

AND THE WINNER IS...



Best Marketing:
Elisabeth Pühringer, Nevio Salciccia, Siegfried Dattl, Jr

THE Dattl family from TAB Austria were all together for the company's annual Awards Night at the Novotel in London, during the 'exhibition week' at the end of January. The evening is traditionally the event where the Austrian company runs its own 'Oscars', with prizes for the best performance by distributors in a range of categories.

Siegfried Dattl, Snr, with his wife, Anne-Marie, were among the guests this year, to watch their son, Siegfried, Jr, managing director of TAB Austria, and his sister, Elisabeth Pühringer, conduct the awards ceremony.

Before the presentations, Siegfried Jr, told the 100 assembled guests that it was the fourth year that the successful awards night had been held. "Over the years we have seen technology change the way that the amusement and betting industry works." He said that the constant evolution of products within TAB Austria was building new profit sectors for the business. The Nevada cabinet last year had been a profound improvement and games such as Go for Gold this year, had an immediate impact. Fun4Four, the poker game, had been highly successful. "After 47 years in the business we have taken our company slogan 'Better Games Through Innovation' still more seriously than ever.

"During the past year we have shipped products to our customers in 42 countries. Our awards tonight come in four categories and are designed to give incentives for all of you each year – and in return it is an incentive to us; a demand that we continue to improve and create better products in our markets."

The awards were for the Best Technical Performance, Best Marketing, Special Award dedicated to the best support for a game in an individual market and the Award for the Best Overall

Performance. In each case current TAB Austria products were the prize, and the grand total value was €24,000.

In the category for the Best Technical Performance, the nominees were BGT of Austria, Leisure Tech of the United Arab Emirates and The Global Draw of the UK. The winner of a spare parts voucher valued at €3,500 was The Global Draw.

In the category for the Best Marketing, the nominees were ABC Croatia, AMG Leisure of the UK and Nevio Sarl of Luxembourg. The winner of a Silverball Strato worth €3,900 was Nevio Sarl.

In the Special Award category the nominees were BGT Austria, Nevio Sarl of Luxembourg and C+P of Switzerland. The prize, a Fun4Four game valued at €6,200, was won by BGT of Austria.

The supreme award, the Best Overall Performance, was down to one of three companies, Norditalia of Italy, C+P Switzerland and TAB Zlin of the Czech Republic. The prize was two Maxfire video jukeboxes valued at €10,500. The winner was C+P.

Dattl ended on a call for renewed energy in a time of financial crisis across the world and within our own industry. "The financial problems are on everyone's lips, but to get through this dire period we must be able to compete and work with one another. With our close relationship we will compete and we will succeed. That success will be based on our Austrian innovation."



Best Overall-Performance:
Elisabeth Pühringer, Bruno Müller, Rene Müller, Bertrand Cavuscans, Siegfried Dattl, Jr



Best Technical Performance:
Claus Paula, Elisabeth Pühringer, Jeff Nash, Siegfried Dattl, Jr



Special Award:
Elisabeth Pühringer, Rainer Lichtmanegger, Diana Höglinger, Siegfried Dattl, Jr