

Aristocrat leads the way with The Big Play

Worldwide tour to continue on to EMEA with addition of ICE 2016 dates

London, 25th November 2015

Having successfully completed star-studded performances at G2E and SAGSE, Aristocrat Technologies has now added new dates to its 'Big Play' tour with ICE 2016 providing the next stage on its global circuit.

"Every casino operator wants to make the big play – creating an experience for their player that is exciting, engaging and that builds loyalty," says Chief Commercial Officer Maureen Sweeny, explaining the rationale behind Aristocrat's latest comprehensive package of Class III gaming solutions.

"We are uniquely prepared and positioned to help operators do just that, with a deep and broad portfolio of industry-leading hardware and gaming content designed to reach every type of player demographic."

Visitors to the Aristocrat booths in Las Vegas and Buenos Aires will already have witnessed a myriad of large format cabinet innovations and a plethora of premium big name themes, now being prepared for roll-out in Europe and Africa, explained Managing Director – EMEA, James Boje. "During their first showing at G2E, Arc™ Double cabinets were voted the most innovative technology and have gone on to win multiple awards and widespread acclaim as they enter gaming floors across the US," he said.

Aristocrat is bringing to EMEA a strong list of spectacular licensed themes for Arc Double, leading out with Game of Thrones™ Slot Game and will be supported by follow-up titles including Britney Spears™ and The Walking Dead™.

The range can be complemented with illuminated branded inserts between machines to create feature banks in carousel, diamond and oval formations, creating a substantial floor presence and player destination.

Landing on US casino floors in just the last few weeks, Aristocrat's Behemoth™ is big in name, big in nature and about to make a big impression in Europe, Aristocrat predicts. Boasting a colossal 84-inch ultra high-definition LCD portrait monitor, it's definitely no shrinking violet, creating high visual impact and sight lines that shout across the casino floor.

Yet the world's biggest single-screen slot machine, standing fractionally shy of three metres high, has a surprisingly small footprint and the cabinet itself is sleek and ergonomically designed for player comfort, resulting in a package that is, said Mr Boje, 'big, bad, bold and beautiful all at the same time.'

"Our debut title on Behemoth will be Sons of Anarchy™ – a highly revered and much sought after theme in this region," Mr Boje stated., "With The Big Bang Theory Bazinga!™ planned to follow later in the year."

Aristocrat Technologies Europe

25 Riverside Way, Uxbridge, Middlesex UB8 2YF, United Kingdom
telephone + 44 (0) 1895 618 500 **fax** + 44 (0) 1895 618 501 **web** www.aristocratgaming.com

Another premium Aristocrat cabinet configuration already proving itself on gaming floors is the uniquely crafted Wonder Wheels™. Over three metres tall, each Wonder Wheels dual-seat pod sports a large community-style video display with three mechanical wheels delivering frequent bonus features, prizes and head-spinning entertainment. The wheels spin independently, keeping both players in the game at all times, even if one of them is in a bonus stage.

Following on from Batman™ Classic TV Series Slot Game, the next scheduled releases include more big names with strong maths models, including Superman™ The Movie, Ted™, The Big Bang Theory™ and Man of Steel™. “This format has proved very successful but we continue to innovate in response to the market feedback so we will be launching a more compact Wonder Wheels™ in ‘low’ format at the show!,” Mr Boje cited.

He continued: “All of these larger than life hardware solutions provide operators with a variety of centrepiece options to draw in the crowds, led by a barrage of Triple A licensed gaming content and a long list of further titles in our roadmap to enhance longevity and ensure that casinos always have strong, fresh marketing assets to help maximise new player appeal and hold.”

Mr Boje concluded: “If you missed the big reveal in Las Vegas and couldn’t make the trip to Buenos Aires, make sure to catch The Big Play on the rest of its worldwide tour, kicking off in 2016 on Stand S3-250 at London’s ICE Show.”

Image(s) attached: Maureen Sweeny, Chief Commercial Officer
James Boje, Managing Director – EMEA
Game of Thrones™ Slot Game on Arc™ Double
The Big Bang Theory Bazinga!™ on Behemoth™
Batman™ Classic TV Series Slot Game on Wonder Wheels™

Media enquiries: Alex Fierek, Marketing Communications – Aristocrat Europe
Tel: +44 (0) 1895 618529 / 618500 | **Cell:** +44 (0) 771 505 9996
Email: alex.fierek@aristocrat.co.uk

Aristocrat Leisure Limited (ASX: ALL) is a leading global provider of gaming solutions. The Company is licensed by over 200 regulators and its products and services are available in over 90 countries around the world. Aristocrat offers a diverse range of products and services including Class II and Class III gaming machines and casino management systems. The Group also operates within the online social gaming and real money wager markets. For further information visit the Group’s website at www.aristocratgaming.com.