5 per cent of the total market.

### *Current Measures in Place*

In December the Peruvian government passed Law N° 28945 "The Reordering and Formalization of Casino and Slot Machines Law." The new law ruled that from January 1, 2007 onward operators had to register or face immediate closure and created a new gaming board called The General Directorate of Casino Games and Slot Machines (DGJCM), which in

turn came under the jurisdiction of MINCETUR.

Penalties were increased for non-compliance including fines, closures, as well as ten years to life long bans for those found to be breaking current rules as well as prison sentences.

In September 2010, MINCETUR announced that slot machines would be monitored online by a central government-controlled server.

Today the country's Monitoring and Control Systems model (SUCTR) connects 77,756 slot machines and gambling devices, which report directly to MINCETUR's data centre, relaying information regarding revenue and significant events to better control the gaming industry nationwide.

Money laundering and other financial controls over the industry have also been tightened further as since June 1 2016 casinos and slot parlours must now adhere to the Asset Laundering and Terrorism Financing Prevention System (SPLAFT) which establishes policies, processes and procedures to prevent products and services from being used for illegal purposes.

### Outlook

#### Peru Market

The government's clampdown on illegal gaming has continued. In 2016 raids continued apace and the board closed down 17 slot parlours and confiscated 792 slot machines and 12 gaming tables. In 2017 MINCETUR confiscated and destroyed 494 slot machines that were being used illegally in various parts of the country. Due to the government's efforts according to the DGJCM the illegal gaming sector is set to decrease even further in the future.



## Uruguay

### *Size of the Illegal Gambling Market*

According to The Uruguayan Chamber of Commerce for Games and Entertainment (CUDE) there could be as many as 20,000 slots outside casinos in Uruguay. However, according to local newspaper reports, the figure could be much higher with the number growing considerably in recent years. Stand alone illegal slot parlours are increasingly common and slots are present in much higher numbers per location. Most illegal slot parlours operate in plain sight. The Directorate of Lotteries and Quinielas, estimates that there are more than 30,000 illegal slot machines - five times that of the number of licensed slot machines in casinos, and that US\$170m is gambled on illegal slots per year.

### *Current Measures in Place*

Slot machines operating outside of casinos have been present for over twenty years. According to CUDE although slot machines outside of casinos have caused considerable controversy in the past, since 2004 53 court judgments had been awarded in their favour in which both prosecutors and magistrates established that their activity was lawful.

There have been a number of attempts to either regulate or ban slot machines outside of casinos and state licensed slot parlours. In 2009 the first administration of President Tabaré Vázquez sent a bill to the House of Representatives which would have banned slot machines outside of casinos and slot parlours. The bill proposed punishing those found to be operating illegal slots with prison. The initiative described how illegal machines had proliferated "throughout

In July 2016 a new law was put forward by the Vázquez government (after Vázquez was re elected for office in 2015). The new bill seeks to create a new governing body called the National Management of State Gambling and Casinos which would exercise state control over all types of gambling.

the country, in different shops, bars, nightclubs and even social and sports institutions." It also denounced the lack of "guarantees and controls" when it came to pay outs. However, the law was never passed. The administration of José Mujica (2010–2015) also put forward regulation which would have allowed slots in local shops with three slot machines being permitted per establishment but this too failed to garner sufficient support.

In July 2016 a new law was put forward by the Vázquez government (after Vázquez was re elected for office in 2015). The new bill seeks to create a new governing body called the National Management of State Gambling and Casinos which would exercise state control over all types of gambling apart from state lotteries which would be put under the control of a newly created Betting and Gaming National Comptroller's Office.

The new act strengthens the state monopoly over the industry and would ban slot machines outside of casinos. Bodies representing slot owners outside of casinos publicly stated their willingness to pay an annual fee of US\$500 per slot and demanded that the government regulate the industry. The bill is currently stuck in the committee stage.

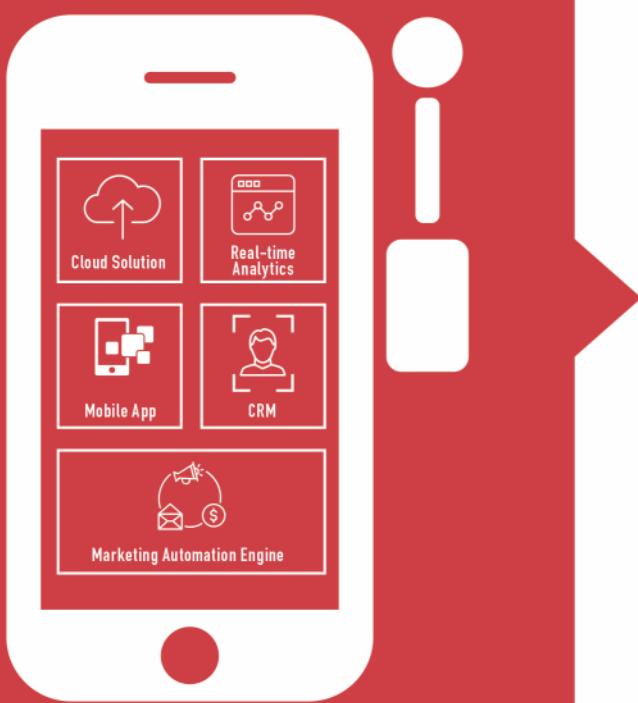
### *Outlook*

### *Uruguay Market*

According to local press reports, slot machine interest groups are wielding increasing influence in order to prevent any changes to legislation which would ban them outright in the future.

The Directorate of Lotteries and Quinielas and the Ministry of Economy believe those operating slot machines outside casinos are committing a criminal offense but they are consistently losing the battle in local courts because there are no laws in place specifically related to slot machines in small businesses. In addition there seems to be little political will to ban or regulate them altogether.

None of the projects regarding slot machines which the Executive Branch has sent over to parliament for debate over the last three administrations have gone beyond the committee stage and there is little sign that this situation will change in the near future.



[www.certus-gaming.com](http://www.certus-gaming.com)  
[info@certus-gaming.com](mailto:info@certus-gaming.com)  
+34 603139143

# ARE YOU AML4 COMPLIANT ?

The Connected Casino by Certus™ has cost effective solutions for your operations. Whether you're just looking for AML4 compliance to complement your legacy system or wish to take advantage of our full CMS and CRM functionality, we are ready to assist.

**Send us an email to know more:**  
[info@certus-gaming.com](mailto:info@certus-gaming.com)

Certus Gaming is a brand of Certus Technologies



ROULETTE TABLES  
BLACK JACK TABLES  
PUNTO BANCO TABLES  
POKER TABLES  
ACCESSORIES  
PLAYING CARDS  
SEATING

#### PRESTIGE SEATING TECHNOLOGY (PST)

River Drive  
South Shields  
NE33 1LH, UK  
T: +44 (0) 191 456 6209  
F: +44 (0) 191 427 1118  
E: [sales@pstseating.com](mailto:sales@pstseating.com)

[www.pstseating.com](http://www.pstseating.com)





# G2E 2018 (Part One)

## The best gaming show in North America for a decade

A positive, vibrant and expansive gaming show is what everyone wanted from the Global Gaming Expo in Las Vegas – and it delivered – Big Time!

Global Gaming Expo (G2E) saw more than 27,000 gaming professionals visit Las Vegas October 8–11 for event presented by the American Gaming Association (AGA) and organised by Reed Exhibitions. Figures from key buyers, engagement in the educational programing and overall attendance significantly increased for G2E 2018. Overall attendance to the show was up more than six per cent, with a 30 per cent increase in participation with G2E's education programmes at this year's event.

The restructuring of the corporate tax code in the US under the Trump administration has had a huge effect on businesses across the country, with reinvestment from companies into research and development of new products that could be seen across all parts of the exhibition floor of G2E in Las Vegas in October. The show had a 'moneyed' feel to it with major investment in new games, cabinets, software and hardware solutions.

The Top Tier games developers like Scientific Games, IGT and Aristocrat out did themselves in terms of products pushing the boundaries of technologies, game themes and play mechanics. However, it was the second tier of games developers, AGS, Everi, Incredible Technologies and Gaming Arts, that surprised the most at G2E. There was no obvious step down in the quality of the machines on the show floor as you might expect from this division of game developers. In fact, growth in the market appears to be swinging in their direction as financial investment is flowing to companies with higher growth potential and much less corporate debt on their books.

Understandably, the gaming industry at the G2E show placed the spotlight firmly on sports-betting as the sector responds to the opportunities the PASPA ruling raises for all parties; enablers, content providers and operators. What's unclear at the minute is whether the huge investments into this sector

will prove worthwhile for the majority of companies currently vying for dominance in this sector. Operator margins for sports-betting in the US are tight, with mobile and web-based solutions offering the best bet for investment return, but each state has to figure out if this is an acceptable means of play. In the meantime, lotteries and casinos across the US are also vying for rights to offer sports-betting within their states.

Several states are lottery biased, some even grant casinos their licences, and there's an expectation of power-struggles to come in several states as casinos and lotteries assert their claims to the right to offer sports-betting on their patch. Should lotteries win over in many states, route-based operations will enable kiosk networks across large geographical areas to offer kiosk-style gaming, much more in the European vein as opposed to the large-scale casino video-wall experiences that dominate in states such as Nevada.

Speaking to ticket validation suppliers at G2E, many of the lottery operators believe that they can use their existing equipment within locations to offer sports-bets. Aside from the real-time nature of the sports-bets being made on the terminal, it's unlikely that the ticket printers would be able to cope with parlay (accumulator) bets within the simple barcodes printable from a lottery terminal. Major upgrades would be needed to the sited kiosks to enable sports-betting, which isn't yet being considered by the lottery operators.

Scientific Games caused quite the stir at G2E. On build-up day its fully enclosed stand was the talk of the exhibition, with its monolithic blue structure revealing nothing of the contents inside. Security was posted at the entrances and guests were asked to register in advance and present their passes for scrutiny before entry. As a concept it worked to create an air of mystery to the booth and privileged acceptance once

allowed access to the space, though it provoked strong reactions from visitors and exhibitors alike. Some hailing the concept as distinctive and effective, others stressing that it failed to grasp the essential nature of an exhibition – which is to show products. Others just repeated Trump's mantra of "building a wall."

Once upon a time you couldn't move in Vegas without bumping into someone wanting to discuss the Gen Y and X issues relating to Millennial gamers and the necessity to draw these players into the casino. Well, it wasn't mentioned once at the 2018 show – by anyone. Not sure that the issue has gone away, but more relevant perhaps is the fact that operators are making profits and the 'Millennial Crisis' is no longer the necessary distraction it once was. Either way, it was refreshing to no longer feel the need to ask the question and hear exactly the same answer from exhibitors on the show floor. Hopefully, the term has met the same timely end as 'Server-Based Gaming.'

Finally, and not before stating again that it was a brilliant show, it's also worth pointing out the negative issues that you have at every exhibition, but which at G2E are becoming angry voices instead of just grumbles. One major exhibitor made a point of the fact that the €110,000 shipping cost from Europe paled into insignificance next to the \$300,000 cost to move their equipment from the entrance of the exhibition to their stand. Another company had a wrongly packaged container require two forklifts to remove standard equipment from the container, for which the extra charge was \$50,000. Another exhibitor had paid for 'priority' breakdown of their stand on the final day of the show so that they could pack and clear their booth quickly ahead of the herd. However, it appears that everyone had exactly the same idea, with every exhibitor paying for priority breakdown, leaving no one with any advantage whatsoever. Not what you'd expect from America's premiere gaming show.



## AMD demonstrated the power of Ryzen at G2E

Ryzen, the brand of central processing units and accelerated processing units marketed and designed by AMD, launched into the consumer and embedded gaming sectors in February of this year. A flyby of the booths at G2E in October revealed four game demos already utilising the powerful hardware to push gaming to new heights.

Each of AMD's embedded solution partners, from Axiomtek, Advantech-Innocore, Ganlot and Quixant to name few, were also showcasing the capabilities of Ryzen on their booths at G2E. Performance figures for the new Zen architecture is hugely impressive, but you can read the spec-sheet for a detailed breakdown of everything Ryzen offers. What was fascinating on the AMD booth in Vegas was a technology demonstration AMD had rigged to a camera system that could be used by a slot machine to recognise the facial features of a player. Data privacy and especially GDPR looms large with any solution of this kind, but in markets such as the US, a software solution

that takes advantage of Ryzen's machine learning AI intelligence to recognise a player at a slot machine without the need of a loyalty card opens up new avenues for player rewards, especially for anonymous uncarded play.

The demonstration showed not only the capability of the hardware and software, but the potential use of machine learning and artificial intelligence to create a better player experience. The camera system at G2E recognised not only the gender of the player, but also the emotions they were displaying, happy, sad, delighted, angry etc. A machine capable of understanding the emotions of the player opens up new opportunities for the development of games into the future.

In addition to embedded solutions, AMD displayed its full portfolio of products at G2E, from its EPIC processor for servers, its GPU range of processors and graphics cards with up to 48 cores-worth of processing power. "It is important to listen to the needs of the OEMs," stated Amey Deosthali, Director, Embedded Business Development, AMD Enterprise Solutions. "We don't try to force a solution on the market. Gaming has specific and different needs to commercial applications. So we try to make sure that we address individual customer needs as we understand that making the right choice for their processing needs is a major investment for OEMs."

## Instant Karma appeal for visitors to Spintec booth

*The three days of Global Gaming Expo 2018 brought a host of visitors to the Spintec stand and the centrepiece of the company's showcase, the new enhanced product line, Karma Second Generation which was making its US market debut in Las Vegas.*



Visitors were able to sample the new Karma Roulette and Karma SicBo with eight playing stations and stand-alone playing stations. Also occupying a prime spot on the booth, Spintec presented its Aura product line with an amphitheatre set-up, which let visitors sit and play the Aura Roulette with 10 play stations and Aura Multigame.

Renato Bicic, Sales Director at Spintec: "Spintec's products are showing they are simply the best. We received a lot of feedback from the visitors and they are amazed by many different features our products have to offer."

Expos are a great place to meet with existing and new potential partners and talk about the industry, seal new deals and network. Goran Miškulic, Spintec's owner and procurator met with Peter Saez, The Epping Club's CEO to celebrate the deal Spintec and The Epping Club made for the first installation in Australia, where Spintec is in the final stages of certification process.

Having recently received certification for the Australian market having made great strides in Latin America and Macau, Spintec is excited to continue its expansion into international market. "We've seen a huge volume of visitors from the LATAM region at G2E 2018, each making a bee-line for the Karma Gen 2, whereby the show has been a 'selling' exhibition for this new product. Spintec is not yet certified to sell into the US market, but is actively on the search for new distribution partners to help with the process in the States. It's our key goal for G2E this year to find a compatible distribution partner for the US market," explained Marina Branković - Marketing Manager at Spintec.

"We have spent a great deal of time and energy listening to and responding to the requests of operators to create the new Gen 2 Karma multi-player; incorporating high-def screens, ensuring the angle of the screen gives the perfect view of the game; the materials used - leather, wood and fabric choices all complement the overall design. We are very excited to take this finished product, the Karma Gen 2, to our customers around the world."



IGT has always delivered a huge variety of games, but what was evident in Vegas was a remarkable level of quality in each of the defined areas of the booth. IGT has focused on its core video content as part of its Proven Performer programme, which is an internal and external testing programme in which 500 machines within live casino environments are evaluated over a period of 90 days, with only the last 30 days of performance counting towards overall test results.

The company's core portfolio is anchored by a large library of core video games that excelled in the IGT test bank programme and have achieved the accolade of Proven Performer status. Highest ranking among IGT's current test scores is the new Scarab game, featured on the CrystalDual 27 cabinet alongside Solar Disc, Wild Pirates and Lucky Buddha. The latter three are terrific looking games, but it's Scarab that you'll definitely want to reserve on your shipping list for 2019.

Fortune Coin, part of IGT's push to create content for both dual and single screen cabinets on the CrystalCurve cabinet, is another Proven Performer title that's made the cut next to Coin O Mania, which completes a volley of core video content games that represent the very best content from IGT. Gone are the days of pending notices on machines, with all products on the booth in Vegas ready to ship, a result of IGT's rigorous product development discipline.

One product category long dominated by IGT (90 per cent marketshare), but overwhelmingly dedicated to the US market, is video poker. New video poker and keno content with market-leading brands and mechanics were shown at G2E. Here the company revealed a new version of the most popular video poker title of all time, Game King. The content bundle incorporates roulette and new game concepts based on some of IGT's most successful slot titles such as the Da Vinci

## The IGT booth was a thrill-ride of 'Hard-Core' quality experiences across all gaming categories

*Across a 25,000 sq.ft booth featuring 358 games, IGT displayed a breadth of content and hardware more expansive and detailed than anything we've seen from the developer in a decade. Not only had IGT brought its big guns to the G2E party, the traditional mix of gameshow hits and big licensed premium product, but its focus on core games, stepper classics, video poker, sports-betting solutions, links and tournament products made this a standout show for the company.*

Diamonds Keno game. IGT also showcased the evolution of its Wheel Poker game series with the Asian-themed Lucky 8's Wheel Poker. The new Ultimate X Keno and Super Times Pay Keno game titles build on IGT's poker brands to introduce a new keno experience, though this all might prove a little too US-centric for most international markets.

The Price Is Right is the biggest afternoon TV game show in America, while Wheel of Fortune is the biggest evening game show in America – and both featured prominently on the IGT booth at G2E 2018. Crowds of onlookers gathered at IGT's booth during the exhibition as game show host Drew Carey led the world debut of three The Price is Right slot games. Carey addressed the crowd and hosted spirited Plinko games with trade show attendees. Carey played Plinko with the National Indian Gaming Association (NIGA) Chairman, Ernie Stevens Jr., and was joined by Dallas Orchard, IGT Chief Product Officer, Gaming who highlighted features such as The Showcase Showdown, Cliff Hangers, Punch a Bunch and Rat Race. Wheel of Fortune was also heavily promoted at the show, with two new Wheel of Fortune 4D games – Wheel of Fortune 4D Featuring Vanna White and Wheel of Fortune 4D More Money, along with new games Wheel of Fortune Triple Red Hot 7s for the

MegaTower cabinet making guest-star appearances of their own. Wheel of Fortune 4D, with its synched top boxes allows players to spin the big wheel using gestures in mid-air, which was a particularly nice touch.

IGT further demonstrated the versatility of the CrystalDual 27 cabinet by unveiling a new video TournXtreme product, Incredibell! Spirited slot tournaments were held throughout the three-day event with each Proven Performer title able to flick into tournament mode with a simple switch, enabling operators to quickly and easily organise a tournament on the fly to enliven their floor at any time. IGT also committed to continuing to launch base games to support this concept into the future.

High denomination steppers were given plenty of floor space on the IGT booth at G2E, including machines with pay tables honed to provide an iconic IGT stepper experience that included classic elements on the S3000 cabinet, with games such as Red White and Blue Drumroll one of many titles that featured iconic sounds and retro-style jackpot meters from a golden age of slots gaming.

In the Premium sector, which includes branded licenced and proprietary brands, America Gods is



an evolution of IGT's 4D portfolio, with the next generation of 4D graphics delivering a vibrant, multi-sensory gaming experience that captures the spirit of the namesake TV fantasy drama. IGT further demonstrated the depth and breadth of its multi-level progressive library for the CrystalCurve cabinet by showing new base games for its expansive library of multi-level progressive games on the CrystalCurve cabinet such as Fort Knox, Fortune Gong, Golden Goddess and Jurassic Park Trilogy games.

A sector that we don't usually cover on the IGT booth, but which was prominent both in the headlines and in every conversation at G2E, was sports-betting. Centre stage on the IGT stand was the company's PlayShot sports betting solution, currently the leading US B2B sports-betting platform. Already deployed in multiple states and the sports-betting platform of choice of some of the world's largest casino operators, IGT PlayShot sports-betting technology is a fully capable "plug and play" technology that offers land-based retail, on-premise and state-wide digital delivery options.

Leveraging its experience as a global sports-betting provider, IGT introduced PlayShot QuickBet sports betting kiosk at G2E, a user-friendly walk-up sports betting option. The company also debuted its CrystalBetting terminal, a slot-inspired hardware that applies IGT's pedigree in land-based casinos to give players an immersive and comfortable way of enjoying the full range of in-play and pre-match wagering, live video and more. The CrystalBetting terminal not only draws from IGT's casino knowledge, but also from the years of sports-betting experience of SPIELO. This crossover experience will offer pre-match and in-play individualised betting options for players and is being piloted this quarter with a view to rolling out in 2019, alongside a thrilling line-up of quality gaming from IGT.

## CPI Connected for a home run at G2E Vegas show

Connectivity was the theme of the CPI booth at G2E. The company is bringing its enormous networking experience and knowledge connecting devices in the retail space into the gaming sector where CPI has already connected 500,000 EASITRAX soft count devices



CPI's Eric Fisher and Eric Kaled at G2E 2018

The CPI Connected Platform provides real-time monitoring to an operators' suite of bill validators. In combination with CPI's SC Advance and EASITRAX cashbox solution, this Connected Platform transforms traditional payment technologies into smart devices and uses powerful analytics tools to enable operators to control their slots floor and increase operating profit.

In real-time, the solution gives the operator a single dashboard from which to monitor the remaining cashbox capacity across the slots floor, including; total daily cash intake; payment performance; game performance; machine health and status; acceptance rates; drop stats; player behaviour analytics; security details and proactive maintenance opportunities. The Connected Platform shows operators where to go and what to do to keep their floor running at 100 per cent. It shows when to expect and schedule emergency drops, how to optimise the performance of machines and peripherals and enables remote software updates. The platform can enable any type of payment, coins, banknotes, cards, mobile and even wearable devices.

CPI has made getting connected easy, especially if operators are already using its SC Advance banknote validators. All that's required is a simple hardware extension, a network connection and the right set of software tools. A connectivity hub collects and communicates live data directly from the operator's payment system and machines, integrating with SC Advance validators. The hub

enables any type of network connection, from Ethernet to cellular, or even WIFI. The advanced analytics and business intelligence tools take incoming data in real-time, so operators can make the right decisions immediately.

The CPI Connected Platform for gaming is currently undergoing field trials with an expected go-live date in 2019 currently planned for the solution. Speaking to CPI's Senior Vice President and General Manager, Eric Kaled at G2E, he explained that Crane Connectivity Solutions (CCS) is the engineering centre of excellence behind CPI's connectivity portfolio. CCS brings together the engineering teams from CPI and Crane Merchandising System to create what he describes as the industry's most robust connectivity platform.

"CCS has a proven track record of managing the connected infrastructure of over 500,000 devices," explained Mr. Kaled. "We are not launching something new here at G2E, instead we are building on an established foundation with the CPI Connected Platform. Our vision is to simplify connectivity for our gaming customers to increase revenue, enable remote management of their slots, deliver real-time data and add additional support services according to their needs. We can achieve all this through the addition of a connectivity box and add-on servers to the operators existing CMS solution. We are waiting for the final round of GLI certification before we can move forward with a product that will change the landscape, both for resort and route-operators in 2019."

# Review

G2E LAS VEGAS 2018 - PART I



Aristocrat EMEA's James Boje at G2E with his pick of the standout product on the booth - Gold Stack 88

"Everything we do at Aristocrat and VGT is customer-driven and aimed at helping our customers create the most entertaining experience possible for each of their guests. We are passionately committed to creating products for every customer preference, and we are absolutely thrilled to showcase our latest innovations at G2E 2018," said Matt Wilson, Managing Director Americas.

The booth was brimming with the latest innovations that give robust support to each of its cabinets along with further extensions of proprietary titles. Aristocrat also revealed its new spin on innovative play including metamorphic wheels, Hold & Spin Multiplay, and persistent wilds.

Aristocrat has deep and broad support for each of its cabinets. Appearing on flame55 was the all-new Buffalo Diamond 10th Anniversary Edition, released to mark the 10th anniversary of North America's most popular game, Buffalo. Adding to the flame55 library is an all-new version of The Big Bang Theory along with the new Billions Slot Game, based on Showtime's hit TV drama. Next, the new Westworld slot game bursts onto the scene on flame55 with a unique play experience that allows players to experience two separate base games either simultaneously or through an integration of the two games.

Aristocrat's Edge X cabinet showed how the future of large-form cabinets will be shaped by these innovative products. Titles on Edge X include the new titles Madonna, Mad Max: Fury Road, Farmville, and the latest in the successful The Walking Dead franchise, The Walking Dead III slot game. Aristocrat also remains firmly committed to its RELM and RELM XL stepper cabinets, and the booth was filled with new stepper titles and game themes. New game themes for RELM included

## Aristocrat continued its upwards trajectory in the US market at G2E with a stunning games line-up

For customers of Aristocrat and VGT, it's all about what's inside – what's inside the game, the cabinet, the system, and the company itself – that makes all the difference. At G2E 2018, Aristocrat and VGT highlighted that what's inside the heart of the organisation is its sharp focus on customer-centricity and the innovations created as a result of that focus



Aristocrat Managing Director of the Americas Matt Wilson and CEO Trevor Croker with the amazing Freed's Bakery's Buffalo cake



An over-sized Lightning Link impressed



The new alluring Billions slot

Buffalo Gold, 5 Dragons Gold, Gold Stacks 88, and Wicked Winnings II, bringing some of Aristocrat's most popular video titles to the stepper player.

The new Helix XT is the latest portrait cabinet from Aristocrat complete with curved 4K monitor, and top products for the cabinet include Mighty Cash – Double Up, Ultimate Wheel Blast with its industry first "metamorphic" wheels, Really Wicked Winnings, and Sun & Moon Gold.

In addition, Aristocrat's Lightning Link slot game is the inspiration for the all-new Dollar Storm, with a first-of-its kind multi-level progressive action game that combines with a \$100,000 MSP jackpot. Aristocrat also showcased the power of its

Lightning Link Lounge concept and its sister gaming experience concept, Dragon Link Den for the popular Dragon Link game.

Finally, during the show, G2E attendees crowded into Aristocrat's booth to celebrate the 10th anniversary of Buffalo.

Aristocrat CEO Trevor Croker and Managing Director of the Americas Matt Wilson thanked the industry for its support of Buffalo and the Buffalo Franchise. Buffalo is a player favourite game, and it and its spinoffs have consistently topped the Goldman Sachs Slot Manager Survey's list of top performing games. The game has spawned a large and successful franchise.

SUZOHAPP showcased its vast range of gaming equipment at G2E while emphasising the support network for OEMs at both the local and global level. G3 spoke to new recruit, Mike Sigona, about the capability of the company to serve the every need of its OEM clients

Mike Sigona is the new Global Product Manager for Gaming and Business Development in Europe for SUZOHAPP. Speaking to him on the G2E booth in Vegas, he explained that his business development role is to provide support across European and adjacent markets for the entire range of SUZOHAPP products. More than half of the SUZOHAPP sales force is non-gaming focused, while one of the largest percentages of the business is focused upon monitors, an area of special interest for Mr. Sigona, who prior to joining SUZOHAPP in July 2018, has more than 30 year's experience in display and touchscreen technology with ELO Touch Solutions.

Despite selling a vast and varied catalogue of gaming products, SUZOHAPP sells more monitors than many of the dedicated monitor manufacturers on the floor of the Vegas show. "More and more customers are turning to SUZOHAPP to deliver their gaming monitor needs," explains Mr. Sigona. "There has been something of a race-to-the-bottom in the monitor market as sellers compete solely on price, which has meant that the end product has suffered. SUZOHAPP is determined to bring back quality with its cost efficient solutions."

ELO is undoubtedly the top-of-the-line monitor product available from SUZOHAPP. If an OEM wants to create a precision machine they demand ELO. The second monitor brand from SUZOHAPP is Vision Pro, the company's own in-house brand that represents quality, speed of delivery, customisation and the simplification of OEM sourcing requirements. "The conversation with an OEM can start with the monitor, but leads to conversations about printers, cabinets, locks,



## SUZOHAPP simplifies OEM sourcing with its broad range of local resources and global capability

buttons and toppers, all of which we can supply as a cost-efficient single source supplier. Either we supply off-the-shelf, distribute top brands or manufacture custom components to order, we can offer something that fits the remit perfectly."

As the conversation at G2E squarely focused on the opportunities in the US presented by sports-betting, Mr. Sigona explained that SUZOHAPP is perfectly positioned to enable online operators to take their solution into the land-based sector utilising the skillset and hardware know-how within the business. "SUZOHAPP can supply everything a customer needs to bring their solution

to market," stated Mr. Sigona. "It's not about ordering from a catalogue - we sit down with our customers to find the best solution that meets their needs. And if it needs to be bespoke, we do the assembly too. We have a plastic injection moldings facility in China, which allows us to make specialised boards in low volume. We have factories in Europe too - including and a huge facility in Poland. SUZOHAPP has 1,000 people, 35 offices in 18 countries and a team of over 150 engineers upon whose skills we can call. This is a truly global company that can scale to the needs of our customers in whichever market they are operating."

## Patir has tripled down in the US gaming market with new hires and product ranges

Patir tripled the size of the booth at the G2E gaming show in Vegas matching the upscale in the company's expansion in the US casino market.

In the past 12 months the company has grown its sales team in the US to five, with Vegas, Reno, Washington State and Chicago sales bases now operational. The company has also launched a new hospitality range to cater for bars, dining areas, lounges and outdoor seating areas, which has proved an immediate hit with operators.

Speaking to Dennys Patir, CEO of Patir USA at G2E, he explained that the company had found its niche in a highly competitive US market, occupying a position in which the company delivered the highest quality at a great price point. "Shipping



from our manufacturing facility in Europe we are matching and beating our US competitors in regards to increasingly important lead times," explained Dennys Patir. "We have Americanised our chair range to accommodate the tastes of the market, creating a range with new designs and

improved comfort, which have met with instant approval from our customers. Our speed of response to customer requests is unparalleled and the team of seasoned sales veterans that currently form the Patir team in the US is highly experienced and knowledgeable."



Novomatic's Mike Robinson with the new MacGyver game at G2E

## NOVOMATIC naturalises its games for US market

An extensive NOVOMATIC product range featuring brand new games and game mixes, a series of advanced cabinets, progressive jackpots, ETGs, sports betting and system solutions, and online gaming developments summarises the size, scale and breadth of the company's G2E booth in Vegas of "America-honed" gaming products

The new slot title based on the iconic TV show of the 80s – MacGyver – created a standout impression at G2E. Presented on the towering Novostar V.I.P. 3.50 and compact V.I.P. Lounge 2.32 cabinets, NOVOMATIC's latest IP title proved a major attraction on the show floor. Appealing to a wide audience, this retro-style game joins Angus "Mac" MacGyver on a mission to unlock safes and defuse bombs for the chance to win prizes and three progressive levels. Visitors to the NOVOMATIC booth expressed great enthusiasm for the game while taking their photo with a giant roll of duct tape, paper clips and matches.

NOVOMATIC's International Product PR and Media Manager, Mike Robinson commented: "We've seen From Dusk Till Dawn attract a younger player audience, especially in markets such as France, Mexico and online. MacGyver is a dedicated US product. It has been developed by our US studio for

the US market and is a game that will also appeal to the online player base too."

New titles driven for the US market, created by the NOVOMATIC Americas Mount Prospect studio and the Winfinity Games and 707 Games studios in Austria, were on full display and gave a clear signal that Novomatic's new, targeted content is making a mark in the North American market. The Enchanted Fortunes Linked Jackpot presented leading titles Asian Fortunes, Book of Ra Mystic Fortunes, Goddess Rising and Voodoo Fortunes on the new PANTHERA Curve 1.43 in 4K with compelling overhead signage. And the NOVO LINE Interactive Edition X and brand new Edition XI resonated with international operators. New game mixes were also presented for the Illinois and Pennsylvania VGT markets.

Electronic Table Games (ETGs) based on the world-

renowned NOVO LINE Novo Unity II platform delivered a live, automated and virtual showcase of popular table games with a live Baccarat table and automated Roulette wheels. A series of platform improvements were demonstrated based on customer demand and feedback from initial US installations at Foxwoods Resort Casino in Connecticut and Pechanga Resort & Casino in California. New Cammeh Spread-Bet Baccarat and Black Jack side bets joined the already distinguished Spread-Bet Roulette, and a new Poker 3+ side bet made its first appearance at the show. Video bingo products based on the Otium OT300 cabinet were well received as well, and a new selection of bingo content and jackpots were presented. On the casino management systems side, the refreshed myACP system was presented by Octavian.

Two sports betting solutions targeting North America were presented to an attentive audience at G2E. NovoPrime Sports is a highly flexible system developed in collaboration with Sportradar and delivers scalable sportsbook solutions based on modern architecture and technologies. Another solution, developed in partnership with Kambi, presented a ready-to-market sportsbook with adaptable markets relevant to specific jurisdictions.

Recognising a large-scale opportunity in sports



The NovoPrime Sports Betting Solution featured prominently on the booth

betting has proved fruitful as the US sports betting market is now open for business. Novomatic has teamed up with Sportradar to co-develop an innovative line of sports betting products and services. Simply put, Novomatic is supplying the hardware to the proven software from Sportradar to create a sports-betting offering for immediate impact on the US market.

NovoPrime Sports is built on web technology for all betting channels which enables new features to be quickly developed and distributed across all platforms. It also allows decentralised development teams working on a shared codebase and development of integrations to be shared. NovoPrime Sports is built to scale according to demand and not suffer slowdowns and degradation. Cloud native with elastic scalability.

NovoPrime Sports is completely multi platform and can be easily ported to any device. Other competitors have ringfenced teams and no cross platform development. Fully modular and componentised solution allows faster feature development and integrations. Progressive technology allows a strong and stable product compared to our competitors, many of which have core systems over 15 years old.

Novomatic's Partnership with Betradar provides a solid risk management foundation for your platform," explained Novomatic's Alan Bruce at G2E show. "Betradar's Managed Trading Services (MTS) is the most effective risk, liability, and player

management service available for sports betting operators," said Mr. Bruce. "MTS is the only solution based on the full control of all components necessary to power a modern and performing sportsbook: from data collection to ticketing, trading and content."

One of MTS' key strengths is its inherent flexibility – fully tailored to every operator's business needs. Its modular service structure guarantees that Betradar can deliver a bespoke solution to help to drive the business in any direction desired. It also ensures independence in all operations. Enjoy a variety of benefits from optimised pricing to risk management – with the guarantee to keep complete control over your own in-house trading. Configuration can be setup per shop, channel or terminal – multiple and different UIs in the same shop with AB testing (also with web analytics).

The Novo Prime solution went live in the summer of 2018 in Italy, with plans for mobile and web solutions in place for launch this autumn. Novomatic is preparing to be market ready for the US in Q4, 2018.

Greentube online content was also featured prominently at G2E within the NOVOMATIC Interactive area with titles such as Almighty Reels – Realm of Poseidon, Jaguar Moon, Steinhaus and Asian Diamonds being some of the many highlights. Online versions of Novomatic slots popular in the US land-based market include From Dusk Till Dawn and the Tales of Darkness series

with Lunar Eclipse, Full Moon and Break of Dawn themes – part of an exciting range of omni-channel offerings.

On the interactive area of the booth, Greentube unveiled a prominent display of online and mobile solutions for regulated markets in the Americas, as the NOVOMATIC Interactive division expands in the region. Some of the best-received games included online versions of popular NOVOMATIC slots that included From Dusk Till Dawn and the Tales of Darkness series. Sharing the booth with Novomatic and Greentube at this year's event was Ainsworth Game Technology, whose portfolio included the company's Class III, Class II, Washington State and Historical Horse Racing product lines. New standalone and linked games, new titles on the A640 cabinets, online gaming content, and the new upgraded EVO cabinet made their North American trade show debuts, alongside new linked progressive brands – including the brand new PAC-MAN Link series.

Harald Neumann, CEO NOVOMATIC, said: "This year's G2E has been an exceptional and great show to present our 360-degree gaming portfolio as well as our new products releases. The US market plays a key role for us – through our partnership with Ainsworth and joint booth at G2E, we are uniquely positioned to benefit from its established market presence and jointly increase our market share. In addition, the sports betting corner at the NOVOMATIC booth was not only a complete success but also of great strategic importance."

# Review

G2E LAS VEGAS 2018 - PART 1

## TCSJohnHuxley Blazes a trail for its latest gaming innovation that totally reinvigorates craps

Since its launch, TCSJohnHuxley's Blaze LED surface technology has been adopted extensively throughout the global live gaming market. As the industry's only patented table technology to illuminate custom video animations through the layout, Blaze has proven to be an exciting addition to any gaming floor

G2E 2018 saw the launch of Blaze Craps which joins the suite of other Blaze products - Sic Bo, Roulette and Big 6 delivering flexibility, reliability and graphic capabilities to traditional table games. Blaze Craps uses energy efficient LED lights fitted below the surface of the gaming table, which display unique 'attract sequences' and custom-themed animations, while also highlighting winning numbers. Blaze offers an array of options to meet any casino's needs - the table showcased at G2E is a 13ft Craps table with a cloth layout, but other sizes can be produced.

Steph Nel, General Manager Americas, commented: "We are excited to introduce Blaze Craps to our range as it delivers all the excitement and entertainment of the traditional game whilst simplifying the betting process. Craps is always one of the games that attracts a crowd on the gaming floor but it can be confusing to novice players. By incorporating Blaze technology, the highlighted winning numbers and light sequences confirm the stages of the game, making it quick and easy for players to grasp and for dealers and security staff to monitor play."

Craps is an amazing game, but it's intimidating to the new player. Craps Blaze solves the problem without tasking the dealer with anything other than dealing the game. The Blaze table enables players to visually understand the bets and wins, it assists the dealer in dealing the game and highlights the wins/losses and minimises wrong payments making the job of the surveillance team easier too. "This is a game-changer for the US market. We have brought a lot of energy into the design of this table and the reaction at the show has exceeded our expectations," stated Mr. Nel at G2E. "Operators that have installed Blaze love the added excitement the tables bring to the casino floor and have noted the improved accuracy of lighting up all winning bets allows dealers to be more customer focused, providing the best player experience possible."

Having shown the product for the first time at ICE London in February, TCSJohnHuxley unveiled the next generation of its chipping machine - the Chipper Champ Pro, to the Americas at G2E. This



TCSJohnHuxley's Steph Nel with Blaze Craps

latest model, available from early 2019, has been developed to incorporate all the key attributes of the Chipper Champ 2, but combines even greater security and operational features that bring unbeatable benefits to the casino.

The Chipper Champ Pro's all new stand out features include a built-in camera to identify suspected jams or rogue items in the hopper and a unique fold-away 10" digital screen that can display chip column counts. Wheel Bias reporting and Inclinometer levelling information are available as an optional feature, requiring limited additional hardware connecting to the wheel. These powerful wheel insights are delivered direct to the digital display screen, removing the need to connect a PC to download data from the Roulette Wheel. Now operators can quickly and easily identify any potential issues discreetly from the gaming floor.

The Chipper Champ Pro also incorporates some new features to its streamlined cabinet. LED lights highlight the contours and the addition of built in speakers on each side, allow the dealer to hear various prompts. The speaker facing the players and gaming floor can be switched off, so as not to be intrusive.

Tristan Sjöberg, Executive Chairman comments, "We first debuted the Chipper Champ Pro earlier this year and were overwhelmed by the positive customer feedback we received. Since then we have made certain refinements to ensure our production model is a worthy addition to the Chipper Champ range but most importantly it

delivers improved productivity, security and reliability, maintaining its reputation as the gold standard of chipping machines."

Unveiled earlier this year at G2E Asia, the final new product from TCSJohnHuxley in Vegas was GFL Bonusing Rewards, a jackpot reward system that utilises casino promotion budgets to fund mystery jackpots, creating an exciting 'in it to win it' prize pool which is independent of the base game.

The GFL Bonusing Rewards system is very straightforward appealing to players and operators alike. Funded completely by the casino's marketing budget, the awards can be configured by a percentage contribution based on the table minimum, with players enrolled in the chance to win a prize just by participating in the hand. The only operational requirement is for the dealer to register players, via a dealer console which then confirms them as taking part with the player position indicated on the display. With no additional steps, game speed and player experience are not affected.

Steph Nel commented: "The introduction of GFL Bonusing Rewards provides thrilling progressive style jackpots that are completely funded by the operator's marketing budgets. This highly flexible system allows the casino to decide how much of their monthly budget they wish to give away by dividing the spend into various progressive pools which can be averaged to pay out on a daily, weekly or monthly basis. This keeps players engaged as the excitement builds."



Merkur Gaming's David Orrick pictured with Big Deal Wheel at G2E

The average annual rainfall in Las Vegas is just 21 days. Two of those days fell on the day before G2E but Tuesday, October 9th dawned sunny, bright and clear and even before the exhibition hall opened its doors the crowds outside were huge. As the Beatles song 'Good Day Sunshine' sounded throughout the Mirage Hotel, advertising their Cirque Du Soleil show Beatles Love, the Merkur Gaming team were once again in a prominent position inside the Sands Convention Center and totally ready for the Gauselmann Group's iconic laughing sun to shine favourably on the new product range and raft of exciting new games on show.

Making its international debut, as G2E opened its doors, was what will be the first in a whole new 4K large screen cabinet range, the Allegro. Featuring a 43" curved Ultra HD monitor plus the latest Gforce Ultra HD multigame technology platform, attractive lighting concept, ergonomically assured perfect seating position and optional video touch button panel, Allegro (an Italian musical notation meaning 'to play at a brisk speed') is sleek, Allegro is curvy and Allegro is presenting Merkur Gaming entertainment in a new skin.

As the Allegro was attracting great attention, so too were Merkur Gaming's latest new games. Shown in the Allegro cabinet were the sci-fi themed Secret Area 150, Asian Tower, a game of risk and reward and the highly colourful Neon Panther.

The Merkur booth (which was displaying more than 120 games in total) featured the latest creations Merkur Gaming's global array of game design teams, including Reel Time Gaming from Australia, Lucky Nugget Gaming from India, and STELLA from Germany to name a few, alongside Sunshine Games, Merkur Gaming's Las Vegas based dedicated games development studio with a total

## Merkur Gaming goes 'Extra Large' in Las Vegas marking its best ever G2E exhibition in some style

*Merkur Gaming's pre-event expectations for the 18th edition of the Global Gaming Expo (G2E) in Las Vegas were high and, with the commercial land based casino sector of the US market reportedly enjoying boom times and the tribal government gaming market also expanding dramatically, the stage was set for a truly spectacular event.*

focus on creating exceptional and entertaining game content for the USA.

Merkur Gaming presented at G2E some thrilling new gaming entertainment concepts such as Jewels of the Nile, a four title suite of Egyptian-themed games, Crash Stacks in which the different values of US dollar currency are 'crashed' to reveal spectacular prizes and the undoubtedly hit of the show, Big Deal Wheel.

A traditional bars and sevens game with a spectacular extra, Big Deal Wheel has a television game show feel thanks to its half wheel segments that, when matched on the reels to create all red, all blue or mixed colour wheels, open the bonus feature that can lead to the Big Deal Wheel with its top prize of 10,000 times the bet. Additionally, the African adventure game Savanna Stampede attracted much interest thanks to its startling graphics and its randomly triggered animal stampede feature that can occur in both the base and free games. These new presentations drew visitors like magnets and were more G2E top attractions from Merkur Gaming.

As always, G2E was a presentation of the Gauselmann Group's strength and depth in global gaming solutions with Merkur Gaming being joined by cash handling experts GeWeTe and, reflecting

the current focus on the US liberalization of sports betting, Cashpoint displayed their market leading solutions and created many new business contacts in this lucrative sector.

So, after concluding the 19 show hours of its three day run in Las Vegas, was G2E 2018 really the best ever? Charles Hiten, CEO of Merkur Gaming Americas, mused: "The best G2E ever? For Merkur Gaming, I believe so ... until next year, of course. We have had a fantastic show, thanks to the new product range and the new games that we presented. Thanks also, to our entire team for all the dedication and work that went into making these three show days so spectacular. I believe that we have again taken Merkur Gaming to a new and higher level and now we must capitalise on that momentum and move on even further."

CEO, International and Head of International Product Management, Athanasis 'Sakis' Isaakidis, shared that view, commenting at the G2E exhibition: "This has been a fantastic G2E for Merkur Gaming and I want to thank our entire team for making it such a success. As we move forward, on many fronts, with such great games and great products, I see even greater success on our horizon and it fills me with pride that our brand is held in such esteem and high regard around the world of gaming."

# Review

## G2E LAS VEGAS 2018 - PART 1

The breaking news on the booth in Vegas was the signing of a distribution agreement between Cammegg and Australia-based SenSen Networks. The deal brings SenSen's automated video-and-software system to table gaming via a low-cost table-mounted camera that records the number of players at a table; shows in real-time bets placed and their value, as well as game begin, duration and end time between games. All this data is sent to the casino data warehouse's business intelligence and analytics software applications. Operational today at Crown Resorts, the SenSen solution delivers a dramatic improvement in operational efficiency, floor yield and customer insights without the need to replace chip stocks or change the way table games are dealt or played.

Andrew Cammegg commented: "We are very excited to be bringing this amazing technology to the European gaming market as part of an exclusive distribution deal with SenSen Networks. We are at the very start of our relationship, but the response from visitors at G2E shows the scale interest in this solution and we are eager to bring this technology to floors across the UK and Europe in the near future. The instant chip recognition using a simple camera set-up and SenSen's amazing software solution delivers a host of operator benefits in a discreet inexpensive package that ticks all the right boxes; from comping players, tracking table revenue, monitoring where bets are placed, measuring game turn-over and automating manual procedures at the table."

Traditional gaming monitoring systems are typically expensive to install and maintain, and fail to achieve the levels of accuracy needed to be truly useful. Sensors embedded inside casino chips and offline yield management solutions have not worked as promised. Dealers, players and chips move too quickly for conventional monitoring tools which can't cope with the noise and distractions of a gaming floor. The SenSen solution does not rely on RFID embedded chips, does not require new table layouts and from a dealer perspective there's absolutely no change to the game itself. Subhash Challa, CEO of SenSen Networks added: "All the casino needs to do is configure the software and let the solution deliver the insights they need. SenGame is the most accurate and cost-efficient solution available."

Continuing the theme of tech-innovations, Cammegg further revealed its new MediaPro for its Billboard display system at G2E. This new content scheduler works seamlessly with Cammegg's Billboard to allow operators to build media assets and drag-n-drop content into specific timelines. "MediaPro enables operators to take complete control of the Billboard for the scheduling of media content at the point of play," described Mr. Cammegg. "Using a tablet device, operators can add media content and scrolling messages, set table minimums and maximums within specific timelines, schedule sports channel feeds, enter results and much more."

Further expansion of Cammegg's distribution service was evident at G2E with the company now supplying casino gaming tables from Marton

## Cammegg weaves technology into the fabric of table gaming at G2E exhibition in Las Vegas 2018

Cammegg, makers of the world's finest roulette wheels, showed the breadth of its gaming offer at the latest G2E show in Vegas, showcasing exquisite traditional table gaming products imbued with technological innovation.



Andrew Cammegg enjoys another terrific G2E show in Vegas

Gaming. The first tables as part of the agreement are destined for operations in the UK, though the deal also covers wider European markets. Cammegg expects to have a complete installation with the Sportsman Casino in London in the near future that will become a fabulous live showroom for the Andras Marton designed tables.

Another traditional product that's made itself indispensable on the floors of the biggest casinos on the Vegas Strip: MGM, New York, New York, Excalibur, Palazzo, The Venetian, The Park and the Golden Nugget is Cammegg's Triple Zero roulette wheel. Originally designed to appeal to new players by offering low table minimums, Triple Zero Roulette has proven such a runaway hit, increasing occupancy and demand to such a degree that Vegas operators are choosing to raise their minimums, with players seeing the third green pocket as yet another betting option.

"The success of Triple Zero Roulette isn't unique to Las Vegas, as cruise ship operators in particular have also embraced the concept," explains Andrew Cammegg. "However, the specific player profile on the Strip has proven that Triple Zero Roulette both drives new player engagement and increases house edge, which is the perfect winning formula."

In addition to Triple Zero Roulette, Cammegg showcased its product range including the Mercury 360 Roulette with Halo, RRS and Aurora wheels, plus the company's ever-expanding range of exclusive side bets with the recently launched SpreadBet Baccarat, adding to the family of SpreadBet Black Jack and Roulette. Each of Cammegg's SpreadBet sidebets were also available to play on the Novomatic booth at G2E having been incorporated fully into the NOVOLINE Unity II ETGs alongside Novomatic's own range of in-house sidebets.



**Tom Nieman, JCM Global's Vice President of Worldwide Marketing, pictured at G2E with a stunning PixelPro backdrop**

## A vision for the future and a fusion of gaming products illuminated the JCM Global booth at G2E

*As the gaming industry in the US turns an increased attention to sports betting, JCM Global is ready to support operators with a wide range of products that will help them create the perfect sports book setting and deepen connections with customers.*

At the G2E booth in Vegas, the backdrop to the stand was an enormous seven channel display (five live channels and two recorded channel) video wall, which could be entirely controlled from an iPad device from the show floor.

JCM Global plans to bring the sports book prospect to fruition and demonstrate various ways for today's operators to optimise this unique opportunity. It begins by connecting to PixelPro Display Technology and its new world of possibilities. From displays that can be built to essentially any size and shape, to the entirely immersive visual fidelity of 4K Ultra HD and beyond — PixelPro Display Technology has the display and content solutions you need to deliver patrons the ultimate sports book experience.

PixelPro's displays simply fit together to scale to any size with resolution up to an eye-popping 8K. Utilising Pixel Pitch, the displays can be made into cubes, strips or round stacks — pretty much any shape you desire. Flexibility is the key as many casinos in the US seek to fit sports-books to existing environments and spaces not originally designed for this purpose. PixelPro Max displays

have HD and UHD frameless LED screens with industry-leading colour contrasts allowing spectacular images and video on a curved or flat wall, indoors and outdoors, giving ultimate flexibility to add a sports book anywhere and everywhere across a property.

Days prior to the launch of G2E, JCM Global announced the signing of an exclusive master supply agreement with Eldorado Resorts, helping the operator to deepen and expand its connection with its players. Under the agreement, JCM will provide its bill validators and printers for all 26 Eldorado gaming properties in the US. JCM will provide its iVIZION and UBA bill validators and its GEN5 and GEN2U printers. Eldorado has also been using JCM's award-winning ICB Intelligent Cash Box system at many of its properties.

JCM's iVIZION's CIS technology scans the entire note or ticket, reading more than 9.5 million data points on every note, more than twice that of the nearest competitor. The UBA is world-famous for its combination of superior magnetic and optical sensing technology and anti-pullback technology. iVIZION's partner is the GEN5 thermal printer, and

with its faster CPU and faster print speed, it has the flexibility to print TITO and promotional tickets, and various wager tickets and templated promo coupons.

Its eyes set clearly on the future, Eldorado Resorts understands that when paired with iVIZION and GEN5, JCM's cutting-edge FUZION technology creates the possibility for each slot machine to become a multi-line profit center with the current potential to vend and redeem race, sports betting and lottery tickets. Casinos can facilitate Daily Fantasy Sports (DFS) wagering, conduct cross-enterprise promotional couponing for carded and uncarded players and enable real-time currency exchange with exchange rates that could be preset or could be real-time.

Speaking to JCM Global's Tom Nieman during the exhibition, he confirmed that JCM's FUZION patented technology has been submitted to GLI for testing approvals with the company expecting to outfit its first live location in Q1 2019. FUZION has been comprehensively refined since it was first unveiled at G2E in 2016, with players now interfacing with the slot machine through their mobile device. Players simply tap the bezel of the slot to sync their mobile with the machine, enabling FUZION to deduct and credit their account, allowing the player to make sports-bets and buy lottery tickets that can be redeemed through the slot's ticket printer without the need to leave the machine. There's considerable excitement surrounding the launch of FUZION, about which we should know more around the time of ICE London.



Quixant's John Malin and Jon Jayal pictured at the G2E exhibition in Las Vegas

## Quixant adds extra functionality to its Ecosystem with complementary Qx-hardware solutions

*Invited to the VIP Quixant Gaming breakfast at G2E, G3 sat with game developers as Quixant delved deeply into the latest additions to its unique Ecosystem, which has added QxLED, QxVDR, QxATS and QxBoot to its roster of solutions that make the creation of games faster, easier and more efficient.*

Quixant has placed significant focus in 2018 on its Gaming Ecosystem, an expansive array of differentiators based in hardware, software and support, which has already received plaudits from the market. With the goal of accelerated market penetration becoming increasingly vital in today's ultra-competitive gaming landscape, the Gaming Ecosystem provides Quixant customers with the tools to execute this objective in record time.

"We are no longer just a specialist in PC-based hardware solutions; over the past few years we have diversified into other physical product lines - which is where our gaming monitors have entered the equation - alongside promoting and painstakingly developing the huge range of additional differentiators provided by our Gaming Ecosystem" comments John Malin, Global Sales Director for Quixant. "One of our main aims this year is to educate our customers, both those we

have worked with for years and those who are experiencing Quixant for the first time, about the versatility and depth of our solutions."

The QxVDR is Quixant's video decoder and renderer, a unified solution for video playback and rendering designed specifically for gaming. QxVDR drives multiple-stream highly compressed video content with alpha channel at up to 4K, whilst minimising resource consumption. QxVDR is an integrated component of the Quixant Gaming Ecosystem, which also includes Quixant's LED driver for providing video output that is fully synchronised with LED cabinet lighting. QxVDR can be used as a standalone player or can be integrated into games for the playback of video animations with transparency. The QxVDR high-efficiency codec utilises GPU hardware acceleration, allowing the CPU to focus on running other aspects of the game. The solution is designed

with the objective of achieving stable and predictable system resource usage, avoiding memory overrun and CPU saturation.

Complementing QxVDR is QxLED, an integrated solution for LED cabinet lighting. It includes support for a wide range of LED strips and high-current RGB LEDs. There are a number of different ways to implement the QxLED technology which can be accessed through a range of different Quixant products, all of which fall into the Gaming Ecosystem.

The QxLED solution includes hardware components (both standalone and integrated into some Quixant gaming platforms), software drivers, a software library to enable easy integration into games, and GUI software tools for generating sophisticated LED patterns. Through its integration with the Quixant Video Decoding and Rendering (QxVDR), QxLED allows synchronisation of the LED lighting effects with videos being played back onscreen. Quixant gaming platforms (with the QxLED feature) and the range of standalone LED devices such as QB-029, can be controlled by the same QxLED software API. These allow easy portability between different machine designs which use different Quixant LED driving solutions.

The Quixant Advanced Tracing System (QxATS) is a hardware-centric solution that allows remote system monitoring and resource use trying of the Quixant gaming platforms. The fundamental objective of QxATS is in allowing its users to detect the cause of complex issues affecting the system, and to measure the performance during runtime remotely, without introducing changes to the system under test and granting the possibility to continue debugging activities on a production machine.

QxATS is integrated in the Quixant Gaming Logic hardware module, and is therefore able to produce hardware-based system traces without using any CPU load. In addition, it's possible to generate software-based traces, using a very simple interface. All the traces are then centrally managed in the dedicated hardware module.

The trace messages generated by the QxATS module can be remotely monitored using Quixant's ATS Logging and Configuration Environment (ACLE) application on any PC connected to the QxATS dedicated Ethernet interface. ACLE communicates directly with the QxATS hardware module, and offers a simple user interface to monitor and control the system under test without involving the software in execution. QxATS features include the capability to enable and disable QxATS messages, view live messages/traces, create and apply filters based on modules or in custom behaviour, set triggers for freezing the machine under specific circumstances, and much more.

The hardware solutions that complement this varied feature set were shown at G2E including: QXi-307, QXi-400 and QXi-6000 all-in-one gaming platforms and QX-60 - a high-powered, modular, Windows 7-compatible controller. Quixant's exciting, contemporary monitor portfolio takes centre stage. Mirroring the global trend towards slimline, flexible cabinet design, a fundamental new development in this range is the introduction of cutting-edge external "floating" designs with bespoke integrated LED arrangements and multiple touch technology options.



The Opus' Treasure Ball in action at G2E

Konami saw an exceptionally strong industry reception for the world debut of its new KX 43 video slot cabinet at the 2018 G2E show in Las Vegas. Featuring a 4K Ultra HD display, slim profile, and exclusive library of leading game content, Konami's latest slot cabinet left a memorable impression with visitors to the booth. From the KX 43 to the Concerto Collection, Konami showcased an expansive game library focused on math and mechanics.

Game play innovations including Strike Zone and Reels Up deliver new bonusing features that uniquely allow players to experience added value and entertainment for their bet. Konami also premiered its SynkConnect "cardless" player loyalty solution. Designed exclusively for Konami's SYNKROS casino management system, SynkConnect allows casino patrons to login to their player loyalty account at any equipped gaming machine using alternative authentication methods such as a fob, room key, or mobile device, as well as a traditional player loyalty card.

"The reaction to KX 43 from global operators has been one of approval and anticipation. It has the right combination of premium and practical for today's core player base, with an incredible content library to attract and engage over time," said Steve Walther, Senior Director, Marketing and Product Management. "Its creativity and quality provides a uniquely 'Konami' experience, which we look forward to delivering to the casino floor."

Among the top titles featured on KX 43 is a symbol-driven linked progressive series with an original new Reels Up mechanic. Debut titles including Vegas Rise, Expanding Egypt, Hong Kong Lights, and Mayan Times display Reels Up arrow symbols across all reels throughout game play. When players collect at least one of these symbols



Konami Gaming's Tashina Wortham and Steve Walther

## Konami Gaming hits the G2E sweet spot with new cabinet technology and Concerto games releases

on reels 1 and 2, remaining consecutive reels with the symbol will expand upward for the chance to spin bonus reels with increasing instant guaranteed prizes at higher bet amounts. KX 43 also premiered a multi-denomination linked progressive called Ba Fang Jin Bao, in which players can increase their extra bet in order to change increasing symbol sets to gold, with premium line pays over 8-times.

"KX 43's exclusive game library is focused on delivering greater value to players in ways that are clearly visible and tangibly experienced with each spin. The same is true for our latest original game releases across the Concerto Collection. From the Triple Sparkle series on Concerto Opus to Thunder Arrow on standard Concerto upright, these games demonstrate a distinct value proposition for players that is both rewarding and entertaining," said Walther.

Currently available across domestic markets, Konami's big screen Opus cabinet features a 4K Ultra HD display and new linked progressive derivatives on popular classics including Solstice Celebration, Riches with Daikoku, and Dragon's Law. Additionally, Opus premiered a linked progressive called Treasure Ball that features an animated prize ball machine and \$10,000+ Supreme. Konami's G2E 2018 display is also characterised by a record variety of integrated

symbol-driven jackpot titles for dual screen Concerto upright and Slant. Series such as Thunder Arrow, Money Galaxy, Golden Blocks, and Wish Dragons feature original symbol-based jackpot features with higher odds at higher bet levels.

Konami's award-winning SYNKROS casino management system continues the focus on adding value to the guest experience through advancements in player convenience, in-game marketing, branded loyalty program touchpoints, and more. The debut of Konami's SynkConnect "cardless" player tracking solution has attracted particular attention. This touchless, multi-channel solution empowers casino players with a variety of secure methods to augment or replace a traditional player loyalty card at the EGM.

For mobile cardless connection, players simply tap a personal smartphone device at the zone of the card reader bezel and the card reader changes colour to indicate blue for inactive/uncarded connection, green for successful active connection, or red for misread/failed connection.

Konami has also developed a player mobile app called SynkConnect Mobile, which allows players to login to a device, manage their account, view points, redeem rewards, transfer funds, and more, directly from their smartphone.



Scientific Games' Greg Colella with the TwinStar WaveXL



The unique U-Spin Cash Spin wheel



Scientific Games' enclosed Interactive Theatre



The Die Another Day slot feature in action

## Scientific Games provoked outrage and intrigue in equal measure with its Interactive Theatre at G2E

Scientific Games caused quite the stir at G2E. On build-up day its fully enclosed stand was the talk of the exhibition, with its monolithic blue structure revealing nothing of the contents inside. Security was posted at the entrances and guests needed to register and present their passes for scrutiny before entry.

As a concept it worked to create an air of mystery to the booth and privileged acceptance once allowed access to the space and it provoked strong reactions from visitors and exhibitors alike. Some hailing the concept as distinctive and effective, others stressing that it failed to grasp the essential nature of an exhibition - which is to show products.

Speaking to the Scientific Games' team within the interactive theatre, they were delighted with the filtering of visitors to the booth and the lack of competitors jostling with customers to sample the latest innovations. The company described the stand as a Scientific Games experience, connecting visitors with the Scientific Games' experts to get a first-hand look at new games, platforms and systems. Enveloping customers in innovative products and systems the booth was designed to show how these products seamlessly work together on the casino floor and create opportunities to play anywhere, anytime. There were hints that the concept might make the journey to London for ICE, but that's a decision to be made once all the data from the show has been gathered. What was indisputable was the fact that slipping past security was worth the effort.

Our tour guide of the Scientific Games booth at G2E

2018 was Greg Colella, Vice President of Product Marketing, Gaming Division at Scientific Games. He had recently given us his view of Scientific Game's Tech Innovations in out slots article in the October issue, so it was a perfect opportunity at G2E to have Greg run through the highlights at the booth.

Dragon Spin Age of Fire is one of Mr. Colella's personal favourite games from G2E 2018, with the cabinet playing a major part in the pick. "The ALPHA Pro Wave ushered in the curve craze with the original curved monitor cabinet, which became one of the most successful ever cabinets, such that it has been mimicked by practically all our competitors," stated Mr. Colella at G2E. "The larger 49ins. displays and 4K resolution ultra-high definition screens now ensure games on the new TwinStar WaveXL generate the kind of graphics only seen in high-end home theatres." Games available on this cabinet include enhanced versions of player favourites such as Dragon Spin Age of Fire and Cash Wizard World, in addition to Jin Ji Bao Xi - Endless Treasure and Jin Ji Bao Xi - Rising Fortunes.

When it comes to innovation, no series demonstrates Scientific Games' cutting edge-approach like the James Bond series and the line-up at G2E pushed boundaries further than ever before. The company showcased platforms

and innovative game mechanics through new titles that evoke the adrenaline and intrigue of the movies. Three new Bond titles were unveiled at G2E 2018, including: Die Another Day, Goldeneye and Live and Let Die.

Die Another Day (arguably the worst James Bond film ever made - who makes an Aston Martin disappear?), was one of the most talked about slot machines at the show thanks to its unique bonus event. The cabinet uses Pepper's Ghost technology. Pepper's Ghost is a special effects technique for creating transparent ghostly images. This technique has been a staple of theatres and haunted houses since John Pepper popularised it in the 1800s. It works by reflecting an image of the 'ghost' on a sheet of plexiglass. The Die Another Day cabinet uses the technique by mechanically sliding up the main curved monitor to reveal what looks like a large open space within the cabinet that's filled with floating images utilising the Pepper's Ghost technique. The effect is unlike anything seen in slot gaming to date and while an expensive showcase machine, casinos looking for something completely different have found the product that fits the bill.

The G2E show this year was awash with wheel spin games, but there was only one that fully engaged the player. U-Spin Cash Spin features a bespoke cabinet design. It's such a simple idea, but the exceptional execution of a wheel game in which the player mechanically spins the wheel themselves makes it one of the standout products of the show - and that's our words not Mr. Colella's. Players physically touch the wheel and spin it to generate a prize. It's simple, obvious, but hugely appealing due to the way in which the wheel has been implemented into the design and in the way it feels to spin the wheel yourself.

Wizard of OZ and Willy Wonka games also featured high on Mr. Colella's list of standout titles on the booth. Here classic movie fans are catered for with two new games based on the iconic movies: Munchkinland featuring The Wizard of OZ showcased on the new, Gamefield 2.0 cabinet; and Willy Wonka - Loompaland starring the Oompa Loompas of Charlie and the Chocolate Factory on the Gamescape cabinet.

Bringing all its themes together within its interactive theatre, Scientific Games showed customers how it is evolving entertainment by transforming the traditional casino into a dynamic space that offers unique social experiences, fosters player interaction and creates immersive environments. "By imagining how players will experience the casino of the future, Scientific Games is evolving land-based gaming and innovating a connected system from casino to mobile to home," explained Mr. Colella. Scientific Games Digital Open Gaming System (OGS) offers more than 2,000 online game titles from the company's nine in-house game studios and multiple third-party providers. The OGS portfolio boasts perennial proprietary favourites and world-famous licensed brands.

By imagining how players will experience the casino of the future, Scientific Games is evolving land-based gaming and innovating a connected system from casino to mobile to home. "Within Future Casino we are showing clients games pushed from a server utilising different form factors, such as table tops, tablets and mobile devices that free the player to explore the casino environment," said Mr. Colella. Our aim to make everything available on one device. On the tablet you not only have all our great slots, but poker and sports-betting content too. Making games more accessible is key and putting our games on a device that is accessible to everyone is the future of gaming. We know games are really popular, but adding new form factors gives players more chances to play those games, both within the casino and home environment."

On the theme of interconnecting all aspects of gaming, and while the US market pivots to engage in legislative sports-betting opportunities, Scientific Games showed how it is helping operators to control and manage their entire gaming eco-system. "Scientific Games is ready to help customers level up with the world's top sports betting solutions and ignite a fast-to-market, full-stack sports portfolio," explained Mr. Colella of the company's integrated sports book offer. Following the Supreme Court's ruling on PASPA in May, Scientific Games has been uniquely positioned to provide a full service sports betting product suite with unparalleled speed. At G2E, the company highlighted its innovative roadmap to help get sports-betting up and running quickly and set a foundation for continued growth and player engagement in the exploding US market.

"G2E is the perfect venue to showcase OpenBet, in which Scientific Games can partner with operators to offer a one-stop sports portfolio, which includes sports betting, retail terminals, portal, mobile betting, sportsbook operations, in-venue, and managed trading services," said Mr. Colella. "Scientific Games is completely equipped to offer turnkey services and support customers in growing their business to take advantage of this exciting new gaming entertainment opportunity."



Kubilay Ozer, JL Drapeau and Johannes Weissengruber at the G2E Las Vegas

## Dragon Egg lights the way in US for resounding success of Clover Link at G2E for APEX gaming

*Never before has APEX Gaming displayed such a comprehensive range of gaming solutions at a G2E show in Vegas. At this year's event, operators were introduced to innovative jackpot solutions, individual slots from the Pinnacle family, the EVO gaming platform, electronic roulette, iDROP Tito Table solutions for live gaming, live gaming tables, card shufflers, accessories and more...*

APEX's jackpot islands are already a well-known brand in the US, with the initial Dragon Egg and Leonardo's Code games bringing real alternatives to casinos. The latest solution, Clover Link, was met at G2E 2018 with even greater enthusiasm. Clover Link offers a total of four different games each with additional clover features.

Available in a series of jackpot hardware configurations: The Big Island Edition (eight slots, two banks), Round Edition (four slots, circular design) and the Wall Edition (which is flexible and expandable) enables operators to choose from a wide range of Pinnacle slots, including the Black Series, the 43ins. curved screen and Premium SL slant top with three-monitors.

Clover Link can be managed both for internal casino connections as well as across a wide-area networks, a flexible option that has been well received by operators who can use the many different island and wall-mount configurations to their best advantage.

The success story of APEX's iDROP continues with the latest addition to the family – the iDROPS, which was the focus for many visitors to the stand. It can manage 250 bills (and tickets) at one time at a validation rate of up to six per second, making it ideal for players depositing a large number of bills at the table. It also provides the casino with the option to use the iDROPS to exchange large volumes of bills for a single Tito ticket, maintaining the continuity of the game by eliminating large buy ins and increasing hands per hour.

The electronic roulette solution from APEX gaming is also enjoying success in the US. The APS – APEX PLAYER STATION – is not only

available as a terminal-based solution, it offers four additional table games (Baccarat, Sic-Bo, Black Jack, Bingo) as well as APEX Slot Games. Another great advantage: it can be linked to up to four separate roulette wheels – both electronic and/or live.

The entire live gaming range was also on display – including live gaming tables and a series of innovations, including the Ball and Dice Tester and the Roulette Wheel Leveller with a leveling base. Card shuffling plays a key role in casinos and here the Shuffle King 6 again made a strong impact as it can automatically shuffle up to six different decks of cards. The Shuffle King 2, which is the single deck option, was recently released to the North American market with its debut at the new Four Winds Property in South Bend Indiana with great success.

APEX's focus was not just on products at G2E, but also on support. Apogee Gaming is the distributor for APEX gaming in North America. Under the leadership of JL Drapeau, APEX provides professional service, being completely dedicated to its customers. Kubilay Özer, Global Sales Director at APEX gaming, commented: "We are used to being rushed off our feet at the ICE. Now we can say the same of the G2E show in Las Vegas. Our expectations were significantly exceeded. We are proving ourselves in the American gaming market by bringing innovations in many areas that are technically proven, a pleasure for the players and simple to operate. We take service very seriously and I'd like to thank JL and his team for their extra-special focus. I'd like to conclude by thanking everyone who came to see us. We are proud that you took the time. Once again we lived up to our motto – taking gaming to the next level."

# CONGRATULATIONS!



Left to right, AGEM President Tom Nieman, Gavin Isaacs, Frank Legato and AGEM Executive Director Marcus Prater celebrate during G2E on Oct. 10 in Las Vegas



Jens Halle

**Gavin Isaacs and  
Frank Legato selected  
as recipients of AGEM  
Memorial Awards honoring  
the legacies of Jens Halle  
and Peter Mead**



Peter Mead

The Association of Gaming Equipment Manufacturers (AGEM) is proud to award the Jens Halle Memorial Award Honoring Excellence in Commercial Gaming Professionalism to Gavin Isaacs and the Peter Mead Memorial Award Honoring Excellence in Gaming Media & Communications to Frank Legato. Currently Vice Chairman of the Board of Scientific Games, Isaacs, 54, has a long history of customer-focused success and respect in the global gaming industry, including serving as CEO of SHFL entertainment, CEO of Scientific Games, COO of Bally Technologies and President of Aristocrat Americas. With a background in gaming dating back 35 years, Legato, 61, has served as Editor for Global Gaming Business (GGB) magazine since 2002 and has been the leading voice for new slot titles and gaming technology from both the industry and player perspectives for many years. AGEM originally launched this unique annual awards program to acknowledge the lasting impacts on gaming by Halle and Mead, two distinctive industry veterans who passed away unexpectedly in 2015.



# Samsung made a statement of intent at the G2E show bringing its brand to gaming

*When the Peppermill Casino in Reno, Nevada wanted to build on its reputation for running the best sportsbook in the resort city, it concocted an ambitious renovation plan that involved creating a vast, curved LED digital signage videowall to make its betting proposition one of the most impressive and immersive in the US*

The Peppermill's in-house content and AV team worked with Samsung and partners to install a 110-ft. wide, fine-pitch LED digital signage wall in the high profile sports book in fewer than 10 days, without shutting the area down. Joe Ness runs the content and AV teams at the casino and across the Peppermill properties, and regularly uses custom-shot HD video on large-format displays to add visual interest. "We couldn't change the size of our sportsbook," he commented, "but what we could do is install a display, with curves, that could be as elegant and impactful as possible."

The Peppermill's pro AV team was already a big Samsung customer for flat panel LCD displays, and opted to use Samsung's direct-view LED digital signage for the renovation, determining that it works better, looks better and lasts longer.

Speaking to Samsung Executive, Mario DiAntonio, he explained that the 110-ft wide signage wall not only had to look impressive, but fit a tight budget

Samsung Executive, Mario DiAntonio



too. To achieve Peppermill's goals, Samsung delved into its range of screen solutions, from rectangle, square, concave and convex screens to provide the perfect fit for the space available.

"It's not about simply putting screens on a wall," described Mr. DiAntonio. "Samsung has invested in LED processing technology that can create images in 1080p or 4K that comply with HDR10 standards. These screens are capable of displaying four billion colours utilising Samsung's Quantum Dot technology to create stunning display solutions such as the one showcased at the Peppermill Casino in Reno."

Samsung was exhibiting for the first time at the

G2E show in Las Vegas with a view to building brand awareness on the back of the Peppermill installation and ahead of what looks to be an expansive period for sports books in the US. All Samsung's commercial products come with a three year warranty and the LED displays are built for an impressive 11.5 year lifespan.

"The installation at the Peppermill casino is an amalgamation of what we have learned from other industries," explained Mr. DiAntonio. "Samsung is not a TV company or phone company, we are a supply company. From security room solutions to vast complex signage wall solutions, Samsung has a product to fit the needs of the competitive casino industry of today."

## Company's Epic Edge TITO printer headlines TransAct's one-stop-shop display at G2E 2018

*TransAct Technologies' ground-breaking Epic Edge ticket-in/ticket-out ("TITO") printer provides an edge over the competition when it comes to creating razor sharp barcodes and eye-catching graphics on printed tickets across their gaming floors*

Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "At the 2018 Global Gaming Expo in Las Vegas, we are asking attendees a simple question: why buy old print technology when you can add the best-in-class Epic Edge to your gaming floor? We are demonstrating what 300 dpi print quality can do for printed tickets and how the razor sharp barcodes and graphics on those printed tickets can dramatically improve gaming floor operations. The Epic Edge is the embodiment of our continued commitment to remain a partner of choice thanks to our unmatched customer service and customer-centric innovation which allows TransAct's solutions to meet customer performance and efficiency needs while creating a gaming floor experience that keeps players coming back for more."

Currently being installed and approved by the leading gaming device OEMs, operators selecting the Epic Edge will benefit from a number of significant technology enhancements led by its 300 dpi print resolution. Representing a 50 percent

improvement over current industry offerings, this unmatched new standard in print resolution easily delivers sharper barcodes for better ticket acceptance which will drive a real reduction in attendant calls and a tangible improvement in floor performance.

The Epic Edge's 300 dpi print resolution also create eye-catching, dynamic graphic images on printed tickets, making it ideal for implementation alongside bonus applications such as TransAct's Epicentral. Additionally, the Epic Edge allows for firmware updates via a full speed USB 2.0 connection or directly via a micro SD card, driving increased convenience and making the process of updating firmware speedier than ever. Other features of the Epic Edge include a single rugged outer chassis with colour coded rails, numerous port options (Serial, USB and Netplex), hot swap capability to eliminate game downtime and a faster ServerPort connection. Operators will also benefit from its adjustable ticket bucket which can accommodate standard and smaller, paper-saving tickets.

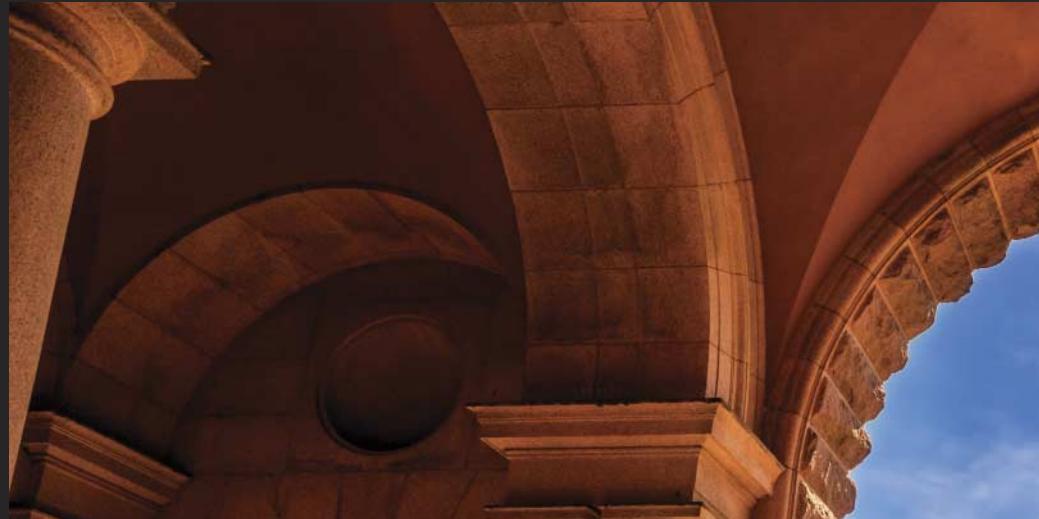


TransAct's Rob Denham and Bart Shuldman

TransAct also showed its Epicentral in-casino promotions and bonus offerings. Epicentral and the Epicentral Systems Edition ("Epicentral SE") returned to the G2E 2018 show floor where TransAct demonstrated with show attendees how they can easily bridge the gap between the slot machine and the reward of a printed ticket thanks to the software suite's unmatched capabilities.

# Interactive

**SWEDEN - RE-REGULATION  
ENGAGING BEYOND BONUSING**



Operators must step outside their comfort zone in the Swedish market and engage with players in a restricted environment due to legislation



**Mikael Hansson,  
CEO, Interactive**

## Rethinking the approach to player engagement

Interactive CEO Mikael Hansson highlights how bonus limitations within Sweden's newly re-regulated market will force the industry to reconsider the way it targets consumers

The biggest shake-up to Sweden's iGaming market is only around the corner now, but it is still unclear as to how the territory will unfold once the new regulatory framework comes into effect from the beginning of 2019.

Much of this uncertainty stems from the bonus limitations, with operators limited to pushing just one welcome offers to each player. Promotional bonuses form an integral part of most operator's acquisition and retention strategies, and the restrictions imposed are likely to cause a headache for marketers.

It will be interesting to see how the industry adapts to the framework. There are suggestions that some of the bigger groups are applying for multiple licences in a move to dodge the limitations and recycle the offers across their brands.

It's up for debate as to whether this approach would work, but what's evident is that the new rules introduced by Sweden brings into focus the industry's reliance on bonusing when targeting new and existing customers.

GDPR has already scrutinised the way in which companies communicate with their players, ever since the enforcement back in May. The four-letter acronym was dreaded by some, but the new rules have ultimately benefitted end users as it requires all of us to treat them with more

respect. It has led to fewer spam emails, as well as companies ensuring they handle their customer base's data more efficiently.

Sweden's move to limit bonus offers should be viewed as a watershed moment for the industry as to how we engage with players.

### **GET TO KNOW YOUR CUSTOMERS**

It is well established that bonus offers are an effective tool to grab the attention of customers, but they fail to drive any sort of loyalty. Those attracted to free bets or spins are more than likely to switch brands in search of the next incentive. However, as the European iGaming industry matures, offers like these are having less of an impact than they once did.

Bonus hoppers may provide a short-term spike in customer deposits, but you get far better results through loyal players or those who have been reactivated, delivering a steady flow of revenues.

How do you keep them engaged? Of course, content will play a big factor in what keeps players coming back for more. However, there's something to be said for building close relationships with customers that helps to improve trust and loyalty.

Now is the time to engage with your customer base by talking to them on an individual basis to



understand exactly what they want from their gaming experience, rather than send them an array of offers.

Through a simple phone call, you can build up a relationship much quicker than a generic email bonus offer. Rather than cold call customers with an offer they cannot refuse, the most effective approach is to ask them what kind of content they prefer, and the reasons why they have become inactive. The conversation is effectively a unique moment to interact, engage and communicate with your customers, whilst allowing our agents to build up a picture of the player's likes, dislikes, and current circumstances.

These calls can also help to identify problem gamblers when talking to them directly. Whether there are issues with age restrictions or problem gamblers, operators can make note of the individual's details to ensure they aren't contacted again.

Rather than cold call customers with an offer they cannot refuse, the most effective approach is to ask them what kind of content they prefer, and the reasons why they have become inactive. The conversation is effectively a unique moment to interact, engage and communicate with your customers, whilst allowing our agents to build up a picture of the player

In addition, personal phone calls are an effective way to help operators differentiate themselves in a saturated marketplace, by offering excellent customer support. Going the extra mile can make a real difference and improve a brand's reputation showing they truly care for their customers.

Through our experience of customer support at Enteractive, we have found that quality relationships can create up to 10 times longer connections and improve loyalty among players.

By talking to players and listening to their needs, operators will soon reap the benefits of taking this alternative approach to player engagement.

As we roll into the New Year, Sweden will remain a hot topic of industry discussion from those eager to assess how re-regulation will impact the iGaming market. With limited bonusing to lean on and increased regulatory scrutiny, it is time to reconsider how we all engage with players and the best approaches to drive loyalty.

# Interactive

GREENTUBE - CREATING GAMING BRANDS

## Winning chances – creating definitive online slots titles

Offered the chance of an exclusive interview with Vienna-based Greentube's Chief Financial and Games Officer, G3 leapt at the opportunity to pick the brains of Michael Bauer ahead of the industry meet 'n' greet calendar event that is SiGMA



**Michael Bauer  
CFO/CGO Greentube**

We are looking at expanding into the Americas by entering Columbia most probably this year. The process in Columbia is that we will start with a predominately land-based portfolio, content that is performing well in the market, and then add a selection of our best online titles.

### Could you explain the process in which Greentube curates its games offer?

Greentube collaborates with various development studios inside and outside the NOVOMATIC Group. We have in-house content production and based on the strength of these development studios, we try to create a diverse games offer that addresses a large group of players and ensures our offer is as interesting as possible for online operators. And it is always a mix between land-based proved titles and online first titles.

Greentube only supplies to regulated markets. Our focus is still Europe at the moment and we are looking at expanding into the Americas by entering Columbia most probably this year. The process in Columbia, for example, is that we will start with a predominately land-based portfolio, content that is already performing well in the market, and then add a selection of our best online titles. Once we see emerging trends, we can continue to produce in that direction and if there is some new content rolled out in the land-based area, we also try to develop it for online.

### When you select a game from the Novomatic portfolio for release online, what are the



### timescales involved and what processes does the game undertake within Greentube before release?

If the game is already fully developed for land-based, we first contact the studio that has produced the game. Some of those studios are also actively producing these games on the Greentube SDK – meaning for our online channels.

We can also produce that game in-house. Based on the complexity of the game, this will take a few months up to half a year until the game is finished. From that point it goes into our QA and we start developing the marketing material. Once QA is finished, we'll go into the licensing process to get the product licensed for the different markets. Afterwards, once the definite go-live date has been defined, the game lands in our release roadmap and is available for our B2B partners.

### What are the most difficult elements to translate from a land-based to online game?

Land-based versions have more screens, bigger sizes, some of the games even have additional elements like vibrating chairs and other



equipment, and it's obviously difficult to replicate all of that experience online. We try to replicate the land-based game at its best and to make the optimal product for online. We try to be as close as possible from a graphics perspective, while the math and game mechanics are replicated.

**Games are becoming increasingly narrow-casted, in that they are created to appeal to a very defined player, as opposed to a more general player-type. Is this good for the industry in the long-term and does this limit the appeal/lifespan of games?**

We have always focused on different player groups in the development of our games, but we also develop market-specific titles. For us, the Spanish player is different from a UK player, from a Nordic player or a Romanian player. All of these markets even in Europe have different tastes and we try to accommodate each of them.

**Who do you create games for – the operator/customer – or the end user, the player? How difficult is it to satisfy both and are the objectives different or the same?**

We create games for the player because if the

players like the game, it's the operators who will benefit anyway. We are trying to select, together with the operator, the games from our portfolio that best fit their player group.

Some of the bigger operators have a unified marketing strategy, one that they ideally launch in as many markets as possible. In that case, a game that is developed for a specific market might not be as appealing to a player in another market, so we work with operators to ensure the game selection is more local.

**How do you create distinctive long-lasting games brands in a space that is churning through titles so quickly?**

There is no magic recipe on how to create games that are long-lasting and will be a definite success. We are building on our long-standing experience as a producer of a few of the most successful titles to create an experience that gives the game a chance to being a success.

**How do you ensure your games jockey for position amongst endless menus of games?**

Our sales team has good relationships with the operators to make sure they are supplied with

the games that best fit their player groups. Based on the success of previous releases, we try to get better positions with the clients. Ultimately, the success of the customer is beneficial for us and we work extremely hard to do what's best for them.

**Is online games development becoming a 'fast churn,' with too many titles being launched without focus, balance or longevity?**

The number of game developers in the market is extremely high at the moment and we expect further consolidation in that market – based on price and regulatory pressures. And this will give quality producers room to develop new games.

**What can you tell us about the games you are working upon right now and about your forthcoming release schedule?**

We are focusing on developing games for new regulated markets that will open in the near future, such as Switzerland, the Netherlands and certain jurisdictions in the Americas. This again strengthens our message that we are only active in regulated markets.

# Interactive

MALTA - SiGMA 2018

## EvenBet Gaming set to launch NoLimitCoin in Malta for SiGMA 2018

EvenBet Gaming invites SiGMA 2018 attendees to visit its booth - ST200



EvenBet Gaming is an innovative online gaming supplier, breathing new life into the poker and DFS verticals. Its world-class poker offering also features casino games platforms and "snackable" slots. Proven to have a positive impact on engagement, retention and bottom-line, EvenBet's sophisticated yet easy-to-integrate poker products deliver benefits across any number of KPIs – especially as reliable cross-selling techniques and user-engagement have become ever more elusive in the tightening grip of industry regulation post-GDPR.

EvenBet's leading poker products, which have been reinvigorating the vertical for global partners this year, now includes a Multi Game format which delivers a deeper dive for player-engagement. Over in Asia, EvenBet's new mobile Poker Clubs app has been capitalising on the escalating smartphone adoption rates for gaming in many Asian markets, allowing club managers to host run private poker communities with their own tournaments and tables for the first time. The biggest breakthrough, however, has recently arrived with the NoLimitCoin launch, fronted by two-time WSOP champion Johnny Chan, and offering a world-first in its no-rake offering. With EvenBet, the crypto-currency future is now an accessible reality.

## €50,000 Hackathon prize up for grabs at SiGMA 2018

DAO.Casino invites developers to get creative and join a DAO.Casino Blockchain Game Jam - a hackathon dedicated to blockchain technology and iGaming. Hang out, attend smart contract websites and win fantastic prizes worth up to €50,000.

We will centre the hackathon on decentralised protocols and systems that will change the landscape of iGaming forever.

DAO.Casino Blockchain Game Jam will kick off on November 28th and last until November 30th, at SiGMA 2018 next to the main conference room.

Enteractive CEO Mikael Hansson

## Improving player engagement with Enteractive

*Enteractive, the leading retention solutions provider, is set for its biggest SiGMA yet where it will demonstrate how operators can improve their approach to player engagement within the industry's ever-changing regulatory landscape.*

Based at stands ST106 and ST125, the Enteractive team will be on hand to guide delegates through its Player Reactivation Service, which is designed to turn churned players into active users via its unique one-to-one personal phone calls.

The company will also exhibit its Customer Support service, which improves the relationship between operators and their active player base with quality support, leading to increased loyalty.

With GDPR now enforced, as well as Sweden's move to limit bonus offers within its newly re-regulated market from next year, Enteractive CEO

Mikael Hansson believes now is the ideal time for companies to reconsider the way in which they engage with players in order to drive loyalty.

"As the iGaming industry matures and increased regulation kicks in, the need to develop closer relationships with players will become increasingly important, especially with fewer incentives to lean on to keep them engaged," says Hansson.

"SiGMA provides us with a great opportunity to highlight how our services can solve this challenge and drive customer lifetime value for operators."

## FSB to showcase its range of technology at SiGMA

*London-based FSB ([www.fsbtech.com](http://www.fsbtech.com)) has created the industry's most scalable, flexible, and efficient sports betting and gaming platform.*

Utilised by operators on four continents, the modern technology is designed for the demands of live betting and a fragmented regulatory landscape, providing light physical deployments worldwide backed by centralised control systems.

Available as a fully-managed service or an enterprise solution, the system allows partners to use FSB's software platform to run their own business the way they want.

The platform is integrated with the industry's best casino games suppliers. FSB provides brands with everything needed to run a responsible sports betting and gaming business, complete with full reporting, social responsibility tools, bonusing tools, segmentation, payments and data analytics.



FSB's product portfolio also extends to hardware, with self-service betting terminals that complete the cross-section of all customer touchpoints, building a bridge to the ultimate user experience. FSB's core sportsbook backend powers digital and retail simultaneously, providing management efficiency for operators and, more importantly, a seamless journey for customers.



Elaine Gardiner, Head of Global Gaming Affiliates

## Global Gaming launches new Affiliates Programme

*Global Gaming will be showcasing its newly-launched affiliate programme at this year's SiGMA exhibition.*

Global Gaming's affiliate programme, which has already attracted strong interest, allows affiliates to work in conjunction with Global Gaming to promote its products, including flagship brand Ninja Casino, which offers one of the fastest and most hassle-free online casino experiences in the world.

Global Gaming Affiliates aims to provide a high-level service with a tailored approach to each partner, giving them all the tools and support they require to achieve outstanding results.

Delegates attending stand S275 will be able to find out more about the program's innovative sick pay initiative. The first of its kind scheme lets affiliate

partners receive up to three months of commission, based on an account's last six months of earnings, if they are unable to work due to a serious illness or other event.

Elaine Gardiner, Head of Global Gaming Affiliates who will be at the show, says: "Since launching earlier this year we've generated great traffic and SiGMA is the perfect platform for us to showcase why Global Gaming Affiliates is the program of choice."

In addition, Global Gaming's advisers will be on hand to reveal all the latest career opportunities available at the industry's most innovative and disruptive operator.

## iSoftBet is set to premiere new Christmas game at SiGMA - The Nutcracker

*iSoftBet is a premium online and mobile casino software and games supplier, providing leading i-gaming products to some of the world's largest and most successful online casino operators.*

iSoftBet's games suite includes a wide range of more than 150 proprietary video slots, table games, exclusive branded games from some of the world's largest TV and movie production, and an advanced Game Aggregation Platform (GAP), allowing iSoftBet to offer online casinos rapid, one-time integration to more than 1500 titles sourced from over 30 of the industry's leading online and mobile game software providers.

Exhibiting and sending its senior management team to represent iSoftBet at SiGMA is a priority for the business. Alongside showcasing its entire portfolio of leading games and its most successful titles of 2018, it will also present several major future releases including Imperial Wealth, its first



ever Christmas release The Nutcracker and 3888 Ways. Going above and beyond to ensure its operator partners receive the latest and most innovative content platform capabilities is a core priority for iSoftBet. This year's SiGMA event will see the company demonstrate its latest, enhanced Free Rounds tool, as part of its comprehensive back office system that allows operators to create bespoke promotions, offer a wide range of player bonuses and rewards, and harvest and track real-time game performance data.

Operators will find the tool even easier to use when creating free rounds promotions for their players, but not only can iSoftBet customers create promotions on iSoftBet games, they can also create them across games offered by other providers through iSoftBet's GAP platform – an area of innovation that is unique to the business.

## Pragmatic Play's biggest presence ever at SiGMA

*Pragmatic Play offers innovative, regulated and mobile-focused gaming products. Pragmatic Play's passion for premium entertainment is unrivalled.*

Pragmatic Play strive to create the most engaging, evocative experiences for all our customers across a range of verticals, including slots, live casino, bingo and other games.

Pragmatic Play's Games Library contains unique in-house content consisting of over 100 proven HTML5 games, available in many currencies, 26 languages and all major certified markets.

Pragmatic play has also recently diversified its portfolio into the live casino vertical after recently acquiring Extreme Live Gaming, to further enhance their expanding product portfolio of video slots, scratchcards and bingo.

This year marks Pragmatic Play's biggest ever presence at SiGMA, with Pragmatic Play having one of the largest stands in the event, where they will be showcasing their exciting new releases, including Da Vinci's Treasure, Ancient Egypt Classic, and Vegas Magic.

Pragmatic Play are also the headline sponsor of the official closing party at SiGMA this year, hosted at the Hilton Malta.

## Habanero making strides across European marketplace

Quality slots and table game provider Habanero will arrive at SiGMA with its sights set on further expansion in Western Europe.

Making their debut as an exhibitor this year, the supplier brings with it a wealth of high-quality HTML5 titles in its 123 game portfolio, all designed to entertain and immerse players.

There are 33 games certified for a total of nine European jurisdictions concurrently, including the UK, Isle of Man, and Italy. Certification across a total of 12 European jurisdictions remain a continuous and ongoing process.

Habanero has made big steps into Italy and the burgeoning European market already this year having made a concerted effort to widen its reach having established itself in Asia.

Already this year Habanero has released a wide-number of slots designed to appeal to players in the market, including Jump!, Egyptian Dreams Deluxe, Ways Of Fortune and Fortune Dogs.

These releases, as well as agreements with the likes of PlayAGS and iForum, has helped the provider deliver its full range of offerings to European operators.

It also boasts deals with operators StanleyBet, Planetwin365, Microgame and most recently Codere, with all benefiting from its full portfolio, skilled managers and operating software.

# Interactive

BIG DATA AND GAMING ANALYTICS

## Big data and analytics: the safest bet in the gaming industry?

Digital customer experience solutions expert, Glassbox, signed a deal with BetVictor to record, replay and analyse customers' behaviour. Glassbox's Taron Morgenstern explains why...



**Yaron Morgenstern,  
CEO, Glassbox**

Yaron Morgenstern has been the CEO at Glassbox Ltd since October 2015. Prior to this role, Yaron served as General Manager of Financial Markets Compliance at NICE Systems. He led both the NICE Trading Floors & NICE Actimize Capital Markets Compliance groups, and was responsible for the execution of the unique Holistic Surveillance vision that combines trade and communication surveillance capabilities. Yaron oversaw product creation, solution delivery, go-to-market planning, and client relationship management activities across NICE compliance solutions. He was responsible for growing market-leading position and ensuring continuous innovation, decision making, and agility to meet the needs of financial firms around the world. Yaron also holds a B.S. in Industrial Engineering and MBA from Ben Gurion University in Israel.

Imagine if you could sit behind every one of your online players while they interact with your site or mobile app. You could see exactly what they see in real-time, experience their frustrations, and understand why they acted and responded the way they did.

It might sound impossible – at least without investing in a lot of man power – but with the big data analytics and session replay tools available today, this dream scenario is now becoming a reality.

Millions of people gamble online every day and each time they log on, they leave a unique digital footprint in their wake. This data represents a potential goldmine for gambling firms, holding valuable insights into player and site behaviour at each step in the customer journey. Yet, despite its potential value to the industry, there's never been a way of collecting this information in a format that could be accessed and analysed efficiently and effectively. But now, that's all changed.





When a website isn't behaving, or a mobile app is crashing, gaming providers need incredibly detailed data to resolve the problem quickly and efficiently. There are so many variables that could cause a problem and it may only be a certain subset of customers that are affected.

By uploading a simple string of JavaScript to your site, it's possible to track and record every customer journey, including mouse movements, mobile gestures, typed-in information and exact details of what appeared on the screen at any particular moment. These insights can then be replayed as needed, providing a 360 view of each and every customer and bringing a multitude of opportunities to transform how gambling sites manage the customer experience, handle disputes, fight fraud and build a more responsible culture.

#### OPTIMISED CX

Despite impressive growth, the gambling market is fiercely competitive, with new platforms entering the space all the time, each with a slightly new offering or innovation. Differentiation is key to attracting and retaining customers, and the stakes are high, with 38% of CEOs concerned about the speed of technological change when considering their organisations' growth prospects.

Customer expectations and demands are also evolving fast, with millennials rapidly becoming a top priority for the sector. Mobile gambling increased by 10% in 2017, while laptop and desktop play continues to decline, which means players are looking for faster and more responsive interfaces. And if they aren't satisfied, they won't hesitate to go elsewhere, with Kissmetrics.com finding that over half of all online users will bounce from a site once they get frustrated or have a negative experience. All these factors mean providing a user-friendly customer experience is paramount.

But customer experience is, by its very nature, extremely subjective and when viewed from their internal systems, betting companies have a limited perspective. They can, for example, see how fast pages are loading and rendered to the customer, but that leaves a whole host of factors which aren't visible. What is influencing that slow speed? What impact does it have on customers? Which pages pop up? How does the website really appear and how responsive is it?

Without big data and truly accurate session replay capabilities you can't achieve that customer perspective. For example, a football fan may be trying to put a bet on during the game saying his team will score in the next 10 minutes. But if the page takes too long to load, and they can't bet because they missed the goal, you're going to have an unhappy customer. With real-time analytics and session replay, it's possible to see whether it was a problem with

# Interactive

## BIG DATA AND GAMING ANALYTICS



the network, the website/or app, or the customer's device, in order to make changes to rectify that.

When a website isn't behaving, or a mobile app is crashing, gaming providers need incredibly detailed data to resolve the problem quickly and efficiently. There are so many variables that could cause a problem and it may only be a certain subset of customers that are affected. Using advanced analytics, you can see whether the issue is impacting a specific device or OS or a combination of factors. It means we can pinpoint the problem, its root cause and resolve it much quicker.

As well as resolving issues, these sophisticated digital analytics solutions also enable gaming providers to optimise the customer experience by identifying what aspects of the UX are most effective for certain customers. This was the case with BetVictor, which wanted to have a complete picture of what actually happens in each interaction with their customers and why they behaved the way they did.

As well as resolving issues, these sophisticated digital analytics solutions also enable gaming providers to optimise the customer experience by identifying what aspects of the UX are most effective for certain customers.

So, for example, they might have a record that 'Customer A' bet £20 on a particular event at a particular time using certain odds, but they wouldn't have a picture of the context of what the person saw on the screen or the environment around him. Were personalised ads on the screen when the customer placed a bet? How long did they spend in certain areas of the site, and where was the mouse hovering at the time? BetVictor is now in a position to enhance those tactics that prove to be particularly effective.

### CUSTOMER SERVICE, DISPUTE RESOLUTION AND FRAUD PREVENTION

Having this 360-view of the customer journey also streamlines the handling of customer service queries, complaints and disputes, giving call centre representatives the full picture of exactly what has occurred when responding to customers. For example, betting firms frequently face disputes from customers, claiming perhaps that the system had recorded their bet incorrectly. Managing these types of queries when you only have one side of the story is problematic, because the customer may not remember exactly what happened, may be missing out crucial details, or acting fraudulently.

Using big data analytics, the customer service team can now see within seconds whether a customer bet £20 or £200, by looking at the visual replay of what they actually keyed into the website, and other factors that may have influenced that. It means faster resolution of disputes, reduced cases of fraud, more efficient customer service operations and more satisfied customers. Meanwhile, having an overall view of mistakes and errors, whether reported or not, is invaluable to understanding why they occur and how the UX can be changed to minimise the

risk and exposure for the organisation going forward.

### RESPONSIBLE GAMBLING

Customer experience is one side of the story, but there is also a growing feeling that betting firms are going too far in pushing people into gambling, with irresponsible advertising and incentives. The government gambling review published in October 2017 brought in a raft of new measures and protections, including raising standards on player protection, introducing new advertising guidelines and calling on gaming providers to step up their responsible gambling initiatives. Many of the leading providers are now taking steps to tackle the issue and big data combined with digital analytics and session replay can play an important role here too.

Online betting firms are under pressure to demonstrate that they are being proactive in identifying vulnerable individuals, reaching out to them, helping to re-educate and stop them going too far. Previously, it was difficult to know who these people were, and track them across different providers, at least until it was too late. But with big data analytics, it's now possible to spot red flags sooner, by monitoring customer behaviour in real-time. Deep player insights mean companies can identify signs that individuals may be addicted to gambling, and take action by offering help, more attention, setting more responsible limits or barring them from the site altogether.

Trust around the online gambling industry has taken a knock in recent years, but the industry has an opportunity to rebuild its reputation, create a more sustainable business model and continue to deliver a satisfying and engaging experience for the customer. Big data has a vital role to play in achieving that.



# BRINGING THE WHOLE INDUSTRY TOGETHER



[www.eagexpo.com](http://www.eagexpo.com)

[www.attractionsexpo.co.uk](http://www.attractionsexpo.co.uk)

15<sup>th</sup> - 17<sup>th</sup> January 2019  
ExCeL London Exhibition Centre

EAG produced by  
**bacta**  
Empowering the UK's amusement machine industry

## Shanghai Godfather Online Slots SA Gaming

SA Gaming has launched a new slot game, Shanghai Godfather. The slot is themed around Shanghai in the 1930s, a period in which it was the bold who got the gold. With a 3x5-reel 30-line slot, Shanghai Godfather incorporates a free game feature in which free spins are awarded when a certain amount of scatter symbols appear on screen. The feature means that players have more chances to play, making the game more attractive.

Shanghai Godfather has added a brand-new mysterious wild feature, which can be triggered on both the base game and the free game.

Once triggered, players will be awarded with one of the three additional wild types (extra wild, extra reel wild and bomb wild). These additional wild types give players more wild Symbols on the reels. This means more chances for players to win and rule Shanghai Bund.

SA Gaming invites players to enter the world of Shanghai Godfather.



## Master Chen's Fortune Online Slots Pragmatic Play

Pragmatic Play has released its latest immersive slot, Master Chen's Fortune. The 3x5 video slot is filled with beautifully crafted oriental symbols, many of which represent good luck, and features a brightly coloured background and immersive soundtrack, drawing the player into the world of the game.

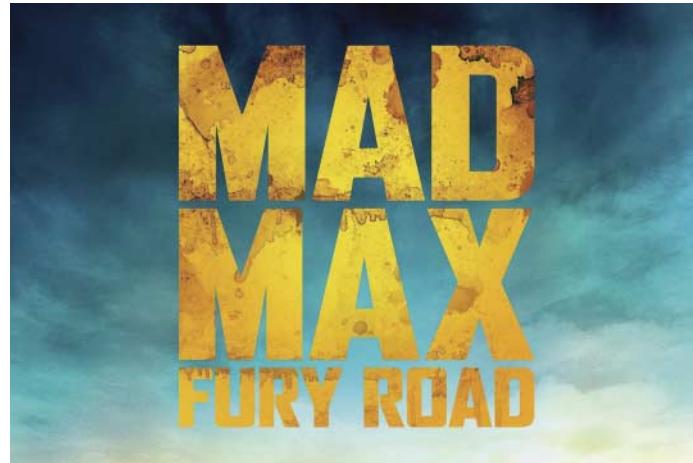
Players can win both right to left and left to right, with plenty of win lines available. If the player encounters the Maneki-neko they can multiply their total bet, while the Master Chen symbol acts as the wild.

## Mad Max: Fury Road Casino Slots Aristocrat

Aristocrat, in partnership with Warner Bros. Consumer Products, premiered the new Mad Max: Fury Road Slot Game at the Global Gaming Expo in Las Vegas, held at the Sands Expo Centre last month.

"Warner Bros. Consumer Products has been a longtime partner and our customers have been big fans of all the game themes we've collaborated on to create. Now we're very pleased to announce the newest game inspired by the thrill and excitement of 'Mad Max: Fury Road' for our customers and their players," said Aristocrat Senior Vice President of Marketing and Gaming Operations Siobhan Lane.

The Mad Max: Fury Road Slot Game



will appear on Aristocrat's stunning new Edge X cabinet, with dual 43ins. landscape curved LCD's displaying panoramic views and stereo symphonic surround sound, making it the perfect setting for the high-octane Mad Max theme. The game will feature the fan-favorite characters from the film, including Mad Max, Imperator Furiosa,

Immortan Joe, Nux, and more.

Aristocrat's portfolio includes several other Warner Bros. Consumer Products licensed titles such as the soon- to-be-released WESTWORLD slot game, as well as The Big Bang Theory, Batman Classic TV Series, Dumb & Dumber, A Christmas Story, and others.

## Swiss Orange Casino Slots Euro Games Technology

Since May, Euro Games Technology and E-Systems, the long-term and exclusive distributor of EGT's products in Switzerland and other European jurisdictions, have launched the Swiss Orange Collection in most Swiss casino operations.

Powered by the reliable Exciter III platform, the multi-game is the latest edition of the highly successful Collection Series and contains 48 different titles, a great mix of EGT's proven performers, as well as 19 brand new games for the local market.

The Swiss Orange Collection is available in most EGT cabinets, such as the innovative Super Premier and Super Premier 75, the stylish and curved P-42V Upright and Slant Top and the timeless classics P-27/27 St, P-27/27 St Slim and P-24/24 Up. The premiere of the multi-game in Switzerland took place on May 30 at Casino Pfäffikon-Zürichsee, part of the Swiss Casinos Group, launched in a pair of Super Premier cabinets. Since then many more Super

Premier machines with their eye-catching design and comfortable multimedia chair were rolled out together with other available slot models all over the country and stormed to the top of the popularity lists quickly.

Casino Courrendlin, part of the Groupe Barrière in the French speaking part of Switzerland, placed a pair of Super Premier cabinets along with a pair of P-42V Curved Upright machines and the initial reactions of their players were very enthusiastic, followed by highly positive feedbacks.

Just in time to be prepared for their guests, expected during the upcoming snow skiing season, Casino Bad Ragaz also welcomed two Super Premier and two P-42V Curved Slant Top cabinets as some of its highlights for the visitors.

EGT continues to develop the Swiss market and builds on the huge success of the Swiss Orange Collection, following up with a second multi-game of the Collection Series especially for the country – the Swiss Red Collection, which has just become available. It also contains 48 games, adding another 12 new titles. This is



how EGT has released a total of 31 brand new games for Switzerland only in 2018, a proof for the company's commitment and willingness to constantly give more to both operators and players.

# Mysterious Atlantis

## Online Slots Synot

Hold your breath and take a dive into the mythical underwater city that has been lost for many years, yet hides an unspeakable treasure. Beautiful antique design depicts three different mermaids, each representing different respin feature. Mysterious Atlantis is a five reel slot with 15 paylines and offers a medium level of volatility with a max win of 100x.

First of the three mermaids is Thalia (Red Mermaid) has a transforming power. She can



change all symbols on the reel with the highest count into her own symbol. Melite (Purple Mermaid) has an expanding power and also

changes position with each respin. Dione (Green Mermaid) has a power to multiply, adding one extra Wild with each respin.

## Super Premier 75

### Casino Slots EGT

EGT's Super Premier 75 is now offering high-level gaming services to the guests of the newly built Sanary-sur-mer, the latest member of the Vikings Group's family. The casino's hall is equipped with 150 slots and table games, including blackjack and electronic roulettes.

"The installation is a result of our long-term partnership with the operator and of the high performance of our products shown locally," commented Borislav Prokopiev, regional sales manager of EGT for France, Monaco and Belgium. "The Super Premier 75 is one of our most innovative slot cabinets and now it has been given a central place in casino Sanary-sur-mer, where it will also reveal its potential to the fullest extent very soon."

Featuring a 75ins. portrait-oriented curved monitor, elegant



LED illumination and comfortable multimedia chair with high-quality stereo speakers and game and sound volume control, Super Premier 75 is immediately attracting the players of every gaming establishment where it has been installed. Powered by the latest platform of EGT – Exciter III, in France it is mostly preferred with the Red, Orange and Green Collection multi-game mixes. Each of them contains 48 titles with different storylines, among which are 20 Super Hot,

Amazons' Battle, Almighty Ramses II, Thumbelina's Dream and many more.

"Super Premier 75 is definitely among the products that will strengthen our position in the local market, creating opportunities for more deliveries of our machines in the country. I appreciate our partnership with Vikings Group and am looking forward to developing it further in future," concluded Mr. Borislav Prokopiev.

## Nectar's Treasury

### Jackpot Casino Slots

#### DLV

One of the highlights of the recent G2E show in Vegas was the presentation by DLV of its latest games, including the new Nectar's Treasury Jackpot.

Nectar's Treasury Jackpot is 4-level jackpot with an interactive game, which can be linked with the Silk Flower Jackpot, which is well-loved by European clients, as well as clients from North and Latin America. The jackpot's game list contains all the newest games as well as the already popular games developed by DLV.

Fruits Jackpot – 3-level cumulative jackpot possessing an actual system of jackpot's settings. The system allows operators to adjust



the jackpot to offer a different quantity of levels for participants, covering every player segment (depending on bets).

Cabinet development was also on show in Vegas, with DLV presenting the Basic class – Diamond DZ with the opportunity to add a third 24ins. Full HD screen as part of the

modular/functional design. In addition there is also the Premium class – Diamond Excel with two 27ins. Full HD screens. Finally, for online operations, DLV offered more than 100 new games as well as popular games developed in HTML5. All games are compatible with mobile as well as Desktop devices.



## Splashtastic! Online

### Slots Realistic Games

Realistic Games is planning on making a splash with its latest slot game, Splashtastic!

The underwater themed game features a wide array of tropical fish, boxed symbols to trigger the feature, as well as a top prize of x250 for reeling in 3 lucky life rings.

The exciting free spin round awards 10 free spins where the player can double their entire free spins winnings every time the lucky pearl appears in any position on the centre reel.

The five-win line game has been developed using the latest HTML5 technology, allowing players to experience the best of the action across multiple devices, including mobile, tablet.

Robert Lee, Commercial Director of Realistic Games, said: "We're very excited about the launch of our new slot, Splashtastic! and look forward to it making waves for our operating partners.

"Splashtastic! is another great example of the diversity of content that our partners can continue to see from Realistic in the months ahead!"

Splashtastic! is the latest release from Realistic Games, who recently launched its cutting-edge Realistic Roulette, a 3D version of the popular table game that takes the player to the next level in player engagement.

# Products

## LAND-BASED AND INTERACTIVE GAMING



### Billions Casino Slots Aristocrat

The high-stakes world of the hit ShowTime TV show Billions will soon be coming to casinos, thanks to a licensing agreement between Aristocrat, CBS Consumer Products, and Showtime Networks.

"Engaging and edgy shows like Billions are incredibly fun for our design teams to work with and fuel our passion to create entertaining games for our customers and their players," said Siobhan Lane, Senior Vice President, Marketing and Gaming Operations from Aristocrat. "The CBS Consumer Products and Showtime Networks teams have been inspiring to work with, and we are very excited to present the new Billions slot game at G2E 2018."

Now in production on its fourth season, Billions stars Oscar nominee and Emmy and Golden Globe winner Paul Giamatti as U.S. Attorney Chuck Rhoades and Emmy and Golden Globe winner Damian Lewis as hedge fund king Bobby "Axe" Axelrod. Billions is a complex, highly engaging drama that tells the timely and provocative story of these two powerful New York figures.

The Billions slot game is based on Season 1 and 2, which includes fans' favorite characters such as Chuck Rhoades, Bobby Axelrod, Wendy Rhoades, Lara Axelrod and Taylor Mason. Adding to the fun, the game will include the popular Mighty Cash feature, as well as a \$500,000 multi-site progressive start-up jackpot.

The game appears on Aristocrat's revolutionary flame55 cabinet. The flame55 is complete with a 55" double-curved HD monitor – the largest portrait double-curved display in the non-jumbo segment – ergonomic engineering, 4k-capable display, 2.1 stereo audio, individually controlled dynamic infinity edge LED lighting, a virtual button deck and an exclusive beacon sign package.



### Tales of Darkness Online Slots Greentube

Greentube has the perfect Halloween treat! Revel in the terrifyingly good fun of the Tales of Darkness slots series – now available for all B2B partners!

Vampire, werewolves and other scary creatures that go bump in the night await in the Tales of Darkness series with titles Lunar Eclipse, Break of Dawn and Full Moon – three frighteningly fantastic slots now available to B2B partners of Greentube! Embrace the night and howl at the moon as you hunt your prey (and winnings) across the reels!

Team up with the beautiful vampiress in Tales of Darkness

Lunar Eclipse and raid the most valuable jewels of the night across 6 reels and 10 win lines. Three or more Scatter symbols on the reels trigger 10 Free Games with the exciting Lunar Eclipse Bonus, in which a regular symbol is replaced by a golden stacked Bonus symbol. This only appears on reels two and five but can expand horizontally to the adjacent reels to increase your winning chances.

The night is yours when the moon shines brightly in Tales of Darkness Full Moon. Prowl through the forbidden forests and graveyards in search of treasure across 5 reels and up to 40 win lines. 3, 4 or 5 Scatter symbols trigger 10, 15 or

20 Free Games respectively with the Full Moon Bonus. This allows extra Wilds to land on reels 2, 3 or 4 to increase the chances of a win.

Dance with the undead in Tales of Darkness Break of Dawn as the vampire duo in this slot holds the key to untold riches across 5 reels and 50 win lines. Both vampires are Wild symbols that substitute normal symbols to increase winning chances.

Three or more Scatter symbols on the reels trigger 15 Free Games with the brilliant Break of Dawn Bonus. This bonus features three different Wild symbols that have the ability to move across the reels in various directions to improve your winning chances.

### MUSO Triple-27 Casino Slots Aruze Gaming Africa

Aruze Gaming Africa became the latest high profile tier one organisation when it confirmed its participation in ICE Africa at the Sandton Convention Centre.

The attendance of the internationally famous developer and manufacturer of slot machines and gaming devices for the global casino market takes the total number of exhibitors at the inaugural edition of ICE Africa to 73, underlining further its growing reputation as a must-attend event for everyone connected with the African gaming industry.

Previewing its attendance at the Sandton Convention Centre, a spokesperson for Aruze Gaming Africa said: "We will be showing Muso Triple-27, a bold new cabinet with powerful new games and featuring an industry first wireless charging port from the Aruze stand.

"The company is focused on expanding the footprints in the rest of the African continent and potential customers will have an opportunity to meet with our dedicated sales team for a hands-on demonstration of our premium quality products."

Welcoming the addition of Aruze to the ICE Africa community, Dan Stone, Senior Marketing Manager at Clarion Gaming, said: "The floorplan for ICE Africa is



nearing full capacity and the high calibre of exhibitors on board so far is extremely encouraging, showcasing the support the industry has for ICE Africa and the potential it has for supporting gaming on the continent.

"We launched in Africa following requests from the industry for us to develop and organise a professional showcase that the continent could be proud of and enthusiasm from exhibitors and delegates – including regulators, operators, manufacturers and suppliers of gaming equipment and services and investors, not only from across Africa, but internationally – more than three months ahead of opening proves that the industry agrees it's time for a B2B event Africa can be proud of."



## V3 Customer Service Solutions Atrient

Atrient has released a new version of its PowerKiosk suite. "It is the largest release to ever be introduced; we have rewritten our marketing platform from the ground up," said Sam Attisha, CEO of Atrient. "Over the last decade we have been exposed to operators of all sizes that have different needs and expectations. We worked closely with operational departments and the front line – staff members interacting with patrons on a daily basis – to understand how we can create solutions that continue to evolve with today's, and tomorrow's needs," Attisha said.

Among the vast set of features being released in V3, facial recognition will allow patrons to login to promotional devices without a card. For those who don't want to use facial recognition, you can also login with your email or mobile number. Traditional magnetic striped and RFID cards will continue to be supported. "We have focused on developing solutions to solve problems," Attisha said. V3 solves the real world issues operators have.

Atrient's card printing kiosk has also expanded to leverage facial recognition that achieve a higher degree of security. The devices now compare the patron image captured at the kiosk with their driver's license image. Now in its third generation, the card printing device is the industry's only reliable solution.

PowerKiosk V3 eliminates the need for contracting with multiple vendors to conduct integrations. SMS, Gamification, and mobile applications can now all be deployed by Atrient using the PowerKiosk marketing engine. Omni Bus connectivity is still available for operators looking to use APIs to connect third parties to the PowerKiosk platform. Atrient's game catalog continues to lead the industry with over 300 titles today, 100 new titles are being released with the entire catalog available in HTML5.

## SAGSE Buenos Aires Casino Slots AMATIC

Amatic Industries said it had a 'successful participation' in the SAGSE Argentina that took place at the Centro Costa Salguero in Buenos Aires between September 11 to 13.

Together with local partner Oasis Entertainment, Amatic presented its latest gaming solutions that included the award-winning slant-top Performer Grand Arc (PGA) and the Amarox C24 upright gaming machines. Both are available with the MULTI GAME range of games from Amatic – all designed and created in-house. Amatic can proudly look back on 25 years of experience in MULTI GAME and gaming machine design. Exquisite, eye-catching and secure cabinets combined with an excellent array of games that appeal to all types of players



– that is what awaits operators in Argentina.

The Amatic team attended the SAGSE to support Oasis Entertainment. Sales Manager Thomas Engstberger said: "A number of operators and managers from lottery authorities came to our stand to see our gaming solutions. It was good to

hear that we have a growing reputation in Argentina. Amatic is a well-known and respected brand there, as well as in many other South American countries. Visitors wanted to see our latest MULTI GAME solutions and commented on how stylish our cabinet designs are. The SAGSE was a positive show for us and we see real growth potential here".



### Classic Joker 6 Reels Online Slots Stakelogic

Classic Joker 6 Reels, the newest slot from Stakelogic, adds another reel of wild joker action to the successful retro slot game, Classic Joker 5 Reels!

Jokers are wild and jokers can also award big mystery wins. Plus,

qualifying winning spins activate the game's Supermeter mode, which offers even better odds and more chances at some big Classic Joker wins!

Players can try their luck at a Big Win or a Mega Win in this hot new 20 win line, six reel, three row video slot game. The colourful reels are filled with retro fruit machine symbols and special Joker symbols. Game features

include wild symbols, a mystery prize feature that awards between 1,000 to 6,000 coins, and a Supermeter Mode that can be played after any qualifying winning spin for better chances at hitting winning combinations.

The game offers a generous payback percentage of 95 per cent for the base game, and 98 per cent for the Supermeter Mode and is available as desktop, mobile and minigame for both iOS and Android.

Stephan van den Oetelaar, CEO at Stakelogic: "With the launch of 'Classic Joker 6 Reels' Stakelogic once again proved to be the number 1 developer of classic, online, casino slots. With its recognisable balanced use of symbols, sounds and colours Stakelogic's newest game again provides an unprecedented player experience."

## Wild Explosion Get'Cha Money Casino Slots Aruze Gaming

Wild Explosion Get 'Cha Gold and Wild Explosion Get 'Cha Money have been released for the Class III market.

The new Cube-X Vertical80 games Wild Explosion Get 'Cha Gold and Wild Explosion Get 'Cha Money are exploding with personality and

game play. As bets increase, both games go from 5 reel, 6-rows with 60 lines to up to 9 rows with 99 lines and the Wild Explosion feature enabled during base game play.

When the Wild Explosion feature is enabled, special Wild symbols may land with a counter and are held between spins. If their counter reaches zero, they might explode into expanded wilds, and could cause other special wilds to explode too. Both games also feature some incredibly catchy feature songs, memorable characters, free games, and four progressive levels.



# Connect with G3

# Ad list

## G3 Newswire

A dynamic international daily news website that simplifies the reading of global gaming news by headline, region and industry to deliver the fastest 'relevant' news items



The G3Newswire App is available to download for iOS and Android devices, carrying the latest news updates directly from the G3Newswire website to tablets and smartphones

## Newswire e-Newsletter

The G3Newswire e-Newsletter is sent to an unrivalled international database of over 10,000 industry contacts every Monday, Wednesday and Friday

## [www.G3Newswire.com](http://www.G3Newswire.com)

The essential daily news site for the international gaming industry has relaunched with a host of added free content and a dynamic newspaper-style.

## Newswire Blog

The G3Newswire.com blog combines thought-leading articles from the gaming industry's leading minds and a series of video interviews conducted with CXOs from all sectors of the business

## Newswire Reports

Every report compiled across 13 years of reporting on the international gaming industry is available to both view and download as PDFs directly from the reports section of G3Newswire.com

## Newswire Magazine

The complete library of digital G3 magazines, from 2009 to present, is available to digitally download directly from the G3Newswire.com website - and again it's completely free

Find all our gaming market reports, copies of the digital issue of G3 magazine, our blog, videos, events, subscriptions and much more...

## G3 Interactive

Gaming Publishing launched its G3i App in August 2011 (the first of its kind in the industry). 7,300+ subscribers have now installed the App and download G3 each month.

## Sponsored by green....tube

The G3i App provides readers with instant access to their favourite gaming magazine wherever and whenever they want. We have added Amazon and Android to the original iOS functionality

## Interactive Flash/HTML

In addition to downloading G3 magazine directly via our Apps for iOS, Android and Amazon devices, readers can also view the latest issues of G3 magazine via interactive Flash and HTML5

## G3i App - iOS & Android

Read past and present issues of G3 magazine on your favourite digital devices



The LinkedIn Gaming Publishing (G3 Magazine) Group is now followed by over 600+ gaming executives members from across the world, sharing stories and news with the G3 team



Since establishing G3Newswire in June 2012, we have tweeted 1,607 stories (since Nov 2013) and established 1,572 followers of the G3 twitter feed, posting five news stories per day



G3's Facebook page and links to G3Newswire.com allows users to view the latest advertising photos, 'like' the latest news stories posted online and interact with the team

## Social Networking

Connect with G3 across every type of social networking tool



## SUBSCRIBE at [www.G3Newswire.com](http://www.G3Newswire.com) to print and digital editions

G3Newswire.com delivers daily international gaming industry news and information, with the G3Newswire newsletter circulated three times per week to a 10,000+ database of gaming industry influencers. The new website features G3's entire library of gaming market reports, accessible for free via PDF. Visitors to [www.G3Newswire.com](http://www.G3Newswire.com) also have access to the complete G3 back issues library, exclusive blog posts, videos and attractive subscription rates for the monthly G3 magazine and special issues.

**Disclaimer:** All contents © Gaming Publishing Limited 2018. No part of this publication may be reproduced in any form without the express permission of the publisher. While we make every effort to ensure that everything we print in Global, Games and Gaming (G3) is factually correct, we cannot be held responsible if factual errors occur. Advertisements are accepted by us in good faith as correct at the time of going to press.

**Printing:** Manson Group, 8 Porters Wood, Valley Road Industrial Estate, St Albans, AL3 6PZ



Gaming Publishing

Samson House,  
457 Manchester Road,  
Manchester M29 7BR,  
United Kingdom

G3Newswire.com  
G3-247.com  
Company registration  
Number: 7342069  
Vat No: 995 9138 52



**John Slattery**  
Commercial Director  
[john@gamingpublishing.co.uk](mailto:john@gamingpublishing.co.uk)  
+44 (0)7917 166471



**James Slattery**  
Advertising Executive  
[james@gamingpublishing.co.uk](mailto:james@gamingpublishing.co.uk)  
+44 (0)7814227219



**Alison Dronfield**  
Advertising Executive  
[alison@gamingpublishing.co.uk](mailto:alison@gamingpublishing.co.uk)  
+44 (0)1204 410771



**Jennifer Pek**  
Subscriptions Manager  
[jennifer@gamingpublishing.co.uk](mailto:jennifer@gamingpublishing.co.uk)  
+44 (0)161 724 8716



**Lewis Pek**  
Editor  
[lewis@gamingpublishing.co.uk](mailto:lewis@gamingpublishing.co.uk)  
+44 (0)1942 879 291



**Karen Southall**  
Associate Editor  
(Spain-Malaga)  
[karen.southall@gmail.com](mailto:karen.southall@gmail.com)



**Phil Martin**  
News Editor  
[phil@gamingpublishing.co.uk](mailto:phil@gamingpublishing.co.uk)  
+44 (0)7801967714

## AGEM P74

[www.agem.org](http://www.agem.org)

## Apex Gaming Technology P5

[www.apex-gaming.com](http://www.apex-gaming.com)

## BetConstruct P17

[www.betconstruct.com](http://www.betconstruct.com)

## Cammegh P39

[www.cammegh.com](http://www.cammegh.com)

## Certus Gaming P57

[www.certus-gaming.com](http://www.certus-gaming.com)

## Clarion Gaming P91

[www.iceafrica.za.com](http://www.iceafrica.za.com)

## Comtrade Gaming P19

[www.comtradegaming.com](http://www.comtradegaming.com)

## Continent 8 P24

[www.continent8.com](http://www.continent8.com)

## EAG P85

[www.eagexpo.com](http://www.eagexpo.com)

## e-gaming P35

[www.e-gaming.cz](http://www.e-gaming.cz)

## Evenbet Gaming P7

[www.evenbetgaming.com](http://www.evenbetgaming.com)

## Golden Race P2

[www.goldenrace.com](http://www.goldenrace.com)

## Greentube P92

[www.greentube.com](http://www.greentube.com)

## JCM Global P4

[www.jcmglobal.com](http://www.jcmglobal.com)

## Merkur Gaming P11

[www.merkur-gaming.com](http://www.merkur-gaming.com)

## Novomatic P9

[www.novomatic.com](http://www.novomatic.com)

## Patir P35

[www.patir.de](http://www.patir.de)

## PST Seating P57

[www.pstseating.com](http://www.pstseating.com)

## SuzoHapp P6

[www.suzohapp.com](http://www.suzohapp.com)

## Synot P13

[www.synotloterie.eu](http://www.synotloterie.eu)



5-7 February 2019  
ExCeL London, UK

ICE®  
LONDON

## Egyptian hieroglyphic script

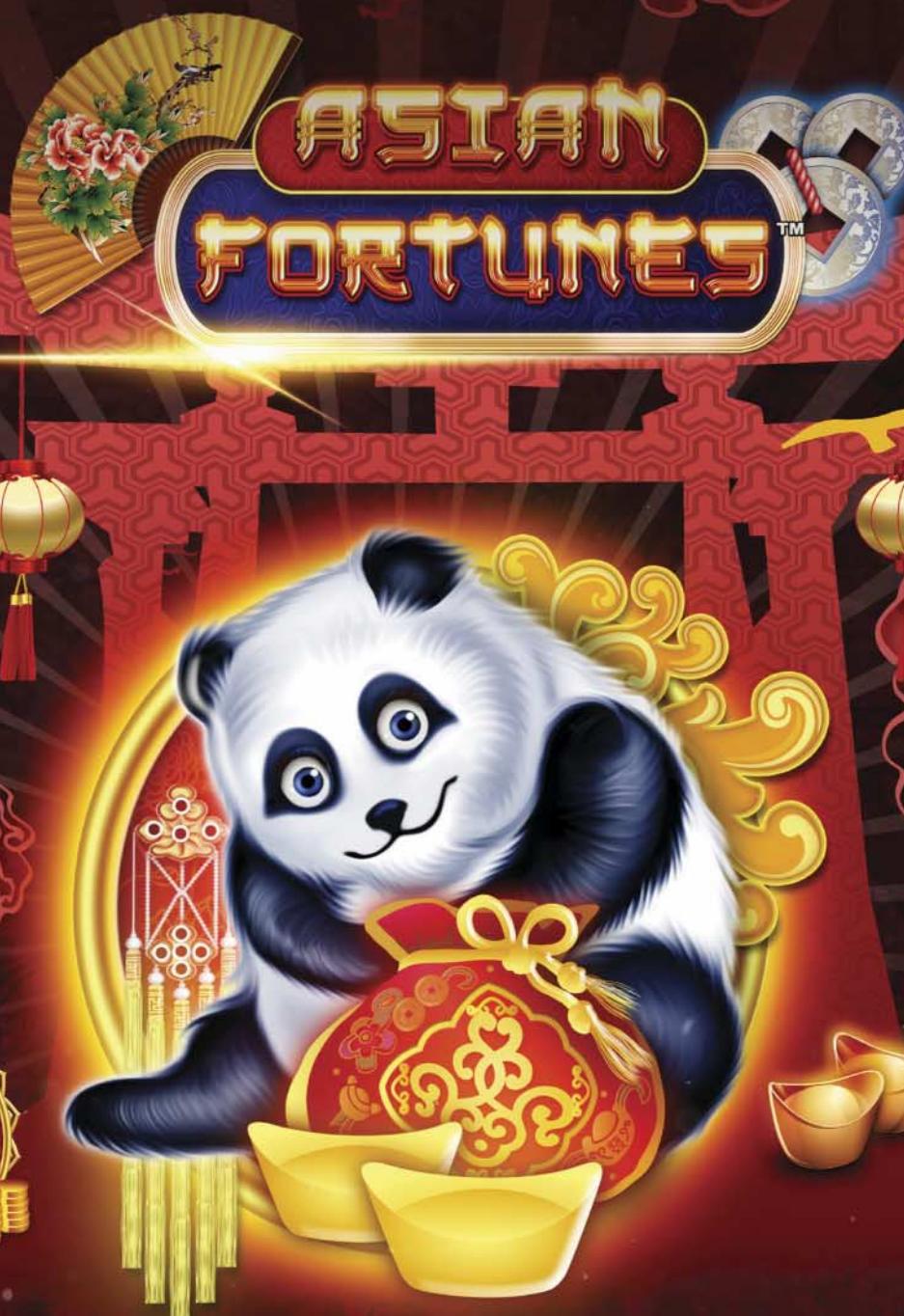
Hieroglyphics were a form of symbol-based writing used by ancient Egyptians as language and were believed to be an invention of the gods by the Greeks hence the name which translates to 'holy writing'.

#spiritofgenius

To experience gaming's Spirit of Genius,  
visit [icelondon.uk.com](http://icelondon.uk.com)

# GREENTUBE

INTERACTIVE GAMING SOLUTIONS



COMING SOON!