

# SUZOHAPP

## The Only Call You Need to Make



From start to finish, SUZOHAPP  
can build a complete solution to fit  
all your sports betting hardware needs.

SUZOHAPP.COM/SPORTSBETTING

VisionPro elo CUSTOM Newland Glusani NANOPTIX



Lewis Pek  
Editor

## Comment

### Summer Showcase

Trade shows act as shop windows, gathering all the latest products and innovations into a single space for easy browsing and purchasing. Yes, it is possible to visit the showrooms of hundreds of individual developers, but having them neatly rounded up into one corral makes the single journey, however long and uncomfortable, much more efficient and practical.

What I love about trade shows and ICE in particular, is that you get to see all the energy, time and resources that creators and inventors have poured into their exhibits, many spending 12 months honing and revising their creations for the big reveal. We use the term 'industry' to describe gaming, which now loosely encompasses all manner of mechanical and digital game offerings. What I think it best describes is the industrious nature of the industry.

When I explain what I do for a living to people outside the business, they're often incredulous that there is a massive industry working on the creation of gaming products and services. Sitting working remotely from the office for the last 18 months, it's easy to understand their perspective. What ICE and G2E underline to me when I step on those show floors is the physical manifestation of the scale and intricacy of the gaming industry, the creativity and excellence of the people that work in this sector. And it's all laid out in front of you.

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The lack of physical shows, conferences and events during the pandemic has detached and disconnected people from each other - with the social side of business taking a real battering. But for me, the lack of connection to the spaces people occupy on their exhibition carpet and the excitement of being shown something brand new - dreamt up in the imagination of its creator - is just as dislocating.

The postponement of ICE into the summer - this month - now - was always a longshot. It's cancellation, however, was still bitterly disappointing. This Summer Showcase is a collection of games, services, platforms and peripherals that would have been on display across the hundreds of booths in London. It's been a rewarding and satisfying project to contact the 80+ companies featured in this issue and discuss positively what's new and what's exciting them right now.

We've pulled the covers off a sample of what's on offer from the gaming industry and look forward to seeing even more at the next gaming event.

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# SUZOHAPP: The one-stop shop for retail sports betting solutions

*Sports betting is here to stay and in a post-pandemic world that means omnichannel betting, including retail locations as people begin to make their way back into the world.*

SUZOHAPP explains why the manufacturer and distributor relieves the burden of platform providers looking to enter the retail market quickly with a standard, top-quality, pre-approved kiosk, or with a custom design curated to suit customers' specific needs.

The benefit of working with SUZOHAPP lies in their wealth of industry knowledge and experience. With over 60 years in the gaming industry, the understanding of customer needs combined with the extensive worldwide network of

partners and suppliers provides the edge needed to reach the perfect combination of quality, efficiency, and value.

If getting into the market quickly is your primary goal, be sure to check out SUZOHAPP's Universal Betting Solution. With a durable, high-quality cabinet, an attractive, large Elo displays, a powerful computer, and standard roll printer to get you started, you can utilise these basics that have already been submitted to certifying entities to expedite getting your platform into the retail space.



If instead you're looking for a solution that stands apart from the crowd, opt to work with the world-class SUZOHAPP engineering and design team to create the ideal kiosk to match your vision with the highest quality, industry-tested components.

SUZOHAPP works with partners such as Elo Touch Solutions, Inc., Transact Technologies, Inc., Custom S.p.A., Newland Europe B.V., JCM, CPI

and more to ensure you have the best options available for your design. Elo displays, for example, are unmatched in their quality and value providing high durability and global approvals in virtually any size and configuration you could possibly need. Access to SUZOHAPP's network of suppliers will ensure you have an extraordinary design with customer appeal, longevity, and value.