

Operators captivated by Aristocrat's Big Play at ICE 2016

London, 19th February 2016

Aristocrat Technologies stylishly illustrated their vision to create the world's greatest gaming experience with their Big Play display at ICE Totally Gaming 2016.

James Boje, Managing Director – EMEA, remarked that operators have responded with unprecedented levels of enthusiasm to Aristocrat's new range of cabinets and games destined for gaming floors across Europe and Africa. "We are delighted with the response shown towards our entire portfolio, which incorporates innovative products for every segment of a gaming floor, regardless of size, location or player preference," said Mr. Boje.

Key attractions amongst Aristocrat's new collection for EMEA drawing the crowds at ICE were the Game of Thrones™ Slot Game on the multi-award winning Arc™ Double cabinet; the revolutionary linked progressive with player-selectable denomination, Lightning Link™; a swathe of new games for the incoming Arc™ Single cabinet with curved portrait display; the colossal two-player Behemoth™ cabinet with an 84-inch HD display; and an inspired collection of new game themes and mechanics across Aristocrat's C*Series™, J*Series™, E*Series™ and broadly expanded M*Series™ standalone gaming segments.

"Whilst many visitors were initially drawn in by big licensed themes such as Game of Thrones, Britney Spears™, The Walking Dead™, The Big Bang Theory™ and Batman™," Mr. Boje continued, "They were equally impressed by our fully-rounded array of proprietary links and standalone games that constitute a comprehensive line-up of gaming entertainment.

"Our entire team of sales executives were fully booked with appointments from the moment the doors opened on Tuesday morning until they closed on Thursday afternoon. We were also fortunate to have a significant number of game design studio heads and product management specialists from across the global business on hand, offering customers further insight and advice on our superior product range."

Mr. Boje concluded, "Aristocrat's range across EMEA continues to grow at an exciting pace as we offer our customers a vast wealth of games from a proven and successful global portfolio. Feedback on The Big Play collection at ICE has been overwhelmingly positive, reinforcing our on-going commitment to our customers in the region. We look forward to strengthening our business partnerships over the coming year as players everywhere continue to enjoy the fruits of Aristocrat's sustained investment in design and development."

Hi-res images linked: [Aristocrat's Big Play stand proved a constant draw at ICE 2016](#)

[CEO Jamie Odell \(centre\) welcomes the first ICE order for Game of Thrones on Arc Double from Casino Campione d'Italia Casino Director Giacomo Saladino \(left\) and Gaming Operations Director Sergio Frigerio \(right\)](#)

[Chief Commercial Officer Maureen Sweeny with Lightning Link](#)

[EMEA MD James Boje \(centre\) with Olympic Entertainment Group COO Meelis Pielberg and Olympic Casino Latvia MD Gints Pakarklis](#)

[EMEA Sales Director Erik-Jan van den Berg with Lightning Link](#)

[Iain London, Product & Business Development Director – EMEA, with Miss Kitty Gold on the new Arc Single cabinet](#)

[The Aristocrat team celebrates a record-breaking showing at ICE 2016](#)

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