



PRESS RELEASE

## **Full speed ahead for expansion BALLY WULFF is ready for ICE 2019**

**Berlin, 23/01/2019. In 2019, BALLY WULFF will once again be exhibiting at ICE, the international gaming exhibition taking place from 5 to 7 February at the ExCel centre in London. The Berlin-based company is looking forward to unveiling all its latest highlights for Germany, Spain and the online market to an international audience on stand N4-260.**

As well as development of the German market, BALLY WULFF has also set its sights on expansion. Once again, in this year's exhibition season, the company will be showcasing its latest product highlights on an international stage in London. BALLY WULFF aims to inspire international visitors with a wide spectrum of exciting products designed primarily for the Spanish, German and online markets.

The Berlin-based company will be presenting an impressive portfolio of products. Visitors to this year's exhibition can look forward to many highlights, including the new-generation LUX for the German and Spanish markets, as well as the popular ACTION STAR BAR II which is already proving a hit with players in Spain.

BALLY WULFF's striking jackpot systems are also sure to attract a lot of attention from visitors. Building on a strong track record, the jackpot specialist is introducing some great products designed to

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take gaming fun to a whole new level, with the CRYSTAL FREE POT and RED HOT FIREPOT MAX.

BALLY WULFF Managing Director Lars Rogge and Luigi Limido, Managing Director of BALLY WULFF España S.L., explained: “In the last few years, our presence at ICE has been a great success. Our diversity and wealth of ideas will once again impress an industry audience from all over the world.”

And it's not just in Germany and Spain that BALLY WULFF is creating waves on the market. The worldwide web is another focus for the Berlin company. BALLY WULFF is demonstrating a flair for trends with a wide range of exciting developments for the online games market. “We are looking forward to an exciting time ahead. The online market is growing rapidly and with our many creative games, we are ideally prepared for all the future may hold,” commented Managing Director Thomas Wendt.

The distinctive stand concept, designed with great attention to detail, provides the perfect platform to showcase the extensive product portfolio.

Visitors to the exhibition are warmly invited to play on the machines and try out all the features and functions. Anyone wishing to witness a real demonstration of innovative flair from Germany's capital city should not miss the opportunity to visit stand N4-260. The team from Berlin looks forward to your visit!

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**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. 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 11 customer centres in Germany and employs around 320 staff.

**BALLY WULFF Games & Entertainment GmbH**

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