NOVOMATIC brings innovation and Ghost Party™ energy to G2E 2026

From international product premieres to tailored solutions for North America, NOVOMATIC delivered a dynamic showcase at G2E Las Vegas 2026, attracting strong interest from customers and industry professionals.

Gumpoldskirchen/Chicago, October 14, 2026 – Ghosts, gaming innovations and a show floor full of energy: NOVOMATIC brought its Ghost Party™ to G2E Las Vegas 2026, turning Booth #1259 into a vibrant showcase of cutting-edge gaming technology and market-specific solutions for North America. From September 29 to October 1, customers and partners experienced the latest NOVOMATIC innovations in a distinctive atmosphere at The Venetian Expo.

Striking digital displays, interactive experiences and Boo, the charming Ghost Party™ mascot, brought the creative concept to life and made the NOVOMATIC booth a lively meeting point throughout the show. Beyond the entertainment, there was a strong focus on an extensive product portfolio combining internationally proven gaming solutions with innovations tailored to the diverse requirements of the North American market.

From the U.S. premiere of VISION LINK™ to the latest Linked Progressives, premium cabinet solutions and Electronic Table Games, NOVOMATIC presented a broad range of innovations that attracted interest from operators and industry professionals. The three-day event also provided valuable opportunities to strengthen existing partnerships, establish new connections and exchange ideas on future developments.

Sabine Stoppel, Managing Director of NOVOMATIC Americas, comments: "G2E 2026 was a fantastic team effort, and I am incredibly proud of what we achieved together. With Ghost Party™, we created an experience that reflected the energy of our brand while keeping our customers and their needs at the center of everything we do. Seeing the positive response, the enthusiasm on the show floor and the many valuable conversations made these three days truly special. A big thank you to our customers, partners and everyone involved in making this year's G2E such a memorable event."

International innovation meets North American market expertise

One of the major highlights was the U.S. premiere of VISION LINK™, featuring the new Ghost Party™ game, which attracted considerable attention with its engaging content and distinctive presentation. Alongside the new Impera PROLINK™ 2 and Rising Treasures™ II titles, XTENSION LINK™ Volume 5 demonstrated the strength and diversity of NOVOMATIC's Linked Progressive portfolio.

Premium cabinet solutions also played a central role in the showcase. The award-winning DIAMOND X™ QUATTRO 1.55J and the V.I.P. X™ Galaxy 2.65 combined sophisticated design, high-resolution displays and advanced gaming technology to deliver a premium player experience. Complemented by impressive signage solutions, the installations demonstrated how hardware, content and presentation work together to create an attractive casino floor environment.

The portfolio was further enhanced by Athena Goddess of War™, which brings successful online gaming content to the land-based casino floor, as well as Panda's Dragon Gold™ and additional game titles developed specifically for the U.S. market.

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Tailored solutions for a diverse gaming landscape

A particular focus of this year's G2E presence was NOVOMATIC's expanding portfolio for individual North American jurisdictions. Dedicated products for Illinois, Georgia and other regional markets reflected the company's approach of combining internationally proven technology with a thorough understanding of local operating conditions and player preferences.

Puerto Rico was another important part of the presentation, with De La Isla Jackpot, a Wide Area Progressive developed specifically for the island's casino market, and Rocket Rush™, designed for the local route market.

Beyond slot gaming, NOVOMATIC showcased the latest developments on its NOVO UNITY™ PRO platform, including the Classic Core standalone solution and the new 88 Roulette offering. The NOVOVISION™ Casino Management System complemented the portfolio with advanced technology designed to support efficient gaming operations and comprehensive casino management.

Together, these innovations underlined the company's ability to address different market segments with flexible, operator-focused solutions.

Juergen Keller, Managing Director of NOVOMATIC Americas, comments: "G2E is always an important opportunity to connect with our customers and understand where the market is heading. This year, we were particularly pleased with the interest in our new products and the many constructive discussions throughout the show. Our focus remains on listening to our customers, responding to their individual market requirements and building strong, long-term partnerships across North America."

A Ghost Party™ to remember

The successful G2E presentation reflected the close collaboration between NOVOMATIC's headquarters in Austria and its local subsidiary NOVOMATIC Americas. Combining international expertise with a deep understanding of regional market requirements, the teams brought together innovative products, creative presentation and a shared passion for gaming entertainment.

Adding to the diversity of the showcase, NOVOMATIC subsidiaries Greentube and APEX presented their latest innovations for the North American market. Greentube highlighted its growing online gaming portfolio, including Piggy Prizes™ – Ghost of Gambini™, while APEX showcased Clover Link Elements® XL and Clover Link Masters of Elements®, further demonstrating the breadth of the NOVOMATIC Group's offering.

Thomas Schmalzer, VP Global Sales & Product Management at NOVOMATIC AG, adds: "G2E once again provided an excellent platform to demonstrate the diversity and innovative strength of our portfolio. From internationally successful Linked Progressives and premium cabinet solutions to Electronic Table Games and market-specific content, our focus is on providing operators with products that combine strong player appeal, performance and long-term flexibility. The valuable feedback and direct exchange with our customers are essential as we continue to develop solutions for markets around the world."

While G2E 2026 may be over, the energy and enthusiasm of the Ghost Party™ remain. NOVOMATIC looks forward to building on the positive spirit of the show and taking the next steps in its North American journey.

About NOVOMATIC

The NOVOMATIC AG Group is, as a producer and operator, one of the largest gaming technology groups in the world and employs more than 26,000 people. The Group was founded by the industrialist Professor Johann F. Graf in 1980 and has locations in about 50 countries, and exports innovative gaming equipment, system solutions, and lottery system solutions to more than 130 countries. The Group operates gaming terminals and video lottery terminals (VLTs) in it's approximately 2,000 own 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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