

ICE to stage greatest global attraction

ICE/ICEi 2006 – Earls Court 2, London – 24/25/26 January 2006

Free ticket registration and further information: www.ateonline.co.uk/ice

Visitors to the 2006 edition of the International Casino Exhibition (ICE), which takes place on 24-26 January at London's Earls Court 2, will experience a varied showcase from suppliers drawn from the greatest number of countries ever seen under one roof. The news follows the revelation made at the beginning of December by show organisers ATE that 185 companies from 34 countries are lined up to appear at ICE and its interactive gaming section, ICEi.

The number (124) and proportion (67%) of exhibiting companies based outside the United Kingdom will also mark all-time highs for ICE, adding further to its credentials as the most international gaming event in the industry calendar.

Joining 61 British exhibitors, US-based companies will constitute the largest non-domestic presence with 18 companies on the show floor. The Netherlands and Spain will both be represented by 10 exhibitors, followed by Russia with nine, Slovenia and Sweden both with eight, Canada with seven and five from each of Australia, Austria and France. Belgium and Italy will both supply four exhibitors, with three each from Bulgaria, Germany and Malta, whilst Argentina, Czech Republic, Israel and Japan will all have a double presence. The remaining countries having their flags flown at ICE 2006 will be Belarus, Brazil, China, Finland, Hungary, Ireland, Korea, Latvia, Portugal, Serbia & Montenegro, Slovakia, South Africa, Taiwan and Ukraine.

Of the 185 confirmed exhibitors, occupying total net floor space of more than 10,000sqm. (107,640sq.ft.), 41 will be located within ICEi, the dedicated i-gaming area located at the far end of Earls Court 2.

Blue chip suppliers

Covering every conceivable product sector from slots to security, table games to testing labs, player tracking to progressive jackpots, i-gaming to interior design and cashless systems to components, ICE 2006 will play host to the biggest names in the business. Novomatic – Austrian Gaming Industries will again dominate the show floor, weighing in with a colossal 1,104sqm. (11,883sq.ft.) stand. IGT-Europe (504sqm./5,425sq.ft.) and Atronic International (396sqm./4,263sq.ft.) retain second and third slots respectively, closely followed by TCS John Huxley with a 330sqm. (3,552sq.ft.) display. Completing ICE's top 10 big hitter list, R. Franco, Interblock, Gaming Partners International, Aristocrat Technologies Europe and Unidesa Gaming & Systems will all have showcases in excess of 200sqm. (2,153sq.ft.). A further 14 companies will exhibit on stands of 100sqm. (1,076sq.ft.) or more. These include WMS Gaming, Amatic Industries, Bally Gaming & Systems, XN Entertainment, Alfastreet-Pockaj Pohistvo, Abbiati Casino Equipment, CARD-A Shuffle Master International, Ainsworth Game Technology, Casino Technology, Orion Gaming, Aruze Corporation, Gold Club, Progressive Gaming International and Villart Industrial Group.

cont.../ 2

ICE maiden appearances

32 companies from 17 countries are scheduled to make their debut appearance this January, 20 of them in ICE and the remaining 12 in ICEi. The first-timers include nine British firms, four from the USA and two from each of Bulgaria, Canada, Russia and Sweden. Other debutants hail from Argentina, Austria, Belarus, France, Israel, Italy, Korea, Malta, Slovenia, Spain and Ukraine. The most notable newcomer is Russian slot design specialist Villart Industrial Group, planning a strong maiden appearance with a showcase spanning 100sqm. (1,076sq.ft.). Also making a grand entrance is Bulgaria's Euro Games Technology, bringing with it a 72sqm (775sq.ft.) display. Cadillac Jack (USA) and iView (UK) both arrive on the ICE scene with 50sqm. (538sq.ft.) apiece, followed by Fair Play Gaming UK, Belatra (Belarus) and Gaming Technologies (Bulgaria). A further four companies – Spin Inc. (USA), Zest Gaming (Italy), Gamesoft (UK) and Goldrace.com (Korea) enter the ICE arena with product portfolios covering 20sqm. (215sq.ft.) or more. The remaining debutants are 1 Gaming (Canada), 24h Network (Sweden), Avanzia (Malta), Casino & Gaming International (UK), Casino Life (UK), Entertainment Industry (Ukraine), EssNet Interactive (Sweden), European Casinos (Spain), Gex Technologies (UK), G-Fed Games (Canada), Global Payments Gaming Services (USA), Greentube I.E.S. (Austria), Innovative Technology (UK), iovation Inc. (USA), Microgen (UK), Quedesjeux (France), Quixant (UK), SafeCharge (Israel), SAGSE (Argentina), SIQ (Slovenia) and World of Games (Russia).

More visitor services

Show organisers ATE are introducing a number of visitor facilities for all show attendees, including additional restaurants and bars, executive seating areas and a business lounge complete with I.T. services and free access to the Internet. These new features will be located on Level 2 of Earls Court 1, accessed via the co-located soft gaming and amusements show, ATEI. As in the last two shows, ICE/ICEi will have its own dedicated registration area, located at the front of Earls Court, directly opposite West Brompton Underground and Railway Station.

/ ends /

Press enquiries to Alex Fierek or Chris Jones at Scott & Jones Communications
Tel: +44 (0) 1273 204817 Fax: +44 (0) 1273 204827 Email: info@sjc.co.uk