

GREENTUBE: NOVOMATIC´S Centre of Online Entertainment

Backed by Novomatic’s rich heritage and market leading technology, Greentube has repeatedly proven itself to be the industry leader in delivering trendsetting iGaming entertainment solutions

Greentube Internet Entertainment Solutions GmbH, the dedicated global interactive unit of Novomatic, is the leading developer and supplier in the online gaming segment. Greentube is multi-focused: on casino slot games, international and national skill games, downloadable 3D eSport games, poker & bingo. The company’s diversified iGaming entertainment product portfolio also includes Live Dealer Gaming, traditional AWP, Server Based Gaming and Social Casino Gaming Solutions that enable land-based casinos to stay connected with their players - even after they step out of the casino.

Greentube is Novomatic’s online brand and bridges the land-based and online/mobile space with a flawless gaming experience supported by the best software and development tools. Greentube develops amazing Novomatic content, renowned throughout international markets, and delivers that experience in the virtual space. Mobile gaming revolutionized gaming “on the go” and became a very lucrative and influential topic in the industry. Greentube’s mobile casino games are available for iOS and Android and were successfully developed and implemented based on HTML5 technology.

Greentube’s cross-platform technology allows the convergence of online, mobile and land-based games and the Plurius™ Server Based gaming solution for casino and VLT markets allows multi-channel game launches across desktop, smartphone, tablet, iTV and dedicated server based player terminals using single wallet account management.

The range of the Novomatic games library, extending to all corners of the globe and enhanced by the excellence of Novomatic technology, has placed Greentube’s product-portfolio far ahead of other service offerings. End users are able to choose from an enormous range of games. The famous Novomatic slot games “Book of Ra™”, “Lucky Lady’s Charm™”, “Sizzling Hot™”, “Lord of the Ocean™” and many more are genuine classics. In spite of many new developments, these games continue to rank at the top of their league. Greentube also enriches its slot portfolio with branded games such as Hoffmania™, Hoffmeister™, Marilyn Red Carpet™, The Real King feat. Elvis, Rex™ and many more.

Greentube expands and strengthens its portfolio through its interactive subsidiaries: Funstage, Cervo Media, Platogo, Stakelogic and AbZorba Games. Through this comprehensive team package of resources, Greentube is the undoubted front-runner in the field of interactive online entertainment. Those development companies within Greentube also ensure the offering of market-specific game content. Furthermore, Greentube is backed by the excellent technology, experience and knowledge of selected third parties: Mazooma Interactive Games, Eurocoin Interactive, Slot Studio, iGaming2go and many more studios guarantee a seamless gaming experience on all devices.

The Novomatic Group has strengthened its offerings across the online and mobile segments in recent years and constantly gains new competencies in this market through a number of new acquisitions of globally operating online specialists and their centralization under the umbrella of Greentube.

Greentube will continue to create and develop new innovative methods to differentiate itself and thus stand out from the crowd. Greentube looks forward to exhibiting and networking at G2E in Las Vegas from September 29th – October 1st 2015. The Greentube team will be proud to present the company's latest gaming developments for online, mobile and server based gaming.

Q&A→ Gernot Baumgartner: Head of Marketing and Sales

1. How has Greentube's way of working changed since the company was acquired by Novomatic?

Greentube is Novomatic's dedicated interactive unit. Our function is to develop amazing Novomatic content, renowned throughout international markets, and deliver that experience in the online/mobile space. Greentube enjoys a position of market leadership in the area of innovative gaming entertainment, most especially the classics that have been so popular in the land-based gaming industry for many years and to translate them into an omni-channel solution for our customers has always been a priority.

As part of the Novomatic Group, Greentube specialises in producing online and mobile versions of Novomatic's blue chip games such as Book of Ra™ deluxe and Lucky Lady's Charm™ deluxe, amongst many others, by fully utilizing state of the art technology. While Novomatic has clearly broadened the reach of Greentube, the relationship has worked beneficially both ways, with Greentube delivering online/mobile know-how to Novomatic.

The gaming industry is developing gradually and new trends will continue to come and go. Therefore, it is important to remember that everything revolves around the player, their passion for gaming and their search for the latest form of entertainment. High quality features, speed and a seamless gaming experience attract the players of mobile games and bring the adventure of the casino directly to mobile devices. For a strong user base it is essential to ensure that all gaming features are fully supported by the best software and development tools.

2. How has the product offering changed? Presumably it has expanded hugely, with a large library.

Greentube is continuously expanding its iGaming portfolio; strongly focusing on our mobile portfolio. Mobile gaming has developed into one of the world's most influential industries and the number of offerings is exploding. Most of our mobile games were successfully developed and implemented based on HTML5 technology and we are very excited to create future. In terms of geographic spread, the Novomatic games library coverage extends worldwide, with games suited to every market and player requirement.

Supported by Novomatic, we are reaching new targets by offering unique Novomatic slots such as River Queen™, Supra Hot™, Magic27™ and MegaJoker™. We will surely continue developing classic Novomatic slot-games for an omni-channel approach and new titles will emerge from our 3rd parties. Greentube will offer its growing family of Latin Bingo and Skill Games, traditional AWP games and also premiere Sportsbook and Live Dealer products. The road ahead is clear: developing new innovative methods to differentiate ourselves and stand out from the crowd.

3. Extreme Live Gaming is a fairly new addition to the portfolio, what does that add to your catalogue? Why were you not offering it before? Is it a separate - ie third-party - company?

The acquisition of Extreme Live Gaming represents yet another step forward for the Novomatic Group. Extreme – which is now part of Novomatic UK – has been integrated with Greentube's gaming suite that allows operators seamless access to Novomatic content and leverages Greentube's comprehensive back office capability.

Working towards delivering interactive live dealer games, Extreme Live Gaming's aim is to be the Number One Live Dealer provider in the world. The unique X-Mode™ feature brings a level of interaction to the game never before experienced by the players. Extreme Live Gaming's portable platform offers an entirely distinctive casino feel to players straight from their portable devices. They offer a fantastic range of live products including Blackjack, Baccarat and Roulette: all available on all desktop, tablet and mobile devices.

Further information:

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