

EDITORIAL

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GREENTUBE: ICE REVIEW



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What has been your overall take on the ICE Totally Gaming show?

Following the previous year’s successful attendance, Greentube took an extremely positive outlook from this year’s ICE Totally Gaming in London. Greentube was featured as a key exhibitor and presented the company’s latest casino developments for online and mobile. The ICE show provided an excellent opportunity to have many interesting discussions with our partners and visitors to our stand, all of which clearly opens up many new exciting business partnerships for Greentube and brings us great results.

Did you present any innovations at ICE Totally Gaming this year?

Greentube was integrated into the Novomatic stand and unveiled a brand-new stand design together with the partner companies of Novomatic Interactive. Furthermore, we presented our well diversified product portfolio including the classic Casino Solutions, latest Mobile Games, International and National Games of Skill and variants of Bingo. We were proud to introduce our latest product additions: AWP “reloaded” which brings the well-known AWP games into the online world and Social Casino Gaming solutions that enable land-based casinos to stay connected with their players even after they step out of the casino. Furthermore, we also presented our Server Based Gaming and Live Dealer Gaming Solutions.

How did ICE visitors respond to your products and solutions?

The new interactive stand design of Greentube and Novomatic Interactive put the emphasis on the vast diversification of our product portfolio and proved that Greentube took the next big step of becoming the one-stop solution for our customers. With over 20 different development studios and their innovative and evolving games integrated into one system and other interesting product verticals such as Latin Bingo for South America or Greentube Pro which provides land-based casinos with the opportunity to have a loyalty program for their customers, Greentube made sure to surprise its customers in the most positive way.

What can you tell us about your online and mobile solutions? What makes them stand out from the crowd?

Greentube, as the global interactive unit of Novomatic, is continuously improving its iGaming portfolio. Developing our new innovative approach is key in differentiating ourselves from the others. In terms of geographic spread, the range of the Novomatic games library extends to all corners of the globe, with games suited to every market and player requirement. Our goal is developing amazing Novomatic content, popular around the globe, and delivering that experience in the virtual space. Greentube takes pride in presenting outstanding quality in today's competitive market.

What technologies do you use to create your online and mobile games? Why do you use these technologies?

Greentube is bridging the land-based and online/mobile space with a flawless gaming experience supported by the best software and development tools. We are developing excellent quality versions of Novomatic's games and continue to improve the overall visual experience, strongly focusing on our mobile portfolio. Mobile gaming turned out to be one of the world's most influential industries and the number of offerings is exploding. The triumphant success of the user-friendly mobile devices has ensured Greentube a significant market share within a very short time period. Most of our mobile games were successfully developed and implemented based on HTML5 technology, while our online games are based on flash technology. With regards to mobile gaming, HTML5 guarantees instant playability without any hurdles.

What are your plans for the upcoming months?

We will continue developing well-known Novomatic games for online and mobile, also boosting our offer with content from Astra Games, Mazooma, Eurocoin Interactive, iGaming2Go, Extreme Live Gaming, Stakelogic and many more. Our team is now looking forward to sharing the company's latest developments at the upcoming gaming event FER-Interazar being held in Madrid from March 24th-26th and during the NIGA Show in San Diego from March 30th-April 2nd.