

## SUZOHAPP SHOWCASES HARDWARE EXPERTISE WITH NEW PRODUCTS AT G2E

MOUNT PROSPECT, ILLINOIS OCTOBER 4, 2022— SUZOHAPP is excited to once again exhibit at G2E 2022 from October 10-13 at the Venetian Expo, Las Vegas.

With over 60 years in the gaming industry, SUZOHAPP is a primary supplier to casinos, sportsbooks and OEMs. “We aim to be the trusted hardware partner for gaming machine and sports betting kiosk manufacturers and operators,” says Todd Sims, Vice President of Sales America. “Not only can we provide a multitude of peripheral components but we actually have full turnkey solutions and customized full-service designs.”

Last year, SUZOHAPP launched its sports betting lineup to help sports books make a seamless transition to the retail space. SUZOHAPP’s ecosystem is designed so that whether at the bar, behind the counter, or on the sports book floor, customers can place their bets how they want, where they want, with minimal impact to operations.

“Sports betting market has a high growth potential. In Europe, almost 70% of sports betting revenue is from in-play bets. In the US, in-play betting is the industry’s greatest opportunity,” says Todd Sims, Vice President of Sales America. “At this year’s G2E, we will be launching three new additions to our sports betting ecosystem, aimed to encourage that in-play betting in retail settings by creating a betting atmosphere reflective of the location that customers want to be in.”

SUZOHAPP is presenting the SBT-750, a fully immersive and inclusive betting experience that is ADA accessible, designed to create a sports book stadium-like feeling for everyone. Additionally, SUZOHAPP is launching a handheld betting device for operators, designed by retail industry veteran Elo Touch Solutions, that allows bets to be placed in cash with an employee and prints a bet slip on site — perfect for stadiums or bars. Lastly, SUZOHAPP is releasing the SBT-500+, an updated model of the cashless terminal SBT-500, that includes cash acceptance with a bill validator and cash box matching the dimensions of existing video poker machines for an easy swap, allowing customers to continue that in-play betting anonymously with cash.

“For us, it's all about how we can help our customers maximize on in-play betting in retail settings and encourage the social experience,” says Sims. “We designed our new devices to help capture that, and that's what we're most focused on at this show. We are very excited to premier our new products at G2E this year so be sure to stop by booth #4233 to see them in action!”

###

#### About SUZOHAPP

SUZOHAPP is a world leader in the manufacturing and distribution of gaming, amusement, and sports betting products. Serving operators and OEMs for over 60 years, SUZOHAPP carries a vast portfolio of components available for immediate distribution and for developing custom built solutions. More information, along with a comprehensive online components catalogue, is available at [www.suzohapp.com](http://www.suzohapp.com).

#### Press Contact

Tiffany Sadler Global Marketing Manager

[tiffany.sadler@suzohapp.com](mailto:tiffany.sadler@suzohapp.com)

T. 702.883.5620