



PRESS RELEASE

Successful start to trade fair for BALLY WULFF

LUX generation shines on international stage

Berlin, 06/02/2018. BALLY WULFF began its 2018 trade fair season today with an impressive appearance at ICE Totally Gaming in London. Visitors still have until Thursday 8 February to find out more about trends for the German, Spanish and online market at Stand N4-260.

As the world's largest, and one of the most important, B2B gaming industry trade fairs, ICE Totally Gaming is the ideal platform for BALLY WULFF to showcase its wide variety of products. Armed with its bestselling LUX generation housing line and associated games software, the Berlin-based company is superbly equipped to make a long-lasting impression on the international audience. "Having received nothing but positive feedback on the German market, we are looking forward to presenting our product portfolio to the international audience over the next three days", reports Managing Director Lars Rogge direct from the trade fair stand.

For the Spanish market, BALLY WULFF will also be showcasing its latest new products in close collaboration with distribution partner UNIDESA. "BALLY WULFF machines are extremely popular in Spanish arcades. Our new products mean that all doors are now open for the bar market as well", says Willem Korteweg, Export Manager.

The online game counter is another magnet for visitors at the trade fair stand. Over 50 games can be tested live here.

The creative, long-established company is presenting itself in a whole new light at this year's ICE industry trade fair. A new stand designer and

an innovative stand concept sees BALLY WULFF showcasing its products on a significantly larger, two-storey trade fair stand. The sparkling LED effects produced by the SMARTlight machines are particularly eye-catching.

Trade fair visitors are warmly invited to experience the Berlin-based company's innovative abilities for themselves at stand N4-260 over the coming days.

BALLY WULFF – living tradition meets modern entertainment:

BALLY WULFF Games & Entertainment GmbH is a leading German company in the entertainment electronics segment and combines the fields of development, manufacturing and sales of gambling machines. Sales of the products are focused on the German market while the export business primarily targets Spain and Italy. The traditional Berlin company's product portfolio includes state-of-the-art gambling machines, which impress users with their contemporary look, HD animation, touch screens and stunning game quality. The core area of expertise is the development of entertaining, creative games software which is used in commercial gaming venues, the bar market and also by licensed online providers.

BALLY WULFF provides the right products to meet the individual needs of the different target groups within the various segments. The company is therefore a huge player within the leisure industry – of course in compliance with comprehensive and monitored gamer protection.

Founded back in 1950, BALLY WULFF has been part of the Westphalian SCHMIDT Group since 2007. The company has 12 branches in Germany and employs around 280 staff.

BALLY WULFF Games & Entertainment GmbH

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