



## WHAT'S NEW IN FANTINI'S TRADE SHOW RECAP FOR THE WEEK ENDING SEPTEMBER 18, 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.*

*To become an exhibitor, contact Dee Wild-Shyver at [DWild@FantiniResearch.com](mailto:DWild@FantiniResearch.com).*

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### [RECAP](#)

**The Buzz Creative Group** explains how advertising is critical and outlines the steps for effective ad campaigns.

Steps include: Doing the research to know your audience; the use of visual impact and concise written content to target your audience; and choosing the type of media to communicate your message.

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

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**Global Payments** participated in last week's Responsible Gaming Education Week.

Justin Sprague, VP of Marketing writes how Global Payments offers technology solutions to help and encourage responsible gaming.

<https://www.fantinisgamingshow.com/exhibitors/1816-global-payments-gaming.html>

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**IGT** has contracted with Push Gaming to supply digital games to Norsk Tipping, the state lottery operator in Norway.

Integrating IGT's PlayCommand product suite and Push Gaming's digital games will allow Norsk Tipping the ability to offer many titles to Norway's players.

**IGT** had two of its Powerbucks slots payout large jackpots in August.

The first, Wheel of Fortune Cash Link Exotic Far East, paid out C\$1.25 million at the South Beach Casino in Manitoba, Canada.

The second winner of just under US\$1.74 million was playing Wheel of Fortune Triple Diamonds while at ARIA Resort in Las Vegas.

**IGT** has won three awards in Casino Journal's 2020 Top 20 Most Innovative Gaming Technology Products Awards.

Hexbreaker 3 slot game, PeakBarTop cabinet and PlaySports Bank and PlaySports Pod solutions were this year's winners.

IGT is the only supplier to win three awards in the Top 20 category.

This is Casino Journal's 23<sup>rd</sup> year of hosting the awards program.

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

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**Konami** won two awards in Casino Journal's 2020 Top 20 Most Innovative Gaming Technology Products Awards.

The first is for the DIMENSION 49j cabinet and the second for SYNK31 Title 31 Anti-Money Laundering system.

<https://www.fantinisgamingshow.com/exhibitors/281-konami-gaming-inc..html>

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**Novomatic's** CASH CONNECTION Edition 1 has been placed at all four of Spielbank Hamburg's casino locations.

Having four new titles, a progressive link and integration with the Hamburg Jackpot that is tied in to the four casinos, CASH CONNECTION was recently fitted with the 22 PANTHERA 2.27 upright cabinet.

<https://www.fantinisgamingshow.com/exhibitors/20-novomatic.html>

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**Scientific Games.** Caledonia and other institutional investors have agreed to purchase the 34.9 percent stake in Scientific Games being sold by Chairman Ron Perelman, through his MacAndrews & Forbes investment vehicle, at a price of \$28 per share.

Sci Games will welcome new board members as Perelman, Barry Schwartz and Frances Townsend, who represented MacAndrews and Forbes, step down. Among them will be Jamie Odell and Toni Korsanos, former CEO and CFO of Aristocrat. Odell will become executive chairman and Korsanos will serve as executive vice chairman.

One additional non-executive will be also be appointed to the board.

Caledonia is an investment management firm with a \$2.5 billion holding in Flutter Entertainment as well as having a stake in DraftKings. The company also has 15 years of investments in Aristocrat, being its largest institutional shareholder over the past five years.

**Scientific Games.** In a new four-year contract Scientific Games Enhanced Partnership will supply instant scratch games to Nederlandse Loterij, the Dutch National Lottery. The contract can be extended for an additional four years.

Since it began in 2011, SGEP has produced a 98 percent increase in instant game retail sales for Nederlandse.

<https://www.fantinisgamingshow.com/exhibitors/17-scientific-games.html>

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## 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).

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

