

NOVOMATIC Americas captivates at GAT Expo Puerto Rico 2025 with island-inspired showcase and unmatched energy

Gumpoldskirchen/San Juan, November 4, 2025 – NOVOMATIC Americas made a vibrant mark at the inaugural Gaming & Technology (GAT) Expo Puerto Rico 2025, which was held on October 28 and 29 in San Juan. The company’s colorful, island-inspired booth quickly became one of the most engaging destinations on the show floor, blending local artistry, innovation, and connection with the community in a setting that truly celebrated Puerto Rico.

An island-focused experience

NOVOMATIC Americas’ presence at GAT Puerto Rico reflected a deep appreciation for the island’s culture and creativity. The custom-designed booth, with its palette of vivid tropical colors, authentic textures, and lively music, showcased NOVOMATIC’s commitment to locally driven design and market-specific innovation.

“This show was special because it felt like home,” said **Luis Del Valle, Director of Sales for Puerto Rico at NOVOMATIC Americas**, who was also a featured speaker in the event’s educational program. “Our goal was to represent Puerto Rico’s gaming spirit with authenticity, from the products we showcased to the energy of our team. The response from operators and partners was incredible. People felt the passion, and that’s what makes the difference.”

Product highlights: local passion meets global innovation

At Booth A16/A17, NOVOMATIC Americas showcased a dynamic product lineup tailored for the region, including exciting new content and cabinet innovations that balance performance and personality:

- **De la Isla!** – A standout debut celebrating Puerto Rican pride and playful Coquí energy. This locally inspired progressive link, featuring joyful jackpot wins with male and female Coquí characters, brings island charm and vibrant jackpot celebrations to life.
- **Clover Link™ Elements** – The latest evolution of APEX pro gaming’s global hit, features four thrilling multi-feature games: Clover Wave®, Clover Inferno®, Clover Twist®, and Clover Tomb®; each delivering unique mechanics and elemental excitement.
- **Street Games Series: Magic Games HD™** – Fast, bold, and street-smart. Designed for local markets and showcased on the FUNMASTER 2.27 cabinet, these titles highlight NOVOMATIC’s focus on volatility and player-preferred action.

While NOVOMATIC Americas also unveiled its first-ever Wide Area Progressive (WAP) designed for the Puerto Rican market, pending regulatory approval, the real spotlight was on local collaboration, cultural expression, and player connection. The De la Isla! Project itself embodies this spirit: a “from the island, for the island” creation built through partnership and passion.

“This wasn’t just about showing our product,” said **Jakob Rothwangl, Managing Director of NOVOMATIC Americas**. “It was about honoring the culture, creativity, and community that make Puerto Rico special. The De la Isla! Link represents a shared story; local inspiration, global execution, and authentic connection.”

A successful debut for GAT Expo Puerto Rico

Highlights of the event included a robust educational program, where the first day featured lectures and expert panels addressing key regulatory and operational topics, followed by the official opening of the commercial exhibition on Day 2. GAT Events CEO José Aníbal Aguirre praised the high attendance and enthusiasm throughout the show, noting Puerto Rico’s “strong potential and dynamic market energy.” The experience extended beyond the show floor with meaningful cultural connections, as attendees enjoyed a guided tour of Old San Juan and a welcome cocktail event that brought together local authorities, operators, and suppliers in a true celebration of the island’s spirit.

Looking ahead

With its island-centered design, strong partnerships, and local leadership, NOVOMATIC Americas reinforced its role as a long-term partner in Puerto Rico’s rapidly growing gaming market.

“GAT Puerto Rico 2025 was more than a trade show; it was the start of something bigger for this region,” added Luis Del Valle. “Puerto Rico has the talent, the passion, and the vision to become a key hub for gaming in the Caribbean, and NOVOMATIC Americas is proud to be part of that story.”

About NOVOMATIC

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs about 20,000 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 45 countries, and exports innovative gaming equipment, system solutions, lottery system solutions, and services to more than 130 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in its own more than 1,400 electronic and regular casinos, as well as via rental models.

The NOVOMATIC AG Group is active as a full-service provider in all segments of the gaming industry through its numerous international subsidiaries, offering a comprehensive omni-channel product portfolio for partners and customers worldwide. This ranges from terrestrial gaming products and services, through management systems, cash management solutions, and online, mobile, and social gaming solutions, to lottery and sports betting solutions, as well as a whole host of other first-rate products and services. For more information, please visit www.novomatic.com

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