

SuzoHapp to introduce all-in-one solution

The company's proposals for upcoming ICE

GAMING, amusements and sports betting manufacturer and distributor, SuzoHapp, will introduce its new "complete sports betting ecosystem" at the ICE trade show in London, UK, later this year.

The expo, one of the world's leading innovation showcases, has been postponed, but will take place at ExCeL in the English capital.



SuzoHapp will be in attendance, at booth #N3-130, showing off a live demo of its new retail betting ecosystem.

But not just that – the company will also be exhibiting its ready-to-go terminals, available in full kiosk format, table-top units and over-the-counter to cash redemption terminals.

The company's variety of hardware solutions can work in any venue and be platform agnostic, and can be fully customised to suit developers' specification and end users' needs.

Tim Kennedy, vice president of sales for Europe at SuzoHapp, said: "Whether at the bar, behind the counter, or on the sportsbook floor, customers should be able to place their bets how they want, where they want. "We believe our "omni-environment" approach will help those looking for omni-channel experiences and integrations achieve their goals and make the expansion of sports betting into the retail market

successful and we intend to go after that market full speed ahead."

SuzoHapp offers products for every step of the betting experience; players can purchase a voucher from the SBT-OTC terminal and wager with the SBT-500 or SBT-1000 units, then they can get their payouts in a self-service method with the cash redemption terminals (CRTs) to make the experience seamless.



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