



Press release

Widest betting, gaming and jukebox product range unveiled at London's ICE Gaming Expo

With a host of new games, features and solutions TAB-Austria presented a stunning range of innovations at this year's ICE Totally Gaming exhibition. The show was held from the 3rd – 5th February 2015 and took place in London's ExCel Centre. It is one of the most significant trade shows worldwide and attracted thousands of visitors.

The stand and the traditional bar with Austrian snacks and drinks offered an infectious mix of passion and business and attracted the attention of visitors offering entertainment alongside the very latest developments in betting, gaming and amusement.

"This year, we were very pleased with the quality and volume of customers who spent time on our booth. We were busy from the opening bell until the show closed, meeting with customers to discuss our latest products to drive our customer's business forward", said Ing. Siegfried Dattl jun CEO.

Special attention was given to the latest land-based betting solutions. TAB-Austria offers a wide range of turnkey betting terminals that provide a unique player experience. All the top players in the industry trust in the customized products from TAB-Austria. The terminals are equipped with the latest hardware components – depending on the requirements recycler, NFC, printer, scanner or card readers can be added.



TAB Austria's game portfolio of the Golden Island Gaming Platform has expanded again. New games titles like Wheel of Horus, Blazing Bars and The Spirit of the Lamp and new jackpot features awaited visitors. Astonishing game mechanics and incredible graphics increase gaming fun and underline the superior technology of the whole new gaming platform. The ever-growing selection of high-definition games and the number of cabinet options turned the stand to a preferred meeting point.

In the run-up to the trade fair, it became apparent that the Fun4Four game table is developing into a bestseller once again. With the introduction of the brand new interface and the new content the table has got a completely new look and feel. Even the new games such as Laser Hockey, 5th Gear California (car racing), Reactor Fusion, Cubex and Lost Treasure which were presented the very first time got strong reputation from clients and visitors. The new strategy for the game extends its portfolio of about 60 games which are strung across the flatbed screen and can be played, just like on a huge tablet. "Currently we provide the most innovative system which sees new and state of the art content. There is even a mobile phone connection so that in the car race game, for example, the car can be steered on the track using a mobile phone", said Dietmar Straubinger Marketing Manager from TAB Austria.

"Our engineers and design team draw special attention to a modern and innovative look and feel. Additionally the new categories like Action and Match 3 are now included and provide enhanced entertainment and communication for up to 6 players in bars, pubs or casinos", he continued.



Here you find some relevant images:

http://www.championsnet.net/fedoc_dokumente/Marketing_Sales/press/2015_02_10_ice2015.zip

About TAB-Austria:

As one of the world's leading suppliers of betting, gaming and jukebox products, TAB-Austria is dedicated to the researching and development of pioneering products for the entertainment industry. The company, based in Ansfelden near Linz in Upper Austria was founded in 1962 in Traun. TAB-Austria now has an export rate of over 99.0% and works with distributors in more than 50 countries around the world.

If you have any questions please contact

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