



FOCUS ON

NOVEMBER

THE MONTHLY NEWS ROUND-UP FROM **GAME ON**

DIAMOND FRUITS MEGACLUSTERS™

NOVEMBER 2021 PRESS RELEASE HIGHLIGHTS



STRIVE GAMING

Haig Sakouyan joins Strive Gaming as VP for Client Success

Strive Gaming has appointed industry veteran Haig Sakouyan as its new VP of Client Success.

Haig has over 19 years of experience in the online gaming and gambling sectors, and has been involved in more than 18 retail and online launches across the US, for both casinos and sportsbooks.

As VP for Client Success, he will be responsible for providing service and experience to the company's B2B customers and their end users.

Haig becomes the first employee of Strive Gaming's Canadian entity, based out of Vancouver BC. Strive Gaming now includes divisions based in the US, the UK, Malta and other locations.

This appointment syncs with the company's extension across the North American market, as Strive Gaming already holds licences in Colorado and Arizona, with multiple other licence applications underway in additional states.

Max Meltzer, Strive Gaming CEO, said: "Haig is an experienced and respected..."

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ESPORTS TECHNOLOGIES

Esports Technologies files new patent for esports betting exchange

Las Vegas-based technology supplier confident of creating "elevated" esports wagering experience for high-volume bettors

Esports Technologies, Inc. (Nasdaq: EBET), a leading global provider of advanced esports wagering products and technologies, announced today that it has filed a new patent application covering various embodiments of a novel esports betting exchange system. The patent application describes a private betting exchange model that is configured to offer operators and high-volume bettors greater liquidity and improved pricing in an esports betting environment where large bet sizes do not impact market prices.

The systems and methods described in the patent application relate to users' ability to subscribe to certain betting markets, such as esports games, teams, players, and the like, and be grouped into larger order blocks, which leads to better liquidity matching and enhanced pricing for electronic gaming platforms. The technology provides an exciting new way to participate in esports betting.

Bart Barden, COO, Esports Technologies, said, "The private exchange described in this patent application could substantially elevate the esports wagering experience for high-volume bettors and traders. Our team will continue to..."

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REAL DEALER

Real Dealer cement position in Spanish market with third local-language release

Cinematic casino game specialists build on recent localisation successes with the launch of Real Roulette con Tomas

Real Dealer Studios, the developers of immersive RNG casino games made from cinema-quality video, have continued their mission to court Spanish players this week with the launch of Real Roulette con Tomas.

The new game, which is the company's third Spanish-speaking release in as many months, combines the pick-up-and-play appeal of a typical RNG-powered roulette title with the sort of highly-polished video typically found in a Hollywood film. Strategy to enter regulated and regulating jurisdictions, and provide operators.

As with Real Dealer's other titles, Real Roulette con Tomas provides players with simulated one-on-one dealer interaction by integrating the recorded video into a sophisticated game framework. The unique approach results in smooth and seamless gameplay without the noise and distraction that you'd find in live...

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CRUCIAL COMPLIANCE / EYAS GAMING

Eyas aims to 'mitigate player harm' via Crucial Compliance link-up

Eyas Gaming, The operator behind online casino brand MerkurSlots, has linked up with Crucial Compliance in a partnership which aims to mitigate player harm following its debut into the UK regulated market.

Under the terms of the agreement, Eyas will use the 'Crucial Player Protection' system, signed as a single, scalable solution for compliance and business management, to improve the accuracy of review for AML and responsible gambling to increase the protection of at-risk players.

"We take player protection incredibly seriously and in Crucial Compliance we have a partner that can provide us with the platform and tools we need to take responsible gambling to the next level," explained Adam Joseph, COO at Eyas Gaming.

"Its technology is at the cutting edge of responsible gambling and is supported by an experienced team on hand at all times to ensure that we maximise the potential of the platform and tools available through Crucial Player Protection.

"This partnership is evidence of our commitment to responsible gambling and compliance, and will be crucial to our success in the UK market and beyond."

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NOVEMBER 2021 PRESS RELEASE HIGHLIGHTS



1X2 NETWORK

1X2 Network debuts in Denmark

1X2 Network has made its debut in Denmark after signing a deal with a tier one operator.

Under the agreement, Danish players can now access slots from the developer's 1X2gaming and Iron Dog Studio subsidiaries.

Following the period of exclusivity, 1X2 Network's full suite of games will be available to all operators targeting the Danish market, where "the developer believes its slots will perform well and become firm player favourites," a statement from the group read.

It continued: "Entering the Danish market forms part of wider plans to obtain certifications in key regulated jurisdictions."

1X2 Network is now live in the UK, Isle of Man, Malta, Gibraltar, Sweden, Spain...

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1X2 NETWORK

Introducing Bonus Upgrader from 1X2 Network

Innovative developer launches unique feature that allows players to access slot bonuses without playing the base game and select the level of bonus they want to play

1X2 Network, the award-winning online slot and casino game developer, is pleased to announce the launch of Bonus Upgrader, an innovative tool that allows players to access bonus features without having to play the base game.

Bonus Upgrader is different to other buy the bonus features in the market as it allows players to select which of the slot game's bonus features they wish to access. For example, they can select more freespins, guaranteed wilds, increased starting multipliers, removal of low paying symbols, etc.

This allows the player to have far greater control over the game and how it plays out. They can also manage the volatility of the slot as they can choose which features they want to trigger and at what value of stake they wish to play them at.

1X2 Network plans to roll out Bonus Upgrader across the next series of slots designed and developed through its 1X2gaming and Iron Dog Studio subsidiaries, starting with Rock the Reels Megaways™.

The developer is also behind Branded Megaways™, which has taken the sector...

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SWINTT / VULKAN CASINO

Swintt teams up with Vulkan Casino

Localised slot and live game specialists goes live with first partner on the Ukrainian market and brings product to a brand new player base.

Having already established a reputation for themselves as the go-to providers of highly localised slots and live casino games, Swintt have taken another huge step forward this month by signing a partnership deal with Ukraine-licensed casino, Vulkan Casino.

The new agreement represents the company's first deal in the Ukrainian gambling market and will now enable the popular casino platform to expand their product offering by providing players with their full suite of slots, SwinttLive casino games and their innovative gamification tool, SwinttGamify.

This means that players at vulkancasino.ua will now be able to access some of the in-demand software provider's most popular titles, including Lone Rider XtraWays™, Sea Raiders and Zombies on Vacation, as well as the brand-new Book Of The East and the highly-anticipated upcoming premium slot, Sweetania.

With the full suite of Swintt slots making their debut in the country, Ukrainian players will also be given a first look at some of the provider's innovative pay...

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PANDAScore

PandaScore builds on impressive esports offering with Wild Rift

The leading esports odds and data provider is now offering odds on Riot Games' mobile hit League of Legends: Wild Rift as it approaches its first major event, The Horizon Cup

PandaScore, the leading AI-powered esports data and odds provider, has further expanded their esports offering with Riot Games' latest hit, League of Legends: Wild Rift.

The game comes from one of the biggest publishers in the world, and is based on Riot Games' massively successful title League of Legends – with Wild Rift bringing the game to mobile. PandaScore launches its data and odds feed ahead of the game's most anticipated tournament so far, The Horizon Cup, which brings together some of the best teams in the world, starting November 13.

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STAKELOGIC / PARIMATCH

Stakelogic teams-up with 'absolute industry power player' Parimatch

Stakelogic has heaped praise on "an absolute industry power player," after securing an alliance to take its entire slots portfolio live to players of online casino and sports betting operator Parimatch.

Under the terms of the agreement, Parimatch players will gain access to the provider's classic slots and modern video slots, including titles such as Extreme Megaways™, Hero Clash, Black Gold 2 Megaways™ and Mystery Drop.

"Stakelogic is taking the industry by storm so it was an absolute must for us to add its full suite of slots to our market-leading casino game lobby," stated Oleh Moroz, head of gambling business development of Parimatch.

"We pride ourselves in offering our players the widest selection of games from all of the major providers and the addition of Stakelogic is testament to this. We are particularly excited to see players enjoy its highly innovative Super Stake feature."

The igaming content provider has hailed the geographical boost to be felt by adding its gaming suite to the Parimatch casino lobby, with Ukraine in particular cited as a key market to be targeted as a result of the agreement.

Olga Bajela, CCO of Stakelogic, noted: "Parimatch is an absolute industry..."

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GAMINGTEC

Andrei Beu 'thrilled' to be appointed as Gamingtec's new commercial director

Gamingtec, the turnkey online sportsbook and casino platform provider, has strengthened its senior management team with the appointment of former EveryMatrix "stalwart" Andrei Beu as commercial director for B2B.

In his new role, Beu has been tasked with leading Gamingtec's B2B division and will be responsible for new sales and marketing initiatives that will drive brand awareness and strengthen the company's position as a B2B platform and content provider in the industry.

Commenting on Beu's appointment, Sapar Karyagydyev at Gamingtec, said: "In Andrei we have a talented and experienced sales manager that has a comprehensive understanding of the industry. We look forward to being able to leverage this, along with his passion for sales, to take awareness to the next level and engage with new customers.

"We are entering a hugely exciting chapter for the business with ambitious growth plans and a product pipeline packed with innovative features and cutting-edge tools. Andrei is absolutely the right man for making operators aware of what we have to offer."

Moreover, Beu will also manage Gamingtec's presence at industry events...

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PANDAScore / FORTUNEJACK

PandaScore signs deal with FortuneJack

AI-powered esports data and odds provider PandaScore has signed a new deal with FortuneJack. The operator will be able to provide an extended portfolio of esports odds thanks to PandaScore's services.

The partnership represents an important step for the esports data and odds provider in its plan to build a connection between two modern mediums – esports and cryptocurrency.

PandaScore provides real-time data and odds across game titles such as League of Legends, Valorant, Dota 2, Counter-Strike: Global Offensive, Call of Duty and other games.

Thanks to this partnership, FortuneJack can now benefit from a wide range of odds, featuring in-depth pre-match and in-play markets, which are backed by an in-house trading team combined with artificial intelligence.

Flavien Guillocheau, PandaScore CEO, said: "We are extremely excited to have entered into a partnership with FortuneJack. They are one of the most innovative gambling operators out there and we are thrilled to be working alongside a company with such a positive early adopter mindset."

"Our partnership will allow FortuneJack to expand its presence in the esports market, offering more lines and varied odds than ever before, in both pre-match and in-play markets for all the major esports titles."

[READ THE FULL STORY](#)

SWINTT

The Netherlands – Swintt slots make online Dutch debut with Fair Play Casino

Swintt has expanded its geographical reach into the Dutch market after striking a deal with Fair Play Casino.

The new arrangement represents Swintt's first steps into recently-regulated Dutch igaming market. Fair Play Casino is one of the biggest regulated operators in the Netherlands whose bricks-and-mortar gaming venues featuring many of the provider's games.

As such, the studio has already built up a fan-base in the country and the deal will strengthen their presence in the market by bringing Swintt slots to a new audience. David Mann, Chief Commercial Officer at Swintt, said: "We're thrilled to be taking games from our slot and premium slot collection live at Fair Play Casino Online. The latter are already hugely popular with Dutch players due to their presence in Fair Play Casino's live venues, while the former will introduce them to a world of great games as we make our first steps into the Dutch regulated online market."

The online partnership between Swintt and Fair Play Casino Online comes as the software provider is set to launch its Rock n' Ways XtraWays slot this month.

The upcoming game has a unique pay system that offers players up to 262,144 ways and up to 25,000 x bet to win. The slot begins on a conventional 6x3 reel matrix, but every star symbol that appears will add additional spaces to the reel...

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PRESSEntER GROUP

21 Partners rebrands to PressEnter Partners, the subsidiary responsible for managing the affiliate program for the operator's roster of brands

PressEnter Group, the dynamic operator behind some of the most popular online casino brands in the world, has extended its recent corporate rebrand to its affiliate division with 21 Partners changing names to PressEnter Partners.

PressEnter Partners will retain its team of highly experienced and skilled individuals who will continue to work closely with affiliates promoting its casino brands 21.com, JustSpin, NeonVegas, NitroCasino, UltraCasino and just-launched Rapid Casino.

PressEnter Partners is run by a team of multi-lingual professionals that pride themselves in their ability to find and maintain long-lasting collaborations with iGaming affiliates. To do this, they take a personal approach with all partners and the team is flexible with commission models, basing it on individual affiliate needs and preferences.

Hannes Thunberg, Head of Affiliates at PressEnter Partners, said: "During the..."

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PLAYSTAR

Gustav Vadenbring appointed PlayStar CFO

PlayStar has appointed Gustav Vadenbring as its CFO, starting on 10 January 2022.

He will be responsible for overseeing the group's financial operations as it "embarks on its journey from start-up challenger brand to being a major player in the fast-growing online casino market in North America," a statement from the company read.

Vadenbring joins from gambling affiliate Acroud, where he has served as CFO since 2018. He has also held senior financial roles at Actic Group (publ), Deloitte and SEB.

"Gustav is a major coup for PlayStar," said PlayStar CEO Per Hellberg. "He brings with him unrivalled experience in corporate finance and mergers and acquisitions which will prove key to us achieving our goal of becoming the preferred online casino brand in New Jersey and beyond."

"As a challenger brand it is important that we maintain tight control over our finances while also securing additional investment as and when required, and in Gustav we have someone that is beyond qualified for the job."

PlayStar will aim to utilise Vadenbring's experience in mergers and acquisitions when it launches in New Jersey in Q1 2022.

Vadenbring commented: "When I got the offer to build up something entirely..."

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STAKELOGIC / BETVICTOR

Stakelogic signs partnership with BetVictor

Stakelogic has announced a major partnership with BetVictor.

The software developers' full suite of slots will now be available to players at the online casino.

According to Stakelogic, the deal is one of its "most significant partnerships to date," with BetVictor currently offering over 2,500 games to customers in over 150 countries. One of those countries is the United Kingdom, where BetVictor has "long since established itself as a market-leading betting brand."

Game features such as the Popwins mechanic and Super Stake mode will be available to BetVictor players, along with a number of new releases.

Stakelogic CCO Olga Bajela said: "With BetVictor being one of the most famous names in online gaming and Stakelogic being the fastest rising stars of slot software development, there's no doubt that this new partnership represents a hugely exciting time for both parties."

"We're delighted to now be able to provide our full suite of slots on such a well-known and respected platform and we really think players in the UK and beyond are going to love what we have to offer."

Sergiu Turcut, Head of Commercial at BetVictor, commented: "We are always keen to collaborate with partners that share our vision regarding player entertainment. Stakelogic was a natural choice, having an impressive portfolio..."

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PANDAScore / FAVBET

PandaScore and Favbet join forces to power up esports betting experience

Betixon is an iGaming developer that focuses on establishing innovative gaming products by focusing on a mobile-first and social experience. Over the years, the company's library has swelled to feature numerous titles all of which have been made available to partners.

The company owns numerous licenses allowing it to operate in key European markets and comply with regulatory standards. All titles are based on HTML5 technology which makes them incredibly flexible and easy to deliver across a number of platforms, making sure that the consumer experience comes first.

Recently, Betixon introduced the SpinXP feature that adds a game-changing experience in the online gaming industry bringing communities together by enabling the consumer base to cheer for each fellow player's win.

It's a solution that allows people to feel less alone while enjoying their hobby, argues Betixon. Today, we sit down with Betixon to discuss the company's...

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NOVEMBER 2021 PRESS RELEASE HIGHLIGHTS



PANDAScore

PandaScore Expands Valorant Offering With Rounds Markets

The leading esports odds and data provider introduces rounds markets for hit esports title Valorant

Industry-leading esports data and odds provider PandaScore has increased its range of Valorant markets, following a rapid growth of interest in both the game and Valorant betting.

The game has proven to be a huge success, quickly growing to become one of the biggest titles out there, as well as one of the biggest esports. Its most recent international tournament, Valorant Masters: Berlin, was the third most popular of Q3 2021 in terms of viewership. It also cemented the game's popularity with punters – Valorant is now regularly a top 4 title for esports turnover amongst betting operators.

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FSB

FSB promotes Van Ermen to leadership role

Former VP of Pre-Sales will take charge of North American sales strategy as FSB prepares for rapid growth in 2022.

Global sports betting & iGaming supplier FSB has announced the appointment of Mike Van Ermen to the leadership position of Vice President of Business Development, North America.

Van Ermen assumes the senior role from his previous position as Vice President of Pre-Sales, and will now lead the growing North American business development team from hubs in Nevada and New Jersey.

Joining FSB in December 2020, Van Ermen has played an integral role in the multi-award-winning suppliers gaining a foothold in the US market this year.

Previously serving in a number of key sportsbook and casino operational roles, Van Ermen has leveraged this experience at FSB to facilitate market entry in North America, secure new state partnerships and lead a number of ongoing opportunities in the US and Canada.

Van Ermen's new remit will also include taking charge of sales strategy in the fast-paced North American market, harvesting new opportunities in the US...

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PLAYSTAR / INTELITICS

PlayStar gains Intelitics support ahead of NJ debut

Intelitics has been selected to support the imminent launch of PlayStar within the New Jersey igaming market, which the online casino brand says is set for the first quarter of next year.

This will see the performance marketing and analytics provider supply PlayStar with its customer acquisition tracking platform, which aims to permit the operator to make informed, data-driven campaign decisions across all user acquisition channels, including affiliates and paid media.

Furthermore, the Intelitics platform and product suite will also provide PlayStar's affiliate and marketing partners with access to real-time data and analytics, as well as pixel tracking, to allow them to manage their own campaigns and monitor effectiveness.

Allan Petrilli, VP of sales and growth at Intelitics, commented: "We're very much looking forward to teaming up with PlayStar, and to allow the operator to leverage our industry-leading user-acquisition platform to ensure it gets off to the best possible start in New Jersey.

"We're particularly excited to be working with its incredible team which has a track record of high-level success in the igaming industry, and look forward to..."

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SWINTT / MR VEGAS!

Swintt games will be available at Mr Vegas!

Swintt, one of the most relevant casino software brands, which particularly focuses on highly localised slot games, has reached a new agreement. This time, Swintt's new partner will be Mr Vegas. This will allow the operator to further improve its online presence by entering two new markets: of Malta and Sweden.

Mr Vega is an online platform that offers slots, table games and live games to customers of the United Kingdom and Europe, and holds licenses with the MGA and the Swedish Gambling Authority (Spelinspektionen) – which means that residents of both countries will be able to access Swintt's current portfolio, as well as the new releases coming up.

In fact, when Swintt's games will be available at Mr Vegas, users will also be able to play with the new Book of The East slot, which includes five reels and ten...

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HITSQWAD / TWIN WIN

Twin Win to assist HitSquad's content production

HitSquad and teamed-up with development studio Twin Win Games, with the new games studio to receive aid on the production of its content suite.

Under the terms of the agreement, Twin Win Games will assist the group with art production and game client development, where the provider plans to have one solution across all major operating systems and devices. It will also aim to allow HitSquad to rapidly develop games and scale teams as and when required.

The online games development firm states that it has world on "hundreds of projects" for customers across Europe, North America and Asia.

Natalia Makarova, founder of Twin Win Games, said: "We are very happy and proud to become partners with HitSquad and to help bring its innovative ideas to life.

"We will work together with Charl and his team towards a common goal of creating high quality and entertaining content. We are sure that the synergy of our teams working together will deliver amazing results and that our partnership will grow with the success of each title."

HitSquad, which asserts that it has "identified a gap in the market for jackpot..."

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ESPORTS TECHNOLOGIES / EAFFILIATES

Esports Technologies launches Eaffiliates.com

Esports Technologies has launched a new affiliate platform Eaffiliates.com, which will see esports affiliates receive a commission based on confirmed deposits and revenue generated.

The platform works with partners focusing on creating plans that are tailored to specific wagering verticals, including casino, esports and sports.

The provider has forged several strategic alliances with 'cultural icons' and brand ambassadors, such as Jordan Clarkson and Clinton Sparks, that will help convert casual fans into permanent paying customers. The platform will feature weekly and monthly promotions meant to keep players engaged, as well as free-to-play opportunities designed to draw new and returning users.

Michael Holm, Affiliate Director, Esports Technologies, said: "Eaffiliates.com will harness the robust intellectual property of Esports Technologies to offer a wagering experience that consistently optimises conversion and retention, generating maximum revenue for our affiliate partners.

"We are excited to welcome affiliate partners from all over the world, and we look forward to working with them in a way that's mutually beneficial."

The company's focus is the development of engaging products for esports...

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SEVEN BOOKS UNLIMITED - SWINTT

Start an exciting new chapter with Seven Books Unlimited by Swintt

The in-demand software provider's latest page-turner mixes classic reels with a lucrative bonus feature.

Fans of classic reel-spinning action, rejoice: Seven Books has released a new game. Unlimited, Swintt's newest slot, combines all of the wonderful gameplay mechanics players have come to expect with the chance to win large from an intriguing and simple-to-trigger bonus feature.

The newest Book slot from the popular studio has all the makings of a pick-up-and-play classic, with a 53-reel matrix, 10 paylines, and wins that are awarded from left to right. The game's unique symbols contain all of the old favorites, such as luscious fruits, BARs, liberty bells, and fortunate sevens, with the eponymous book sign serving as the game's focal point.

This high-value symbol not only completes winning paylines by substituting for any ordinary base game icon, but three or more in a single spin also activates Seven Books Unlimited's major extra feature.



READ THE FULL STORY

JADE OF THE JUNGLE - STAKELOGIC

Get ready to rumble in the jungle with Stakelogic's latest slot gem

New Jade Of The Jungle game promises Free Spins and wild wins across two sets of reels

Grab your compass and get ready to venture into the wildest depths of the Amazon in Jade Of The Jungle by Stakelogic & Jelly, a brand-new game from the innovative slot providers that features symbol nudges, Free Spins and – for the first time ever – two sets of reels.

The first release from the studio to utilise the dynamic "Dual Reel" system, Jade Of The Jungle takes place across two separate 3x3 game boards that are uniquely decorated with all manner of exotic symbols, including tribal masks, animal deities and icons that represent each of the four elements.

Wins are counted from left to right on either reel set, with seven paylines on each combining for a total of 14 separate ways to win. One of the more volatile slots from Stakelogic, players can get their hands on a top win multiplier of 2,976x for landing the most valuable jade symbol in all 18 reel spaces.



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FIRSTLOOKGAMES



CAT TO THE FUTURE!

When Marty McFeline is blasted through time in the MeowLorean time machine experiment created by his eccentric scientist friend Havana-Doc Brown, he finds himself mixed up in a time-litter chain that could change the future as we all know it and leave him trapped forever.

Getting back is only the beginning of this fantastic time-travelling adventure. We need to go Cat to the Future!

3 by 5 reels, Blinking Bucks, Racking Up Riches and Jackpots

General Information

Reel Type: Spinning Reels
 Matrix: 3x5
 Tiering: 1:2:2
 Bet Type: Easy Bet
 Cover Bet: 20
 Evaluation Count: 243

Bonus

During the base game, 3 x bonus symbols appearing in any position on reels 2,3 and 4 starts the Free Games Bonus.

During the Blinking Bucks Bonus, selecting the Free Games Bonus symbol awards the Free Games Bonus and awards 15 free games. Bonus symbol is a scatter and appears only on reels 2, 3 and 4.

Racking Up Riches

When a winning combination is formed, before it is awarded, all symbols not in the winning combinations disappear. The empty symbol positions are filled as symbols fall from above.

DOWNLOAD THE 'CAT TO THE FUTURE' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM



NOVEMBER 2021 GAME RELEASE HIGHLIGHTS



REAL CHRISTMAS ROULETTE - REAL DEALER

Real Dealer Studios 'infuses' players with holiday spirit with new Roulette title

Having already shown players a "ghoulishly good time" with its Halloween-inspired title, Real Spooky Roulette, Real Dealer Studios is trading pumpkins for presents this month as it rolls out a second seasonal title with Real Christmas Roulette.

Scheduled for launch on November 25, the new game will provide players with a simulated one-on-one casino experience by using recorded video starring a professional actor. This time, however, the setting will be full of festive cheer as Christmas decorations help "infuse" the room with holiday spirit.

"This holiday season, we're inviting players to cosy up in Real Dealer Studios' winter log cabin and enjoy another immersive casino experience in Real..."

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LOST RICHES OF EL DORADO - STAKELOGIC

Discover the Lost Riches Of El Dorado in Stakelogic's latest slot adventure

Journey through the jungles of central America to the legendary lost city of gold, where Free Spins and wins of up to 10,000x your bet await

Calling all intrepid explorers! Lost Riches Of El Dorado, the latest all-action adventure from legendary slot software producers, Stakelogic, and Hurricane Games, has officially arrived – and with it, the chance to uncover a fortune in long-forgotten treasures.

The new game from the hit studio is played out across a 5x3 reel matrix that features 10 paylines and wins that pay from left to right. The reels are decorated with an ornate stone border, while a striking background depicts the setting sun bouncing off the fabled golden temples of the mystical El Dorado.

Unique symbols that appear in the game include golden idols, coins, treasure chests and a male explorer, while the conventional ace-through-ten playing card values account for the lower value icons. In addition to those regular base game symbols, players will also need to keep an eye out for the golden book symbols, which are both the slot's substitute wild and bonus-triggering scatter icon.

Should two of these golden books appear anywhere on the reels, players will activate the Cash Bonus feature, which sees a base game symbol and a cash...

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SWEETANIA UNLIMITED - SWINTT

Swintt Announces Another Incredible Game: Sweetania Unlimited

Swintt, an excellent provider of top-tier games such as Bloxx Fruit and Book Of The East has just revealed another game, Sweetania Unlimited – a sugary experience filled with fun features.

As soon as you start with the game, you will be taken to the candy land with sweet treats. The main action occurs on a 5x3 matrix that's framed by pink skies and massive candy canes. You will also see unique symbols on the reels such as lollipops, toffees, cupcakes, and a smiling girl.

The most valuable symbol in the game is a small candy-picker which triggers a win multiplier of 1,000x the users' bet when 5 land on any of the slot's five paylines. Additionally, another key symbol to look for is the frosted cupcake, which works like the game's scatter and replacing wild.

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DIAMOND FRUITS - BIG TIME GAMING

Could Diamond Fruits be the Bonanza of the Megaclusters series?

It is the third game and if you equate Dragon Born to Star Clusters and Cyber Slot to Queen of Riches, the thinking, the technology and the analytics set the scene! Diamond Fruits is a reactor game where symbols pay in clusters...



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ROCK 'N' WAYS XTRAWAYS - SWINTT

Crank up the volume with Rock n' Ways XtraWays™ by Swintt

The crowd has been waiting and the excitement in the arena has built to fever pitch, but Swintt has finally taken to the stage with the much-anticipated release of their hard-rocking, multiple pay ways slot, Rock n' Ways XtraWays™.

Undoubtedly the biggest launch from the in-demand software provider this winter, Rock n' Ways XtraWays™ arrives with all the fanfare you'd expect from a sell-out stadium tour, with players treated to a scintillating display of pyrotechnics as the game's hard-rocking riffs rumble out of their speakers.

As the spotlights shine down on a beautifully designed game board that comes tricked out with a full line-up of unique symbols including rockers, microphones, cymbals and guitar picks, the first thing players will notice are the large silver numbers displayed in an extra space above each of the reels.

These denote the number of symbols that will feature in each column at the start of the next spin, with any star icons that appear increasing this amount up to a maximum of eight. If no further stars are hit on the next spin, the number on each reel will decrease by one, but if additional stars are collected, their values will then be added to the game board to create a maximum reel matrix of 6x8.

With this full layout unlocked, players will have access to Rock n' Ways XtraWays™ maximum of 262,144 ways to win, with this hugely improving their hit rate and...

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PANDASCORE

Why esports can't be left in the betting bargain bucket

Esports is the fastest-growing segment in global sports betting, but sportsbooks are often still all too quick to make it an afterthought, or group all esports together as a single entity. Oliver Niner, head of sales at Pandascore, says esports should instead be the tip of the spear.

The growth, potential or rise of esports betting is a topic that's thrown around in articles and panels all year, every year. It's a common conversation topic that gives a look at the past and some fleeting, airy predictions about what might come next.

These reflections and projections are helpful to understand where esports has come from, and where it could go. But what's often missing is some clarity about the back-end processes of the esports betting sector, and it's the back end that makes everything work.

When we get down to the meat and potatoes of it: the way that suppliers and operators approach, implement and innovate their products is where esports betting success is built.

If we want to see the growth in esports betting that everybody talks about, there needs to be a rethink in methodology. We can't leave esports in the betting bargain bucket.

The biggest operators in sports betting have done a tremendous job in developing and accelerating the broader industry.

[READ THE FULL STORY](#)

PANDASCORE

Dasha Kirilishina, PandaScore: Esports engages the next generation... don't get left behind!

Dasha Kirilishina, Senior Sales Manager of esports data and customised API provider PandaScore, warns betting incumbents of their immediate challenge in launching engaging esports offerings to revitalise their sportsbook portfolios for new a new generation of customers.

The iGaming industry is going through an exciting period of transition. As the world adjusts to a new digital landscape, our sector must evolve along with it to ensure it doesn't get left behind. With new generations of players being ushered into the market, they bring with them a myriad of new opportunities for customer engagement and product innovation.

Being able to change and adapt to the times is a crucial element of any business pursuing sustained growth. The price for not being agile and open to new ideas can be detrimental – something that former movie rental giants Blockbuster can attest to!

To ensure future success we must look at what's coming next and how we can be best prepared for it. Looking at the demographics and recent trends, it's clear to see esports is not just a passing trend but an exciting new vertical for sportsbooks to embrace.

The Age of Mobile

Device usage has a huge impact on the profile of customers you are likely...

[READ THE FULL STORY](#)

SPORTS GAMES TV

A Conversation with Sport Games TV CEO Vladislav Artemyev: "We Add More Betting Value to Real Sporting Events to Suit the Player and Operator"

If you are in the business of sports betting, Sport Games TV could provide you with what the company argues are games that will boost engagement and gross gaming revenue growth, offering a licensed and regulated product. To better understand what Sport Games TV has to offer, we spoke with Sport Games TV co-founder and CEO Vladislav Artemyev.

Q: Can you tell us a little more about what your company does and how it benefits your end customers?

A: We supply our clients with a modern betting product featuring common sports events. This encompasses a range of games, including boxing, darts, bridge, slot car racing, where races take place on a special track designed for miniature radio-controlled autos, and shootout. Shootout gives players the chance to bet on the outcome of a penalty shootout in hockey. All our games are offered in association with sporting federations.

[WATCH THE FULL INTERVIEW](#)

GREEN JADE GAMES

The point of impact

Green Jade Games offers slots, K.O. slots and arcade games. On our latest Meet the developer interview, John Chasoulidis Abela, Head of Games, explains how the design process for these respective game types differs and the learnings that can be gleaned from hyper-casual social titles.

How did you become involved in game design?

Game design came naturally to me having started as a 3D animator, a programmer, and a level designer. I found it was my passion because of my love for structure and experiences in a game. We used to be called 'game developers' because we usually came up with most of the elements for the game, so I came into game design after six or seven years in the industry starting with web games, then with mobile and console, before moving onto gambling games.

Where does your passion for design stem from?

I always like to see how things work and how to make them better. With games, this is about how your experience can become better so that you have a great time playing. I was always finding things that could be changed whether visually, mechanically, coding, math. From a very young age, I was always trying to modify games or create new levels in games that weren't always legitimate.

What does a 'successful game' mean to you?

That's a question I always find difficult to answer because I don't mark the...

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ZINGBRAIN

ZingBrain's CPO Oleg Smolero: "We Offer Solutions to Create Powerful Experiences that Lead to Measurable Results"

Automation is tipped to play a crucial role in shaping the future of interactive betting and iGaming. To this end, Zingbrain has positioned itself as an aspiring market leader capable of providing brands with highly-customizable solutions that will, in turn, extend the same courtesy to consumers.

Through a special filtering system and widgets, Zingbrain is able to personalize the experience for all. The company is proud to offer solutions that are easy to integrate and create powerful experiences that lead to measurable results, including increased bet counts per widget, turnover, and more.

Today, we speak with Zingbrain to pick, as it were, their brain on how their product and personalization will help shape the future of the gaming industry.

Q: How is AI technology helping shape Zingbrain's products and the interactive betting industry?

A: Machine learning and AI can help operators analyze the huge volumes of...

[READ THE FULL INTERVIEW](#)

STRIVE GAMING

Striving for greatness

Chief executive Max Meltzer says that Strive Gaming defines itself with a singular focus on the player platform, not unlike the sportsbook specialisation that helped his previous business – Kambi – establish itself. Will dedication to product be enough to help the business succeed in the competitive North American landscape?

Player account management business Strive Gaming – created by former Kambi president of sales Damian Xuereb and led by Kambi's former chief commercial officer Max Meltzer (pictured) – is built around a simple belief.

The former Kambi executives believe that as other suppliers build out a range of products, a dedicated focus in one area – in this case a player account management platform – could help create the best product on the market.

[READ THE FULL INTERVIEW](#)

PLAYSTAR / INTELITICS

SBC Leaders: Addressing the challenges facing US gaming?

“Now that gaming has a seat at the table, we’re never giving it back”

That was a strong assertion made by Bill Miller, president of the American Gaming Association, as he made sure that the US gaming industry “broke through and received fair treatment from the federal government” over the last two years.

In his lead interview for SBC Leaders magazine, which is available to read here, Miller reflected on the AGA's response to the pandemic before highlighting its efforts on environmental, social and corporate governance which he believes will help push the industry forward.

Miller was joined by a whole host of leaders from the gambling industry, many of whom were focused on US market developments.

Adam Noble, CEO of online casino brand PlayStar, and Allan Petrilli, VP of sales and growth at marketing analytics platform provider of Intelitics, examine how the chasing pack challenges the US' igaming standard.

As others play catch-up in terms of the number of active operators and the revenues being generated, the two look at if New Jersey's position as pace setter is coming under threat

[READ THE FULL INTERVIEW](#)

ESPORTS TECHNOLOGIES

Five minutes with...Michael Holm from Esports Technologies

This month's quickfire Q&A comes courtesy of Michael Holm, affiliate director at Esports Technologies

Q. What do you enjoy most about your job?

The ever-changing dynamic. Not a single day is the other like and you never know what the next day has in store for you.

Q. If you could give one piece of advice to an affiliate manager, what would it be?

Always honour your deals with affiliates – your reputation is the only asset you have in this industry.

Q. Who would play you in the movie about your life?

Depends on at what age. When I was 18, Joshua Jackson the same way he played Pacey on Dawsons Creek. When I'm 65, probably the grumpy man from the movie Up.

Q. What's your karaoke song of choice?

Any instrumental song

[READ THE FULL INTERVIEW](#)

1X2 NETWORK

Reel Reveal: Jason Bradbury

Throughout the slot sector, light is consistently shone on new gamification features and advancement in mechanics, yet, who are the people behind the reels?

In Reel Reveal, we'll shine a light on the people who work tirelessly on new titles. First up we have Jason Bradbury, head of business development & marketing, 1X2 Network.

SlotBeats: What is your favourite game genre?

Jason Bradbury: A tough choice as there are so many, but if I had to pick I'd say mining.

SB: What is currently your favourite feature within a title?

[WATCH THE FULL INTERVIEW](#)

INTELITICS

Allan Petrilli, VP of Sales and Growth at Intelitics, offers SBC Americas an update on progress stateside and the company's plans for next week's SBC Summit North America.

Can you give our readers a quick refresh/progress update as to what Intelitics is currently doing in the US? And how has 2021 shaped up for your business?

Of course. So, we are currently delivering on our mission to provide igaming and sportsbook operators, as well as networks and agencies, with a single platform to track, optimize and report on all of their user acquisition activity.

To date, the US market has relied heavily on database marketing as well as multi-million-dollar media partnerships and unprecedented TV ad spend. This level of spend is simply not sustainable and the next big opportunity for growth is and will be paid media.

We believe US operators have been underserved when it comes to dynamic, scaling, tracking technology to support activity across these channels. This is where Intelitics comes in; we provide a platform that allows them to make real-time, actionable and impactful decisions on UA spend.

This in turn allows them to maximize returns. This is especially important for...

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