



top level of gaming technology

## **NYX Interactive Launches New Innovative Bingo Software at IGE**

**NYX Interactive, one of the World's leading providers of gaming software solutions, launches their new innovative bingo product at the forth-coming International Gaming Exhibition, taking place at London's Earls Court Exhibition Centre, between 27-29 January.**

The new NYX online bingo software with its modern design includes many new features that gives operators flexibility to fully customise their look and feel whilst increasing player enjoyment and loyalty.

The new software mirrors the same high quality design that landmarks NYX products. The idea behind the new design is to create a "live bingo experience". The new client design feels light, flexible and quickly responds to every click. Design features, shapes, movements of components and information display intervene in to a very user friendly client enticing the visitor to play bingo, and get more out of their bingo game play. Operators have more freedom to brand their bingo than before, and the client also enables individual branding for each bingo room, and even per individual bingo game.

Staffan Lindgren, CEO of NYX Interactive, said, "As suppliers of bingo software will start competing in design we want to stay top of the game. Whilst this new client is quick to market, it's also very flexible and modular so that both operators and their players get the bingo they want. We know the importance in making an operator's bingo product different to the next one and we're now taking a leap towards meeting those needs, both in design flexibility and features."

The new design with intuitive structuring gives room to more information display, and more options to the player. The player do not need to leave the bingo room to transfer funds, manage their profile, view game play history, send a query to customer service, manage their weekly spending limits, or play a wide range of mini games, and can jump between rooms without having to go via the lobby. The player also has the option to close down the chat area to view more tickets. As before, players can without registering watch a game in play to see what they would sign up to. New players can choose from signing up via the lobby or directly from the bingo room.

The community feature that is significant to NYX bingo has also been further developed. Players see what rooms their "roomies" are playing when logging in and can initiate private chats and read each other's profiles in the bingo room. NYX bingo also has a library of avatars and emoticons to make the chat experience more personal.

This initial product release will rapidly develop further with many more additions coming later in 2009.

NYX Interactive, who are participating at the IGE, would like to invite customers to come and see their new bingo solution on booth 5340 (within the ICEi area).

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*NYX Interactive is a solutions provider for WLA and commercial gaming operators. The company was established in 2006 as a response to the paradigm shift in the gaming industry. Our objective is to help our clients thrive by providing the best gaming products and services there is. NYX has already been recognized as a leading supplier for several gaming products and services segments and are continuing building and marching towards becoming a truly globally leading provider in all of the interactive gaming space. NYX Interactive product development and consultants provides complete solutions, senior system expertise and long-term support to its customers in the gaming industry. NYX Interactive AB is a company registered in Stockholm, Sweden*