



## WHAT'S NEW IN FANTINI'S TRADE SHOW RECAP FOR THE WEEK ENDING JULY 17, 2020

### [INTRODUCTION](#)

*This weekly report breaks down news and products that exhibitors have added to their e-Booths in the past week and a link to each company's virtual exhibit.*

*Visit these often as new products and announcements are posted daily.*

*Please feel free to share this recap and information with those you feel will benefit.*

*More information about Fantini's Gaming Show is at the end of this report.*

---

### [RECAP](#)

**Aristocrat** debuted its Cash Express Luxury Line featuring its core brands of Buffalo, 50 Lions, and Timberwolf.

The games, featured on the MarsX cabinet, combines Cash-on-Reels for repeat wins. Also available is the Gold Train Feature that can lead to winning multiple jackpots.

The line made its world debut in the Hard Rock Hotel & Casino in Tampa, Florida.

<https://www.fantinisgamingshow.com/exhibitors/11-aristocrat.html>

---

**The Buzz Creative Group** tells its story of how it successfully marketed Hard Rock Sioux City, in Iowa.

Establishing entertainment that would attract visitors from the quad-state region of Iowa, Nebraska, South Dakota and Minnesota, Buzz worked with Hard Rock to create a venue branding with Battery Park, Sioux City's outdoor concert stage.

Buzz then helped spread the word of headliner entertainment and community events with various platforms of promotional messages.

<https://www.fantinisgamingshow.com/exhibitors/1774-buzz-creative-group-.html>

---

**GAN** gave a market update of historical iGaming and sports betting revenue for June as released by the New Jersey Division of Gaming Enforcement.

GAN is a supplier of internet gambling software solutions.

<https://www.fantinisgamingshow.com/exhibitors/10-gan.html>

---

**IGT** received regulatory approval in Louisiana and can now proceed with the release of its Cobalt 27 video lottery terminal and IGT Reel Poker content in the state.

Reel Poker will debut with Siberian Storm and The Wild Live Extreme games. Ten video poker themes will be featured in the multi-game set.

The Cobalt 27 VLT cabinet was recently launched in Montana and Georgia.

IGT already has over 7,000 VLTs throughout Louisiana.

<https://www.fantinisgamingshow.com/exhibitors/12-igt.html>

---

## [CURRENT EXHIBITORS](#)

[www.FantinisGamingShow.com](http://www.FantinisGamingShow.com)



---

## [ABOUT FANTINI'S GAMING SHOW](#)

*Fantini's Gaming Show is a unique website that takes the trade show floor and moves it online, where exhibitors can take advantage of presenting and selling products, showcasing photos and video demos, as well as sharing any related news or events.*

*Fantini's Gaming Show allows all companies – big and small – to exhibit alongside one another while reaching so many executives and influential people in the gaming industry.*

*For information about the virtual trade show, rates, and how your company can become an exhibitor contact: Dee Wild-Shyver at [DWild@FantiniResearch.com](mailto:DWild@FantiniResearch.com).*

---

Fantini's Gaming Show is a division of Fantini Research, publisher of Fantini's Gaming Report, Fantini's Public Policy Review, and the National Revenue Report, and more. [www.FantiniResearch.com](http://www.FantiniResearch.com).

---

Fantini's Gaming Show is sponsored by GAN  
<https://www.fantinisgamingshow.com/exhibitors/10-gan.html>

