

Greentube takes interactive strategy to a new level

Greentube Internet Entertainment Solutions GmbH, the global interactive business unit of NOVOMATIC, is a leading developer and supplier of iGaming solutions. Backed by NOVOMATIC's rich heritage and market-leading technology, Greentube has repeatedly proven to be an industry leader in the online entertainment sector.

The NOVOMATIC Group has strengthened its portfolio in the online and mobile segments over recent years. By acquiring global specialists in the respective fields and positioning them under the umbrella of Greentube, the Group continues to gain new competencies in these markets.

Greentube's omni-channel technology allows the real convergence of online, mobile and land-based games. The well-diversified product portfolio includes Classic Slots, Table Games, Live Dealer Gaming, AWP Games, Server-Based Gaming, Social Casino Gaming, Video Bingo, Poker and more.

The exceptional NOVOMATIC games library extends to all corners of the globe, while the Group's unrivalled technology has helped position Greentube's product portfolio at the very forefront of competitor offerings. End users can choose from an enormous range of games - famous slot games Book of Ra™, Lucky Lady's Charm™, Sizzling Hot™ deluxe, Roaring Forties™ and many more, have become genuine classics. In spite of many new developments in the gaming industry, these games have remained in a league of their own.

Greentube's focus is on the enablement of interactive game content backed up by NOVOMATIC's state-of-the-art hardware and software platforms, as well as player terminals. Greentube combines the strengths of a dedicated terminal with the flexibility of a full online gaming solution. Plurius™, a true server-based gaming solution for casino and VLT markets, allows multi-channel game launches across desktop, smartphone, tablet, and dedicated server-based player terminals using safe single-wallet account management. The system is set to lead the business into a new age by revitalizing and upscaling the gaming experience for the user. The Plurius™ system, together with Greentube's mobile and online gaming solutions, completes the company's 360-degree gaming solution.

Mobile gaming revolutionized gaming "on the go" and has become a very lucrative and influential topic in the industry. Greentube's mobile games are available for both iOS and Android devices and have been successfully developed and implemented on HTML5 technology. With HTML5 being used as a main development framework, mobile gaming has become increasingly important. Via mobile, it is easier for operators to communicate with and retain users, as the device is always present in the user's pocket. Consequently, Greentube pursues a "mobile-first" approach to efficiently and promptly adapt to user demands and technological developments.

Greentube is expanding and strengthening its portfolio through its interactive subsidiaries: Cervo Media is one of the most important gaming app developers in Europe, Greentube Slovakia with its strong HTML5 competencies, Platogo with its comprehensive know-how in developing mobile social gaming apps, StakeLogic, a groundbreaking HTML5 3D slots game developer and AbZorba Games, a social table games developer. BlueBat is the front-runner in socializing an online casino platform with a focus on acquisition, retention and marketing. Thanks to these comprehensive resources, Greentube is pioneering new areas of interactive online entertainment.

These development companies within the Group also cater for market-specific game content. Furthermore, Greentube is backed by the excellent technology, experience and expertise of both in-house and third-party game development studios including Mazooma Interactive, Eurocoin Interactive, Slot Studios and Design Works Gaming, to name but a few, which guarantee a growing and much-diversified gaming offering for Greentube`s B2B customers.

In terms of upcoming events, Greentube looks forward to exhibiting and networking at G2E 2016 in Las Vegas and will proudly present the company`s online, mobile and social casino gaming developments alongside NOVOMATIC Group companies.

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

How has the significance of mobile gaming developed over the last few years, especially in the context of Greentube`s omni-channel strategy? Is it a big slice of that particular cake or is it an area where you expect to see growth?

The most important thing to remember is that everything evolves around the player, their passion for gaming and their search for the latest form of entertainment. Therefore our aim is to provide high-quality features, speed and a seamless experience to attract players of mobile games and transfer the casino adventure directly to all gaming channels.

Greentube specializes in producing online and mobile versions of NOVOMATIC`s iconic games, like Book of Ra™ which are available in HTML5 as well as native app versions. NOVOMATIC content is renowned throughout international markets, and Greentube`s dedication is to deliver the land-based experience in the online and mobile space. It has always been a priority to translate the most popular land-based casino slots and AWP games which are performance leaders in their respective markets or segments into an omni-channel solution for our customers.

While NOVOMATIC has broadened Greentube's reach, the relationship is mutually beneficial, with Greentube covering the online and mobile know-how of NOVOMATIC. For a strong user- base, it is essential to ensure all gaming features are fully supported by the best and latest software and development tools, but there is always room for improvement. We are dedicated to staying ahead of the game, adopting the latest technological and player trends at an early stage, setting the tone as a supplier of mobile iGaming solutions.

How does a company grow in the mobile sector? Is omni-channel a vehicle for growth and greater customer awareness of your products?

We are continuously expanding Greentube's iGaming portfolio, strongly focused on mobile web and more particularly on HTML5 technology. All our new game releases will follow a mobile-first approach. The best performing online titles are meanwhile all available in HTML5, and we have increased our R&D efforts to rapidly expand our mobile games portfolio, which includes titles from more than ten in-house game studios and an ever growing international base of 3rd party game development studios and nSDK partners.

Last June, Greentube successfully hosted its first Mobile Games Forum at its new Vienna headquarters. Our mobile product managers and representatives from all Greentube subsidiaries shared current mobile trends, new technologies and marketing strategies in a dynamic environment with a view to elaborate on future trends, always keeping the customer at the heart of our drive to innovate and exceed expectations.