

# Top of the class for Multiplication

## EGT Multiplayer



Following the company's best ever presentation at ICE 2020 in London, G3 caught up with EGT Multiplayer Boris Marinov Head of the Sales and Marketing Department to discuss some of the products that the company showcased at this year's ICE conference. He talked us through the history of the company and its production facilities, the reasoning behind the decision to create a separate subsidiary from the parent company and future plans. He also provided us with insights into the multiplayer market overall and talked us through some of the regulatory challenges going forwards.

**Could you tell us about the history of EGT Multiplayer, its production facilities and different departments within the company?**

It is a pleasure for me to introduce you to our company as it has an exciting story. In the early years of the last decade, Euro Games Technology started an entirely new company project, developing multiplayer-focused

products. Since then, we steadily built our portfolio brick by brick and upgraded our products. From 2017, we have been a separate company with our own equipment, warehouses and office spaces and we became truly independent as a company. EGT Multiplayer entered 2020 with more than 240 employees. As a part of the EGT Family, we have relied upon the know-how of the mother company, but as we progressed, we have developed our own independent presence in all the major gambling and entertainment markets.

**What was the reasoning behind the decision to create a separate subsidiary EGT Multiplayer from the parent company? What have the advantages been?**

We wanted to concentrate our focus upon this type of gaming solution. At the time, the managing board decided to split the company's Research and Development team into two separate groups, enabling them to be

more focused and able to pursue the maximum results for their assigned products. With a smaller team, focused on its project and not disturbed by other topics, the multiplayer team were able to work faster and more efficiently on this single niche. This concentrated focus has helped in our rapid growth in the multiplayer sector. With the experience our team possesses in the gaming industry, we strive to satisfy our clients with our current product range.

**Could you tell us more about the multiplayer market in general? It must overlap with slots and systems, but in what ways is it different?**

Multiplayer markets are fast-paced growth markets. Every region has its specifics and, in some areas, multiplayers are becoming even more popular than traditional slot games. Of course, that's not the case everywhere, but these type of machines/games are growing in popularity and are gathering more attention among both players and operators. Players demand new and exciting entertainment, whereby hybrid machines can play both multiplayer and slot games, are becoming attractive all over the world. This is the reason why we continue to improve and develop our software as well as hardware products.

**Every product created by EGT Multiplayer is developed and produced onsite. How do you continue to innovate and employ the latest technology as part of your product range?**

I believe that we have learned how to make "the most delicious cake." We are not producing 'standard' multiplayer products. We are looking from a different perspective, and we are mixing together the ingredients to develop new types of hybrid solutions that enhance the player experience. Our specialists know how to create excellent slot games and cabinets. For the last decade, we have learned how to make exceptional roulette solutions. And in the last three-four years, we have been combining these skills and knowledge to create new technological solutions. Sometimes we take some courageous decisions to be more innovative, but this has ensured that our products are more attractive for the audience.

**There is a lot of competition in the multiplayer segment. How do EGT products stand out?**

Our company policy is to provide customers with hybrid products that attract attention, especially from a younger audience. The competition is fierce in the industry as a whole, and the multiplayer sector is no exception. In our products, the customers see a variety of stylish and reliable solutions for their casino floors. Another competitive advantage is that we trust not only in the quality of our products, but also in the service provided by our customer relationship management. We keep in touch, gathering and evaluating data, throughout the whole sales and after-sale process, which helps us to respond quickly if any problems occur, and prevent problems from arising in the future.

**EGT Multiplayer has secured a sizeable share of**



**the marketplace in Asia. Why have you been successful in these particular markets?**

We are confident in our growing presence in Asia. EGT Multiplayer is already well known in across the continent, something we have accomplished in a short period of time. In fact in the last two years, we've managed to displace established competitors. With increasing numbers of machines each month and new installations in different countries, we are steadily growing in the largest market on earth. Players have started to look for our games and machines, which is a good sign and we have received excellent feedback.

We listen to the local players' feedback and use it to upgrade our current products. We aim to create something new and to set new trends. At this year's ICE event in London, we showed many brand new solutions targeted at

the Asian market. The response of the visitors was very satisfactory.

**Which markets are the most advanced in regulatory terms? Which markets still have a long way to go?**

In my opinion, the most focused multiplayer markets are those in Asia and some parts of Africa and Europe, but the most advanced is Asia, which is one of the main reasons for us to focus heavily on this region. However, we have noticed that this trend is also moving further afield, entering new territories. I travel a lot around the globe and from my perspective I see that players like to participate cooperatively and bet together against the casino. They also like to chase higher jackpot amounts generated by more players and to participate in tournaments. It is more exciting and more sociable compared to

the stand-alone slot machines. The young audience definitely prefers this type of gaming. We think that this will become a world trend.

**How do you evolve content over time and how do you work with your customers when it comes to setting up your products across the casino floor?**

Our company policy is to release every year new products, including hardware and software. We develop everything ourselves, including all the games and their features.

Among the departments working for EGT MP, we have a specially created team that monitors the performance of our products for our clients through our own specialised software called MCS. Through this we provide security, accounting reports, analytical data, improvements to the settings and the total

## INSIGHT - EGT MULTIPLAYER

EGT Multiplayer was established in 2017 and is housed in its own separate facility in Sofia. Every product created by EGT Multiplayer is developed and produced onsite. EGT Multiplayer develops advanced software for all kinds of multiplayer games, gaming terminals and systems.

Having focused on roulettes and terminals from the outset, EGT Multiplayer has diversified into adjacent products to include blackjack and bingo, with its major advantage being the innovative jackpot system that works across all its products.

Amongst its latest innovations is the Multiplayer terminal S32, part of the S-line product line, and its five types of cabinet models. The built-in extensive multi-games KING HD software offers a wide range of games including video slots, Poker, Keno, Blackjack, Roulette, Baccarat, Sic Bo and Jackpot system. It allows the player to be connected to up to six different roulette wheels (live or automated), up to four at the same time, all displayed through High Definition quality monitors.

The Luxury touch tables, part of the T-line product line, includes both live and automated roulettes providing an ideal solution for large casino floors. Another sophisticated product is the STORK Multiplayer Terminal part of the S-line product range. Its highly flexible design allows for the composition of various unique combinations suitable for any casino floor. Additionally, the established Premier Roulettes from the R-line range support all seven multi-games created by the EGT Multiplayer. Alongside live video streaming these high-end products are aligned with the latest trends and technologies in the industry.

performance of each gaming machine. Additionally, we have another design team that provides clients with 3D visualisations of the requested configurations placed in their premises. The visualisation helps customers to decide which option will be best when it comes to placing our products across their casino floor.

Regarding the different markets requirements, we are very adaptable. Thanks to the wealth of experience within the EGT group, we've learned that flexibility is a must and we implement it whenever we see potential. In other words, we can prepare for whatever is required to fit-in and tailor our products for specific markets.

### **What role does customer feedback play when it comes to the Software and ergonomics of your products?**

When it comes to customer feedback, we give it the upmost attention. Most of our best products and services were created as a result of the recommendations and feedback from our clients and partners. Buyers are talking, and if we don't hear them, someone else will. The most valuable thing across every business is the opinion of our customers and we value this knowledge. Every innovation or upgrade of an existing product or service comes from the need to satisfy the customer's desires and expectations, so every time I'm personally asking for honest feedback from the clients.

### **Could you tell us about any new product launches in the near future? How do your products differentiate your client's product offering and enhance their revenue streams?**

At this year's event in London, we presented a full range of new products that helped us to achieve a remarkable start to the new decade. Visitors were able to see two new highlights from the R-Line series, featuring the R27 and R32 terminals and the R6 automated roulette (all having an adjustable angle of their displays).

The T-Line series, which is now taken to the next level with the futuristic model TR27/57, combines slot and table games (live, automated, or ETG). The new stars in our portfolio are the EGT Live Tables for Roulette and Baccarat (Punto Banco) alongside a new interface for Roulette games and the first-ever made by EGT - Live Baccarat table. Our Live tables can be played from an impressive number of 250 terminals at the same time.

We are also excited about our two new multi-games. The Multiplay HD 1 allows the player to play on up to four different games simultaneously. The Royal HD multi-game has no lobby, and this provides the player with fast access to all 47 games while playing their current selection.

EGT Multiplayer is continuously increasing its games portfolio to satisfy every market. The way we understand the future of gaming is to add more flexibility and innovations to our products. This is what our customers expect, and that is what we aim to deliver for them.

