



I N F O R M A T I O N

Merkur Gaming's BIG success at ICE

Espelkamp. Ahead of ICE 2020 Merkur Gaming had promised to bring a 'Big Show' to London and that promise was fully delivered: in fine style! For Merkur Gaming, ICE in London is regarded as the brand's most significant trade show of the year and always the very best event at which to show the latest innovations.

This year, and following exactly on the promised 'Big' theme, first came an exciting range of new cabinets, headlined by the impressive Avantgarde Max. The Avantgarde brand is well-known throughout the world, particularly in Latin America. Merkur has always had requests for a bigger and more VIP version, and that is what was presented at ICE: The **Avantgarde Max** comes with two full HD monitors of 32 inches each, and the range extends further, to the Avantgarde Max Trio, with its three monitors. The Avantgarde Max is where maximum performance meets maximum entertainment. The cabinet's twin 32-inch full HD monitors set new technical standards, allowing players to immerse themselves deeper than ever before into the game. The loudspeakers, which are mounted at console height, add to an even more intensive gaming experience thanks to their improved transmission angle.

The Merkur Gaming motto in 2020 is "Opposites attract". Therefore, the **Allegro Trio** represents the ideal counterpart to the Avantgarde Max. Allegro Trio impresses due to its dimensional superiority, for gaming operations where space is at a premium, and through its elegant design and powerful technology. The 9 mm deep screens are practically frameless, thus creating almost seamless transitions between the cabinet's triple 27-inch full HD resolution monitors.

Naturally, the best cabinets must feature topline **games** and with over 140 titles on display (as both standalone and as part of the multigame mixes for which Merkur is rightly famous) there was an abundance of games for show visitors to see and try for themselves. The emphasis of the latest Merkur games is to add extra value, for both operators and players, through increased gaming entertainment that is achieved by new Jackpot and Bonus Feature game titles throughout the range.

The all new Linked Progressive Jackpot **Treasure Link** is just one standout example. With Mini Bonus, Midi Bonus, Maxi Stand-Alone Progressive and Mega Linked Progressive Jackpots and five exciting new game titles: African Glory, Dragon Marbles, Golden Silk, Joker Buffalo and Temple of the Nile players can win jackpots or bonus credits in the Cash Games bonus feature where the high hit rate ensures high visibility to players.

A range of exciting static Non-Progressive Jackpot Feature games proved highly interesting to ICE visitors. **Rapid Thunder** features six attractive games, all of which lead to the Rapid Thunder jackpot phase: Taco Tuesday, Land of Charms, Amulet of the Pharaoh and the Asian themed Immortal Emperor, Immortal Princess and Boazang are all exciting in their own right and even more when Rapid Thunder strikes any of the high value Major, Grand and Max Grand prizes.

Additionally Jewels of the Nile, Striking Fortunes and the amazing Big Deal Wheel all have high value, multi-thousand, top Jackpot awards and, with even more new titles soon to be revealed, all combine to create a new gaming entertainment landscape for Merkur Gaming that will be winning highlights on any casino's gaming floor.

The entire Merkur booth (that was dubbed 'Merkur Village' by visitors) was packed with attractions, including

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of course the many Gauselmann Group subsidiaries such as cash handling experts GeWeTe, online gaming solutions provider edict e-Gaming, the highflying Blueprint Gaming from the UK, Merkur Dosniha from Spain, Merkur Gaming Netherlands and Euro Payment Group, all combined to create a veritable world of gaming under one roof in London.

Speaking at the close of the show's third and final day Athanasios 'Sakis' Isaakidis, Chief Executive International, noted: "This year's ICE has really been a big success for all of Merkur Gaming. It has been a lot of fun, and a lot very hard work from the entire team. I think, for everyone, it could be designated a '3E' show: Engaging, Entertaining – and Exhausting!"



Caption: Athanasios 'Sakis' Isaakidis, Chief Executive International of Merkur Gaming, and the Merkur booth at ICE London 2020.

About Merkur Gaming:

Merkur Gaming is the international sales and development brand of adp Gauselmann GmbH based in Lübbecke (North Rhine-Westphalia), Germany. In 2018, the business volume of the Gauselmann Group exceeded EUR 3.6 billion. The group currently employs almost 14.000 people.

Within the group, Merkur Gaming is responsible for the development and sales of gaming and casino slot machines, as well as video lottery terminals (VLT) and server-based gaming systems (SBG) for international markets. All Merkur Gaming products are exclusively developed and manufactured by adp Gauselmann GmbH in Lübbecke. The DIN EN ISO 9001:2015 certifications of adp Gauselmann GmbH for development, production and sales, as well as the development division of Merkur Gaming, guarantee the highest quality.

Discover the innovations and the products made by Merkur at www.merkur-gaming.com.

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