

Aristocrat continues to make The Big Play at ICE 2016

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Leading global provider of gaming solutions, Aristocrat Technologies continues to make the Big Play with customers at ICE Totally Gaming 2016.

Key highlights on Aristocrat's stand (S3-250) include the EMEA release of the multi award-winning Arc Double™ cabinet, together with the new Arc Single™ and Behemoth™ cabinets – the latter with a gargantuan 84-inch HD display; the release of new licensed and proprietary link progressive games; and a broad range of innovative standalone games designed to engage and enthrall players across the complete spectrum of slot playing tastes.

Following major launches in other regions, most notably G2E in Las Vegas and SAGSE in Buenos Aires, Aristocrat's 'Big Play' tour now comes to London, presenting operators with a select choice from the company's portfolio of industry-leading hardware and gaming content designed to reach every type of player.

"We have listened to our EMEA clients and plan to showcase a portfolio of products at ICE that will address the different customer needs across multiple markets," said Maureen Sweeny, Aristocrat Chief Commercial Officer. "We have assembled a strong leadership team in EMEA with deep knowledge of the gaming landscape in Europe and South Africa. Our participation at ICE highlights the global significance of this show for our business and our commitment to the European market."

Aristocrat's ICE presence also includes senior executives, members of the Board and the principals responsible for most of Aristocrat's game studios, covering core, entertainment and linked jackpot gaming segments and global gaming operations.

Scott Olive, who leads the design team behind Aristocrat's recent runaway success, Lightning Link™, is in London to spearhead the official EMEA launch of the game. Olive's legendary accomplishments have brought magic to casino floors worldwide. He is widely acknowledged as one of the most prodigious creative talents in the industry and was instrumental in establishing Aristocrat's Hyperlink® family of games including the smash hits Cash Express™, Jackpot Carnival™ and Aristocrat's first wide area progressive, Millionis\$er™.

"Lightning Link is unique in the marketplace with player-selectable multi-denominations, a multi-format jackpot offering that combines both link and SAP jackpots and a varied mix of intuitive games that attract a wide range of players," commented Mr. Olive.

Image(s) attached: Maureen Sweeny, Chief Commercial Officer
Scott Olive, Principal – HRG studio

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