

Aristocrat to display its *passion for gaming* at ICE 2017

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Aristocrat Technologies will show an intense ‘passion for gaming’ at ICE 2017 as the leading global provider of gaming solutions unveils key highlights of its new slot game portfolio for the EMEA region on stand S3-250.

“A strong portfolio combining exciting content, segmented product lines and popular licensed themes have been the key business driver over the last 12 months,” explained James Boje, MD – EMEA.

“A significant proportion of our stand space at ExCeL will incorporate premium licensed brands, demonstrating Aristocrat’s ongoing commitment to this extremely important segment. Players across Europe and Africa have only recently begun to enjoy the entertaining gaming experience of global phenomena such as Lightning Link™ and blockbuster titles on the Arc Double™ platform and at February’s ICE show we will reveal the rich pipeline of new licensed gaming content, crafted with passion by the world’s greatest games designers.”

Having already embarked on a roll-out trajectory well established across Australasia, North America and other regions throughout the world, Lightning Link will be given more support for gaming floor expansion in EMEA with six new varied themes sporting three different base game mechanics. Also new to the market, a mid denomination version of Lightning Link especially designed for VIP areas.

Arc Double titles Game of Thrones™, The Walking Dead 2™, Britney Spears™ and Buffalo Grand™ have also started to establish a firm foothold in a number of European markets and South Africa, with more approvals coming on stream and two more popular themes being added to the portfolio in Elvira – Mistress of the Dark™ and The Big Bang Theory Jackpot Multiverse™. At ICE 2017, Aristocrat will also expand its range of licensed formats with Zorro™ and Sharknado™ being released on the Arc Single™ platform, both packed with a broad variety of features and proven mechanics for extended entertainment value.

Fast Cash™, Aristocrat’s first combined MSP/SSP for the EMEA region, is a new linked multigame that delivers the fun of any jackpot, any bet, any time. Jackpot-loving players will appreciate the opportunity to win a lower jackpot on every spin in the base game and free games, as well as the chance to hit a larger, higher frequency wide area progressive jackpot award.

Further progressive options on show will include the Asian-themed Good Fortune™ Link and the formidable Wonder Wheels™, now available with four Triple A licenced themes.

Mr Boje concluded, “Rich content and features from the most popular Aristocrat games underpin the new portfolio in both licensed and sale categories. Customers already know what’s working on their floors and we will outline how our globally based game studios are taking the very best elements and pushing the envelope with the next generation. Stand S3-250 will be a hotbed of creative gaming innovation and we eagerly await sharing our vision with partners old and new.”

Image(s) attached: Buffalo Grand on Arc Double; Zorro on Arc Single; Fast Cash.

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