



ICE brought to life on MarsX™

January 31, 2020 at 10:30 AM AEDT

London, 31st January 2020

Making its EMEA trade show debut on Stand S5-150, Aristocrat Technologies' new MarsX™ cabinet is taking centre stage at ICE 2020 with a total of 19 different games on show in the ground-breaking dual screen form factor.

Spanning a range of premium licensed and core standalone concepts, the MarsX portfolio demonstrates a rapid expansion of new and exciting game content, following its early introduction to European gaming floors in December.

Vice-President, Sales & New Business Development – EMEA, Erik van den Berg said, "The first installations in Holland, Germany, France, Italy and Portugal are showing tremendous player response to the first five games released on MarsX and the breadth, quality and innovation of new games scheduled for release over the coming weeks has to be seen to be believed."

In addition to the initial library of five games – Fu Dai Lian Lian™ Dragon™ & Panda™, Mighty Cash Ultra™, Lion Charge™ & Phoenix Storm™ and Buffalo Gold Revolution™ – further MarsX highlights on the Aristocrat stand include a family of new Gold Stacks 88™ Link games specifically designed for the MarsX Tower, incorporating a large videowall display reaching over three metres. There are also four new two-game families, all of which can be linked between themselves, including two J-Series jackpot chase themes: Ka-Ching Cash™ and 5 Coin Frenzy Jackpots™ and two E-Series entertainment-style families: Cash Xtreme™ and Long Fei Feng Wu™.



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.

Aristocrat Technologies Europe
25 Riverside Way, Uxbridge, Middlesex UB8 2YF, United Kingdom
telephone + 44 (0) 1895 618 500 fax + 44 (0) 1895 618 501 web www.aristocratgaming.com