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Aristocrat's six of the best for IGE '09

Aristocrat Technologies is unveiling more than 30 new games for European customers from its stand (3410) at ICE, part of the 2009 International Gaming Expo. In the busy lead up to the London show, Casino Review caught up with some of the European sales team and asked them to identify the games they expect to be the star performers in the year ahead.

Damien Greig is Aristocrat's Regional Sales Manager, managing clients in Serbia, Portugal, Slovenia, Greece, Holland and Croatia. His pick of the bunch amongst Aristocrat's brand new products is the DSAP bonus game, **Banana King**:

"This Double Standalone Progressive™ was one of the highlights at the recent G2E. Banana King offers frequent prizes from many levels of the games including the base games, bonus feature and jackpot wins, so players can enjoy a multitude of winning opportunities. The familiar base games, Dolphin Treasure and Panther Magic help to enhance the speedy uptake of the game. Peel away at the layers of this Viridian™ game and you'll reveal a wealth of entertainment with five randomly selected bonus features and a bash button ante bet to increase the prospect of bigger wins."

Head of sales for Southern Europe, Christian Colus has overall responsibility for a large community of operators and has little doubt that the model to watch in 2009 is one of Aristocrat's Autumn '08 XCite™ releases, **Dream of the Red Chamber™**:

"With the exciting feature concept, Free Game Bank™, this really does offer players a new gaming experience and increased flexibility in their gaming technique.", he said. "When free games are awarded, players can choose to play them immediately, play some and bank some, or save them all for later use. A Free Game onscreen meter and Stored Free Game screen allow them to keep track of their Bank tally." He added: "Dream of the Red Chamber's feature is awarded when any three or more Pagoda symbols appear, with all prizes won during free games tripled."

Another IGE debutante, **Arctic Dreaming™** is the ICE cool choice of **Wade Hargreaves**, Aristocrat's Regional Sales Manager for Poland, Malta, Scandinavia, Belgium, Egypt, Czech Republic and Hungary. He explained:

"Arctic Dreaming is a Power Pay Reel Power™ game offering players the chance to play the ante bet in order to reveal 2 additional positions on reels 2 and 4 during the



base game. This means the players increase the number of winning positions from 243 ways to 432 ways. Arctic Dreaming has high appeal amongst experienced gamers, its low feature frequency and high volatility resulting in periods of very rewarding payouts. The polar theming – incorporating igloo, penguin, polar bear, snow owl, arctic wolf and native hunter icons – may be subzero in subtlety, but this must surely be one of the hottest prospects for the months ahead.”

Head of sales for Central Europe, **Pedro Extremera** believes that **Buffalo™** will lead the charge across his markets. Whilst this is not one of the brand spanking new titles debuting at IGE 2009, he argues that the Xtra Reel Power™ game can deliver plenty of punch and become something of a cash cow for operators:

“A few may recall this game appearing at last January’s ICE. The more astute will testify to its superb performance on casino floors since. Buffalo is now available in both XCite and Viridian formats and its growing stature should be enough to ensure a stampede of new orders in 2009.” He continued: “Aristocrat’s exclusive Xtra Reel Power games offer players the opportunity to purchase reels rather than lines. Xtra Reel Power is based on a 4 x 5 reel format, opening up huge possibilities in the case of Buffalo, which features average feature frequency and high game volatility for a truly rawhide gaming experience.”

Milana Baysangurova is the most recent addition to Aristocrat’s European sales team, having joined the company in September 2008. Covering the United Kingdom, Germany, Macedonia, Latvia, Lithuania, Estonia, Gibraltar and the Isle of Man, her ‘steal’ of the show is **Bank Buster™**. She began:

“Our third Gen 7 dedicated Hyperlink™ is, in my opinion, certain to be the game attracting the most attention of any on our stand. Bank Buster boasts six bonus features and four jackpot levels and is designed to maintain a strong performance through its strong choice of base games – King of Asia, Ladies Day and Tigress ” Milana continued: “It takes inspiration from bonusing predecessors Zorro™ Link but adds an extra edge through its 3D signage, Viridian Cabinet display and greater interactivity for the players. Bank Buster is set to bring fun to the gaming floor with an arresting player experience.”



5 Koi is set to become the catch of the day, according to **Julien Areny**, Assistant Regional Sales Manager with specific responsibilities for France and Spain. Another of Aristocrat's Autumn 2008 releases, the Power Pay game has been swimming at the deep end of the performance pool:

"The oriental theming evident in the Chinese symbols – the familiar Lucky Coin as scatter, the luscious Golden Carp as substitute and four Lucky Wish symbols – has captured players' imaginations," remarked Areny. "The Power Pay aspect and highly volatile gameplay make this XCite product an alluring prospect for players and I can easily foresee more operators falling for 5 Koi's eastern promise hook, line and sinker!"

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Digital image attached: - Damien Greig, Christian Colus, Wade Hargreaves, Pedro Extremera, Milana Baysangurova, Julien Areny
- Banana King (cabinet pic), Dream of the Red Chamber (topbox art), Arctic Dreaming (belly art), Buffalo (cabinet pic), Bank Buster (bank pic), 5 Koi (topbox art)
(more graphics available on request – please email info@sjc.co.uk)

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