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Boss Media launches next-generation gaming platform

Boss Media has launched its Gaming Management System (GMS), a newly developed game and business platform. GMS was launched concurrently with Hembingo, a new Swedish online bingo operation (www.hembingo.com). Hembingo premiered Monday, 21 January in cooperation with the Swedish news tabloid, Aftonbladet. Hembingo is based on Boss Media's newly-developed Flash-based bingo platform.

“The launches of our bingo client and Gaming Management System are milestones for Boss Media and our customers,” says Eric Matsgård, Head of Marketing and Products, Boss Media. “GMS is the gaming industry's first true player-centric, one-account solution. GMS and our bingo client are both next-generation product families, developed to power the gaming operation of the future. We will successively roll out both of these products to our new and existing customers in 2008.”

Gaming Management System is based on standard technology and an open, scalable architecture. From a single platform, GMS integrates and manages all areas of a diverse gaming operation: all game systems, all distribution channels, all players, and all transactions and business information.

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Boss Media AB (publ) is one of the world's leading independent and total suppliers of systems for digitally distributed gaming entertainment. Boss Media develops gaming system solutions for such distribution channels as personal computers/Internet, interactive gaming terminals and digital TV. Licensees are offered a customized gaming system, an integrated payment system and operator-related services. The Boss Media-share is listed on the OMX Nordic Exchange list (Small Cap/IT). More information about Boss Media is available at www.bossmedia.com.