



Aristocrat's MarsX™ landing in Europe

November 27, 2019 at 8:00 AM AEDT

Aristocrat Technologies has launched its new MarsX™ Upright cabinet in Europe, heralding the advent of the next generation of core sale games in the region.

Built on Aristocrat's new Gen9™ gaming platform, with increased processing power and enhanced storage and graphics capabilities allow greater scope for the development of games using more advanced audio-visual effects, across more screens, MarsX is available with five new dedicated games, together with an initial library of proven Gen8™ and Gen7™ titles – highlighting its backwards compatibility.

The innovative MarsX cabinet gives operators an entirely new way to illuminate their players' Xperience. Fitting easily into any standard upright cabinet space, its sleek, modern, and inventive design, incorporating floating screens and game-complementary corona sync edge lighting, creates a unique play environment and sparks a revolution in game floor layout, with back-to-back placement opening up sight lines across gaming floors.

MarsX has two 27-inch 4K displays and a 27-inch HD LCD topper, supported with game-driven content for added entertainment. A premium virtual button deck offers a high definition, minimalistic way of wagering, effectively providing an integrated and interactive fourth screen. Embedded into the deck is the latest in NFC wireless charging technology. A 4.1 speaker system optimally projects audio from around the displays, providing crisp, balanced sound. Additionally, its ergonomic design provides more efficient accessibility for field service technicians, decreasing service time in the field.

Buffalo Gold Revolution™ is the latest instalment in Aristocrat's Buffalo™ franchise, extending on the popular Buffalo Gold™ with a new jackpot wheel and base game feature that can turn royal symbols into Buffalo on any spin.

With two different Asian themes, the new, linkable Fu Dai Lian Lian™ franchise features an industry-first: three metamorphic pots, each triggering unique features that can also be combined for huge rewards.

The Mighty Cash™ brand also makes the leap onto MarsX, with two Mighty Cash Ultra games (also linkable) leveraging the strong Hold & Spin mechanic and combining it with a metamorphic trigger pot for the first time.

EMEA Product & Marketing Director, Ian Adams said, "Both the MarsX cabinet and the games selected for its launch have shown tremendous performance across North American gaming floors in recent months and we are confident we will receive similar feedback from customers on this side of the Atlantic."



MIGHTY CASH ULTRA

BUFFALO GOLD REVOLUTION

FU DAI DRAGON

ARISTOCRAT
GRAND
\$10,000.00
\$1,000.00 \$500.00
\$30.00 \$15.00
MIGHTY CASH ULTRA

ARISTOCRAT
FREE GRAND JACKPOT
\$5,000.00 \$500.00
250 100
BUFFALO GOLD

ARISTOCRAT
GRAND
\$8,800.00
\$300.00 \$750.00 \$100.00
PROSPERITY JACKPOT LONGEVITY

ARISTOCRAT

ARISTOCRAT

ARISTOCRAT

Image attached: MarsX – Fu Dai Lian Lian [™], Buffalo Gold Revolution [™] & Mighty Cash [™] Ultra games

Media enquiries: Alex Fierek, Marketing Communications – EMEA

Tel: +44 (0) 1895 618529 / 618500 | **Cell:** +44 (0) 7715 059996

Email: alex.fierek@aristocrat.com

Aristocrat Technologies Inc. is a subsidiary of Aristocrat Leisure Limited (ASX: ALL), a global games leader with more than 6,000 employees. The company is licensed in around 300 gaming jurisdictions, operates in more than 90 countries, and offers a unique blend products and services. The company's mission is to bring joy to life through the power of play. Its values are rooted in creativity and technology, and the company has a rich history of innovation that has shaped the gaming industry over many decades. For further information, visit www.aristocrat.com.