

SUZOHAPP

Suzohapp showcases products, partnerships, and people at ICE

Suzohapp presented a range of innovative solutions at this year's ICE London, including its Dynamic Panel Systems, the E-PRL electronic reprogrammable lock, and its VisionPro and Elo lines of LCD monitors. The company also took the opportunity to spotlight its award-winning new Components website and its partnership with Italy-based Custom Group at the show.

Suzohapp demonstrated a complete range of components, including monitors, locks, printers, scanners, bill and coin handling, and cabinet parts at ICE London 2020.

Presenting on an expanded stand space, the leading technology company with over 50,000 gaming, amusement, sports betting, lottery and bingo products for casino operators and gaming OEMs, reported another successful edition of the show.

"ICE is the biggest show we do in the world and this year it's been packed. For 2020, we increased our stand space by 50 percent and I'm pleased to report that we've doubled the number of leads generated at the show compared to two years ago," said the company's global product manager, Mike Sigona.

This year the company also took the opportunity to spotlight its new Components website. Information rich, easily searchable and well organised, the new site is designed to connect operators and OEMs to the resources they need quickly. "Our award-winning new website aims to make it even easier for our customers to access the product information they need," he added.

Key products showcased at this year's ICE included the Dynamic Panel Systems (DPS), a new innovation in player interfaces, offering all the adaptability of a touch screen while maintaining the satisfying feel of mechanical pushbuttons, helping drive users engagement.

Also on display was the new drop-in replacement E-PRL electronic reprogrammable lock which utilises Bluetooth technology to give operators remote access control to all locks from any device, along with the newly-released round VisionPro LCD monitors.

"Our VisionPro line of LCD monitors additionally includes edge-lit and 4K UHD models, with narrow border touch and Thru-Glass capabilities, allowing touchscreens to work through just 9mm of tempered glass," Sigona continued.



"Alongside this, we've also recently revised our price structure for our Elo monitors, making them an even more attractive proposition. And best of all, it's now even easier to access our full range of more than 100 monitors on our new website."

Another key highlight for Suzohapp was its evolving partnership with Italy-based Custom Group.

The company fielded a comprehensive offering of lottery terminals and printing solutions for sports betting kiosks on its stand at ICE.

"We're pleased to be able to add Custom's high-value product line to our distribution portfolio and we're anticipate a long

and successful partnership going forward," affirmed Sigona.

Sim Bielak, president of global gaming and amusement, thanked the company's team for their hard work during the show.

"Our people have extensive knowledge of customer needs as well as a wide breadth of experience in the industry making us uniquely suited to support gaming customers," he stated.

"We wanted to recognise the strength our team brings and make sure our new customers are aware of the incredible skillset we offer to help simplify sourcing for all their component's needs."