

FOCUS ON

**GAMING**
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group**SPRIBE****KIRON.**
interactive**Intelitics****B|G|A|M|I|N|G|****WEDIA****SEO BROTHERS****STAKELOGIC**
THINK BIGGER**ReelLink**
BY SWISS CASINOS**Entain**
NORTHERNLIGHTS **eyeDP****GOLDEN WHALE**
PRODUCTIONS **ICONIC21****PLAYBOK**
FUSION**VELITECH** **VINDRAL****M** Mirror
Image
Gaming.io **AVANTI****BETER** **BigTimeGaming****DEGEN**
STUDIOS**Neosurf****bede** **Swintt** **Elantil**
IGAMING PLATFORM**acquire.bet** **RED PAPAYA****MEDIA TROOPERS** **OCTOPLAY** **ChatBet**

GAMING CORPS

Gaming Corps heads into ICE 2026 with a sharpened roadmap and one of its most commercially focused portfolios to date. The expanding 3 Pigs franchise continues to drive strong brand recall and repeat engagement, while the studio pushes further into innovation with arcade-style content set to play a major role in the year ahead. Smash4Cash™ has already established its own mechanic category, and the upcoming Marbles Royale introduces a fresh vertical designed to broaden player reach and offer operators a new point of differentiation.

Behind the portfolio is a more powerful development structure, strengthened by data investment, team growth and the addition of RGS Partner Studios including the fast-rising and disruptive DEGEN Studios. With expansion into new markets including Ontario and South Africa, Gaming Corps is ready to support operators with a roadmap focused on performance, variety and commercial impact.

To book a meeting with the team at ICE, please contact commercial@gamingcorps.com



Wiztech group

Looking to launch an online casino or sportsbook in fast-growth markets across Latin America? Then you'll need a modern, agile and powerful platform to compete with those already live in markets such as Mexico.

Why? Because players are discerning and expect a high-calibre experience where everything from onboarding and payments to bonusing, games and customer support are smooth and seamless.

This is where Wiztech comes in. Operators using its platform gain access to a suite of next-generation products, solutions and services for both casino and sports betting.

Its pioneering Online Casino Platform and Online Sportsbook Solution offer modular features such as player accounts, payments, games, analytics, bonusing, loyalty, anti-money laundering and fraud, financial reporting and compliance.

Both have been designed to allow operators to launch quickly and compliantly in regulated markets across the world. And that's why it's already being used by some of the top online casino brands in Latin America including Winpot in Mexico.

SPRIBE

Want to see a 10% GGR uplift from your online casino or sportsbook lobby? Then you need to add Aviator to your offering.

Aviator has become a phenomenon and today is played by more than 66 million players a month, placing up to 400,000 bets per minute across 5,500 online casinos and sportsbooks.

Driving this unprecedented engagement is several multi-million-dollar marketing deals with the likes of the UFC, WWE and A.C. Milan. The UFC deal sees Aviator branding appear inside the famous Octagon during Fight Night and PPV events, and also includes a brand ambassador fund.

This has seen Aviator join forces with the likes of Alexander Pantoja, Michael Page, Arman Tsarukyan, Diego Lopez, Alex Pereira, Johnny Walker and Merab Dvalishvili. It's marketing partnerships like this that have seen Aviator soar, and why it's such a strong driver of GGR when added to online sportsbook and casino lobbies for the first time.





Take control of your entire operation with BetMan from Kiron Interactive, the leading virtual sports content provider. BetMan provides everything operators need via a single platform, giving them control, insights and flexibility across retail, online and both, all in one place.

BetMan lets operators manage their entire virtual gaming systems, without having to juggle multiple tools or interfaces. Instead, it offers a single platform where everything is connected. The platform puts the power in your hands, giving you control over odds, markets, game schedules, promotions and more. Operators can adjust margins in real time, try new games and respond quickly to market changes.

BetMan also gives you a clear view of the business, tracking player activity, monitoring game performance and pulling reports whenever they're needed. This is why BetMan is trusted by operators in more than 60 countries, handling millions of bets every month.

To try it for yourself, book a meeting with Kiron Interactive by emailing LetsConnect@kironinteractive.com



Stakelogic enters ICE with major momentum following its acquisition by Sega Sammy Creation, part of global leader Sega Sammy Holdings. This new chapter positions the company to accelerate growth across regulated markets by combining its cutting-edge slot and live-casino technology with Sega Sammy Creation's international scale and long-standing industry expertise.

As one of the fastest-growing content providers in iGaming, Stakelogic continues to push boundaries through slots, innovative mechanics, mini games and their Live portfolio.

Visitors can explore what this new partnership means for operators throughout the conference at stand 1D40.

Contact commercial@stakelogic.com to book a meeting at ICE 2026.



Presenting BGaming Universe – where worlds grow, partners scale, and players stay.

It brings together three game worlds and the publishing ecosystem behind them, all connected and powered by a universe designed to create value for BGaming's partners and scale together with them.

Each of the three game worlds – #Classic, #Entertainment, and #Casual – reflects different player preferences and casino strategies, while the publishing ecosystem supports long-term development through collaboration and growth.

At booth 2M30, visitors will not only be able to meet the team, but also experience BGaming Universe and all three game worlds live. To book a meeting with the team, contact BGaming at info@bgaming.com



WEDIA



Wedia heads into ICE 2026 with a clear focus: helping operators and providers strengthen acquisition, engagement and retention through a modern 360° affiliate model. With search, social and streaming all moving fast, Wedia continues to support partners with an ecosystem built to stay resilient, visible and effective across channels.

The team is attending ICE and would be delighted to meet operators, game studios and fellow affiliates who want to learn more about Wedia's approach to multi-channel growth and long-term player value. Whether you're exploring new markets, refining your creator strategy or looking for a more joined-up affiliate partnership, the team is happy to talk.

To connect with Wedia ahead of or during the show, visit wediagroup.io or reach out directly to Wedia CEO Carl-Henrik Tuwezén on LinkedIn: <https://www.linkedin.com/in/carl-henrik/>

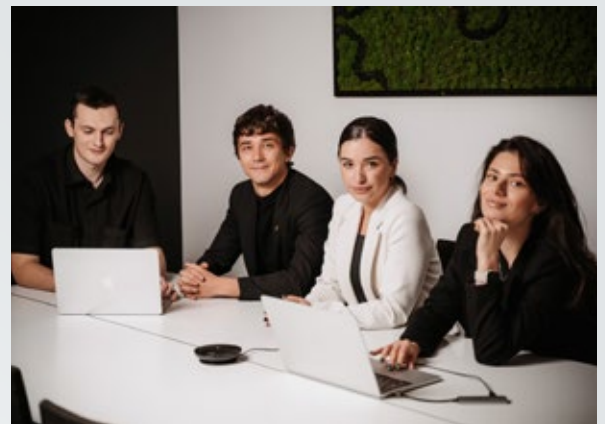
SEOROTHERS is a full-cycle SEO agency where search engine optimisation and digital marketing drive everything we do. We build and scale high-performing iGaming affiliate brands from the ground up, delivering full in-house solutions: affiliate marketing content, design, PR and beyond.

Official representatives of the following brands: MightyTips™ - a comprehensive sports betting guide available in major global languages, including English, Spanish, French, German, and Polish. Publish a wide array of content, from free daily football predictions to sports features and bookmaker reviews to bonus comparisons, all to help readers make educated choices and wager responsibly.

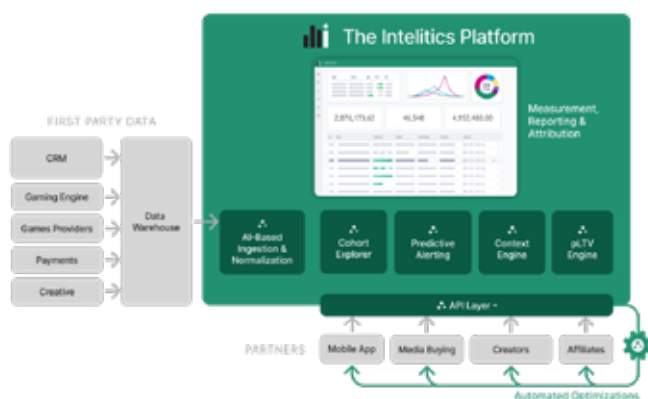
CasinoCanada - a dynamic online casino guide that brings players clear, expert insights into casinos, games, and bonuses. With concise reviews and reliable tips, it helps readers find the best offers and enjoy online gaming safely.

Slotsjudge - a global hub for slot enthusiasts, offering sharp reviews, game breakdowns, and bonus comparisons. It helps players discover top slots, understand game mechanics, and spin responsibly with confidence.

SEO BROTHERS



Intelitics



Stop guessing which campaigns drive real profit. Intelitics is the AI-native marketing intelligence platform built specifically for iGaming and sports betting brands.

In a fragmented, heavily regulated space, our AI translates complex player journeys into decisions marketers can trust. We connect your paid media, affiliates, CRM, and first-party game data into a single source of truth, then tie every marketing dollar to predicted revenue and profit.

Our predictive LTV (pLTV) models surface player value within 72 hours of acquisition, so you can optimize CAC:LTV in near real time, scale high-value channels, and cut waste before it compounds. Beyond pLTV, Intelitics delivers multi-touch attribution, cohort and segmentation insights, performance marketing analytics, and partner management—plus expert implementation, integrations, dashboarding, and team training to get you live fast and driving impact in 90 days or less.

Want to see your marketing in profit terms? Book an evaluation and let's talk with us today. For meetings at ICE contact allan@intelitics.com

ReelLink

BY SWISS CASINOS

Swiss Casinos will be attending ICE Barcelona with a strong focus on showcasing how land-based and online casino environments can be seamlessly connected in a compliant and scalable way.

The team will be available throughout ICE to meet operators, partners and suppliers. Swiss Casinos will be present at both the Wazdan stand and the MGMT stand, where attendees can experience live demonstrations of the ReelLink cabinet on the show floor.

ReelLink is Swiss Casinos' proprietary solution that enables certified online games to be delivered directly to existing land-based slot cabinets, without the need for hardware replacement or operational downtime. Developed and deployed in one of the world's most tightly regulated casino markets, the platform has been built with compliance, flexibility and real-world operations at its core.

ICE Barcelona offers the ideal opportunity to see ReelLink in action, explore practical use cases, and meet the team in person. Meetings can be booked in advance via info@reellink.com



The Entain team is very much looking forward to attending ICE Barcelona, not least because it provides a rare opportunity for us to come together in one place.

With more than 30,000 employees spread across the globe, major industry events like ICE are invaluable. They give our teams the chance to connect in person, strengthen internal relationships, and spend meaningful time together away from day-to-day operations.

We are fortunate that many of our partners visit us throughout the year at our many offices. However, ICE offers a great opportunity to meet those we do not regularly see, bringing conversations and collaborations to Barcelona instead.

ICE is often where innovative ideas surface, particularly from businesses focused on niche products or specific regional opportunities. Conversations with start-up studios and new suppliers are always valuable.

Finally, and just as importantly, we really enjoy meeting with other operators. The industry remains collaborative, open, and friendly, and while we may compete, we all face similar challenges. ICE provides the perfect environment to share perspectives,



Northern Lights Gaming has given its most legendary character a slot of its own following the launch of Max Spinwell – Temple Explorer.

Spinwell is the main character from the studio's blockbuster Unusual Suspects franchise, but now he's stepping out in a series of his own.

The debut Max Spinwell title sees players pack their bags and join the main man as they take on the 5-reel jungle slot overflowing with riches, mysteries and ancient wonder.

Every spin takes players even deeper into the ruins, but as they progress through the Exploration Stages, they unlock new treasures and bonus mechanics.

From the reliable Cash Collect that scoops up glittering Coins to the idols that awaken the Wilds and Scatters, each discovery adds another layer of excitement to the expedition.

Players can unlock even more rewards like Walking Collect symbols and Respin Collector, plus Free Spins bonus and the Jackpot Chest.

To join Max Spinwell on his latest adventure, drop Chris Loftus an email on info@ntl gaming.com to meet at ICE Barcelona 2026.



AI-powered document verification specialist eyeDP will make its ICE debut in the Pitch ICE area, showcasing how intelligent document processing can simplify verification for iGaming operators.

eyeDP's platform automates the validation and analysis of documents in real time, helping operators tackle fraud, player protection, and compliance challenges without adding operational complexity. By extracting and summarising key data instantly, the solution reduces manual review and supports faster, more secure onboarding.

Built with end-to-end encryption and compliance with global privacy regulations, eyeDP integrates seamlessly with existing systems, making it easy for operators to adopt without disruption.

Attendees can visit pod PI01 between Halls 4 and 5 to see live demonstrations of the platform in action and speak directly with the team. eyeDP will also present on the ICE Pitch stage on Day Two at 11:05, sharing how AI-driven verification is helping operators save time, reduce risk, and improve customer experience.



2026, Golden Whale is showcasing how machine learning-driven optimisation is helping iGaming operators make faster, smarter decisions across player engagement, incentives and live operations.

Golden Whale provides a flexible learning layer that works alongside existing platforms, turning live player behaviour into practical guidance without adding operational complexity and re-shaping operations into higher levels of automation by Full Model Control (FMC). As data volumes continue to grow, the challenge is no longer access to information but acting on it quickly and effectively. Golden Whale's solutions are designed to support that shift, enabling teams to move beyond manual optimisation and static rules.

A key focus at ICE is BonusPilot, Golden Whale's real-time incentive intelligence solution. BonusPilot helps operators move away from broad, scheduled bonus campaigns by recommending the right incentive, at the right time, for each individual player. Working across bonus funds, free spins, loyalty rewards and gamification it supports more relevant, sustainable engagement while improving operational efficiency.

Meet the Golden Whale team at ICE. To book a meeting, contact hello@goldenwhale.com



Blast off with Gravity Wheel, the latest title from in-demand iGaming content provider, ICONIC21.

This is a live game show title with an intergalactic feel. It's set against an interstellar backdrop that changes as the game plays out, with immersive animations bringing the experience to life. With Gravity Wheel, there's no waiting for the bonus. Instead, four dynamic Multipliers are in play with every game round with the value of the Multiplier determined while the wheel is spinning.

This builds anticipation and puts players on the edge of their seats while keeping the coming back for more. The Multipliers are Saturn, Moon, Comet and Sun - the Sun is the main focus of the game as it delivers the biggest Win Multiplier of up to 1,000x.

Gravity Wheel is the latest in ICONIC21's hugely popular Gravity Series, which also includes Gravity Blackjack, Gravity Roulette and Gravity Sic Bo.

Stop by the ICONIC21 stand, 1B10, at ICE Barcelona to experience Gravity Wheel for yourself.

PLAYB&K

FUSION



If there's one game you need to capitalise on the World Cup, it's Playbook Football World Cup

It's based on Playbook Fusion's flagship Playbook Football title, which has taken online sportsbook lobbies by storm since hitting the market back in summer last year. Playbook Football World Cup is a unique, real-money, virtual football management betting game where players build their own teams, place bets, earn points, receive in-game rewards, climb divisions and compete on leaderboards.

Playbook Football World Cup sees players build their own ultimate international team in a bid to win the World Cup by progressing through knock-out format gameplay. They can also purchase and unlock International Player Packs and Cards, allowing them to build and improve their team while also taking advantage of daily promos and content releases throughout the tournament.

Think you have what it takes to lead your team to World Cup glory? Stop by the Playbook Fusion stand, 4M25 at ICE Barcelona, and try the game for yourself.

Vindral is a high-performance family of live video products built for the demands of modern iGaming, broadcasting, live auctions and sports.

At the heart of the portfolio are Vindral Live and Vindral Composer, which together enable studios to produce and deliver synchronised, ultra-low-latency video to any device worldwide.

Vindral Composer replaces traditional broadcast hardware with a cloud-driven workflow for real-time compositing, encoding, chroma keying and audio processing.

It also powers AI-driven capabilities such as V-Track Roulette, V-Track Money Wheel and V-Track Card, allowing digital overlays to appear directly on real gaming equipment during live play.

Underpinning it all is Vindral Live, delivering up to 8K resolution, adaptive bitrate streaming and frame-perfect synchronisation with configurable latency. Recently recognised with a Silver award at the SportsPro Media Awards and selected as an early partner in Akamai's ISV Catalyst Program, Vindral continues to push the boundaries of next-generation live streaming.

Meet the Vindral team at ICE: info@vindral.com



VELITECH



Most CRM platforms weren't built for iGaming. They're generic, enterprise-heavy systems that add complexity, cost and friction, and fail to reflect how operators actually need to engage players.

In iGaming, success depends on delivering the right message to the right player at the right time, via the right channel. That demands a CRM built specifically for the industry.

VeliEDGE from VeliTech is a no-code, intuitive and powerful CRM designed from the ground up for iGaming. Originally built for VeliTech brands, it's been battle-tested across real markets with real players.

VeliEDGE combines AI-driven segmentation, omnichannel workflow automation, real-time engagement triggers, advanced retention analytics and an optional gamification layer, all in one platform. Operators can launch campaigns in minutes, optimise with confidence and scale without hidden costs or workflow limits. Migration is seamless, usage is simple, and control stays with marketing teams, not developers.

To see VeliEDGE in action, visit the VeliTech stand 1D50 at ICE Barcelona.



Mirror Image Gaming will be welcoming delegates into its world of Drop Mechanics which power its pioneering character-driven gambling games.

Rather than iterating on traditional reel formats, MIG focuses on building new experiences that are energetic and mechanically engaging, inspired by flash style and console gaming. The studio's Drop Mechanic is the driving force behind the edge of the seat gameplay its titles provide.

This is a physics-led system that replaces conventional spins with vertical gameplay, with characters that descend through playfields, collecting prizes and accumulating multipliers. Each drop becomes a moment of anticipation, where landing zones and interactions can dramatically elevate outcomes, creating a clear visual and unique narrative with every bet.

The studio already has a blockbuster release behind it, with Drop the Boss launching exclusively with Stake. This has been followed by Royal Drop, developed in partnership with The Fortune Engine and Tequity Publishing.

To celebrate the launch of Royal Drop, MIG is running a gameplay competition during ICE with an iPhone Pro 17 up for grabs.



Welcome to the future of Live Casino. Welcome to Avanti Studios. Founded by industry veterans Gustaf Hagman and Jonas Delin, Avanti is a direct counterpoint to the plodding innovation, high operational costs and lacklustre presentation of traditional Live Casino that provides operators with fully customisable and infinitely scalable multiplayer games.

Offering an authentic real-time experience players can trust, Avanti uses an in-house motion capture studio to record the movements, mannerisms and techniques of experienced land-based croupiers and uses them to create digital clones that are then tailored to operators' needs. Flawlessly presented, always available and 100% free from human error, dealers are animated using cutting-edge 3D tools and streamed to players in stunning HD video, creating an immersive multiplayer environment in which everyone shares the same set-ups, outcomes and excitement.

With this innovative approach giving operators the freedom to launch tables, on demand at any stakes and game speeds, with minimal lead times, Avanti can reduce the costs associated with running a Live Casino by 50-60% and remove the main barrier to efficiently entering new markets.



BETER, the award-winning provider of fast-betting content, live streaming, data, and odds for esports and sports, is set for its biggest ICE Barcelona yet.

The provider will be showcasing its expanded product suite to delegates at stand 4F10, including its exclusive ESportsBattle tournaments that offer non-stop betting action across popular titles such as eFootball, eBasketball, eHockey, and eTennis.

It will also be presenting its powerful Esports Odds Feed, delivering market-leading odds for more than 450 tournaments globally, covering 40,000+ pre-match and live events annually, powered by a team of expert traders.

In addition, delegates can check out BETER's sports offering, which includes the world-renowned Setka Cup table tennis, BSKT Cup basketball league, Setka Cup padel, and coverage of official cricket tournaments and leagues worldwide.

In total, BETER provides betting opportunities on 700,000+ events per year, with up to 50 markets per event and an average operator margin of 7.5%+.

Check out BETER's full offering at ICE Barcelona at stand 4F10.





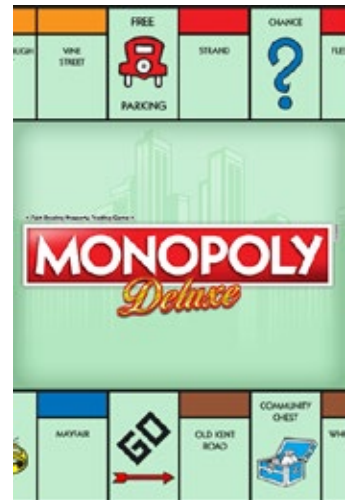

Get ready to roll the dice and take on the most iconic gameboard in Monopoly Deluxe from Big Time Gaming. Players join Mr Monopoly as they build their property empire and navigate those sometimes tricky Chance Cards and Community Chest. With each win, players move further around the board, stacking up Houses and Hotels along the way. As they do, the Win Multiplier increases - 1x for Houses and 5x for Hotels.

That's not all...

For those really money hungry players, passing GO! will see the reels instantly expand to Max Megaways, offering 117,649 ways to win.

Throw in two Free Spins bonuses and the option to Buy the Bonus and it's easy to see why Monopoly Deluxe is set to be the biggest slot launch of the year. The game is also available in Big Time Gaming's popular TapCards format for instant Tap & Reveal wins in Monopoly Tapcards!

Build your own property empire with the help of Mr Monopoly by visiting the Big Time Gaming stand, 2J30, at ICE Barcelona.



DEGEN Studios heads into ICE 2026 with a clear mission: to continue pushing slot design beyond safe formulas and predictable mechanics. As a studio built by gamers, DEGEN focuses on creating identity-led games that prioritise world-building, volatility, and authentic player engagement.

Since launch, DEGEN has established a recognisable creative direction through releases such as Hacker's Haven, Wild Gangs, Rave Riot, and Raider's Riches. Each title explores a distinct world, unified by a shared attitude that values disruption, energy, and creative confidence over convention. The upcoming launch of Sunset Showdown builds on this momentum, introducing a high-stakes experience shaped by tension, confrontation, and bold pacing.

At ICE 2026, the DEGEN team will be attending to connect with operators, platform partners, and fellow studios who share an appetite for sharper, more distinctive content. Conversations will centre on how identity-led design can drive stronger engagement, loyalty, and long-term value in an increasingly competitive slot market.

DEGEN's approach is deliberately focused. Rather than chasing trends, the studio builds worlds with clear rules, emotional tone, and mechanical intent. This philosophy resonates with players looking for something with edge, and with operators seeking differentiation within crowded lobbies.

Cash isn't going anywhere. But the way we handle it can be a lot smarter.

At ICE 2026, Neosurf is showing how digital wallets can do more than just process payments. When cash goes through our system, it becomes data operators can actually use - for affordability checks, responsible gambling tools, and staying on the right side of compliance. All without making life harder for players.

It's payments that work harder, basically.

We're also carving out a quieter space away from the show floor, somewhere to have proper conversations away from the show floor noise. If you'd rather talk than be talked at, come and find us.

We'd love to meet operators, partners, and anyone curious about a different approach to payments. Find us at Booth 4A40, or get in touch beforehand at hello@neosurf.com

Neosurf



Bede continues to raise the bar in iGaming technology innovation, consistently delivering cutting-edge features and functionality through its full-service platform. Taking mobile engagement to the next level, Bede's upgraded React Native App is designed to provide a seamless end-to-end experience for omni-channel customers.



With an API-first architecture and CMS-agnostic components, the app ensures smooth integration with external systems and rapid deployment for operators of any size. Built atop the robust Bede platform, this includes efficient access to all in-house products and over 150 third-party integrations, alongside full customisation and bespoke branding capabilities. It also pairs with Bede's engagement toolkit, including Dynamic Segmentation and Tournaments, enabling a gamified and personalised player experience.

Providing both commercial and operational benefits to operators, Bede's app is designed with lightweight delivery, progressive loading and adaptive controls to support mobile-first strategies. By combining agility, stability, and high performance, the React Native App helps unlock the competitive value of a true omni-channel solution in today's evolving digital landscape.



Having already shivered players' timbers with the swashbuckling slot sensation Pirate Pledge Hold & Win last year, hot-shot software provider, Swintt, has announced the popular Elysium Studios title will be getting a highly-anticipated sequel in 2026 named Pirate Pledge Frozen Seas.

Scheduled to launch in late January, the game will pick up where its predecessor left off by inviting players to once again join a plucky crew of pirates as they sail the seven seas in search of lost treasures including bounties, bonuses and a maximum jackpot of 17,686x their selected bet.

As was the case in the original Pirate Pledge, Frozen Seas will see the welcome return of Elysium Studios' familiar Hold & Win feature, only this time the addition of four unique modifiers will ensure that players also benefit from extra reels and auto-collect prizes for even greater rewards.

Of course, with Frozen Seas being just the tip of the iceberg in terms of the engaging content coming up from Swintt, operators can discover more by checking out the suppliers' Q1 roadmap.

ICE Barcelona offers Elantil the ideal stage to demonstrate how its operator-first platform is reshaping the way businesses integrate, scale, and grow.



As operators continue to seek faster routes to market and greater technical flexibility, Elantil has built a marketplace-led platform designed to remove friction at every stage. Visitors to stand 2E70 will be able to experience this first-hand, with three live demo stations showcasing the platform in action, alongside a private meeting room for focused technical and commercial conversations.

Staying true to its creative brand personality, Elantil's stand experience blends innovation with fun. A vending machine replaces the traditional bar, serving branded still and sparkling water and orange juice, a subtle nod to Elantil's exceptionally crypto-friendly approach. Visitors can also take part in the Elantil Marble Race competition, with winners receiving a bespoke Elanbubu brick set or branded sunglasses.

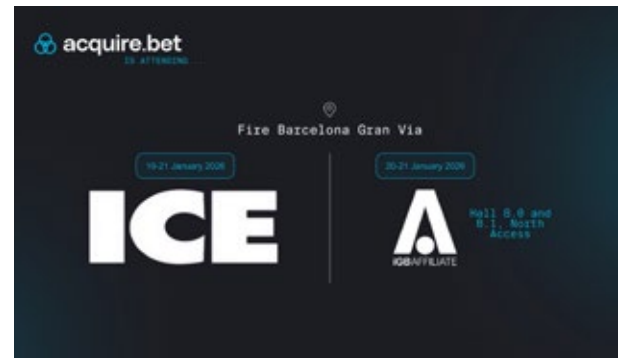
ICE is about meaningful conversations, and Elantil is ready to have them.



Acquire.bet supports betting and gaming brands with performance-led user acquisition and monetisation strategies built for regulated markets. Positioned as a growth partner rather than a traditional agency, the company focuses on aligning acquisition activity with long-term player value rather than short-term volume.

Working across sports betting and iGaming, Acquire.bet builds structured, outcome-driven strategies that consider the full player journey: from first engagement through to deposit, retention and long-term value. This approach helps operators and publishers understand how acquisition decisions translate into measurable business outcomes.

Acquire.bet's activity is underpinned by its marketing technology stack, powered by its proprietary Intelitics™ attribution and BI platform, which provides transparent attribution and performance insight across channels. This allows partners to move beyond surface-level metrics and make informed decisions around optimisation and scale. To arrange a meeting at ICE: allan@acquire.bet

Red Papaya, the new studio powered by Microgaming, is turning up the heat at ICE Barcelona, showcasing its first run of games to delegates.

The studio has already hit the ground running with Kong's Jungle Tower, a Cash Collect slot where players are helped on their adventure by several features, including the legendary Jungle Tower which includes 15 Cash Prizes to be won.

Also on show is Curse of Medusa, which takes players to a dark and brooding temple where mysticism and fear hang heavy in the air. Curse of Medusa uses Red Papaya's Maxways mechanic to deliver up to 117,649 ways to win with each spin. Other bonuses include Free Spins with an Unlimited Multiplier and a Jackpot feature.

But the star of the show will be Nova Blast Ultra, which launches players towards the big win galaxy with the help of features like Cash Collect, Cash Multiplier, Respins, Boosts and Free Spins.

Check out these games and more at the Red Papaya stand, 2D70, at ICE Barcelona.




Introducing MediaCruiser – a new paradigm in gaming and sports betting advertising

MediaCruiser is a proprietary advertising platform built by MediaTroopers, a leading digital marketing agency specializing in regulated gambling. Providing groundbreaking tools for campaign creation, testing, and reporting, the system puts MediaTroopers' powerful technology, sources, and knowledge in the hands of gambling operators, allowing them to run their set up their own marketing campaigns and control budgets, sources, and target markets.

In addition to traditional affiliate-led strategies, which can also be integrated into the platform, operators can now access a network of more than 5,000 advertisers worldwide, generating 1.2 million daily ad impressions via an intuitive, state-of-the-art advertiser-driven system.

The MediaCruiser platform is the newest addition to MediaTroopers' offering, providing full visibility, control and optimization power, and is offered alongside the expertise of MediaTroopers' in-house media buying team. The system complies with regulatory requirements in the US and beyond, making it easier than ever before for operators to create campaigns for tailored markets.

To see how you can build and run your own marketing campaigns, targeting thousands of tested and approved channels, and leveraging MediaTroopers' years of technology experience and knowledge, book a demo with a member of the MediaCruiser team at ICE Barcelona 2026 by emailing info@mediacruiser.com



At Octoplay, we are redefining the iGaming experience by blending innovative game design with unforgettable player engagement. Since our launch in October 2022, we have quickly made our mark by creating content that delights players and drives real results for our partners.

A key objective at the heart of Octoplay's commercial growth is to secure direct integrations with local market heroes for every market we enter. With active licenses in The UK, New Jersey, Michigan, Italy, Brazil, Spain, Ontario, Sweden, the Netherlands, Denmark, Belgium, Greece, Romania, Malta, and Slovakia, Octoplay combines rapid market entry, strategic partnerships, and continuous game innovation to deliver lasting impact across global markets.

Don't believe the rumors that we hired a fashion designer featured in Vogue, to style 7 custom Octoplay Labubus available exclusively on our stand. That would be a complete waste of money and very irresponsible.

See you at booth 2X50 - it's the one with the spinning octopus.

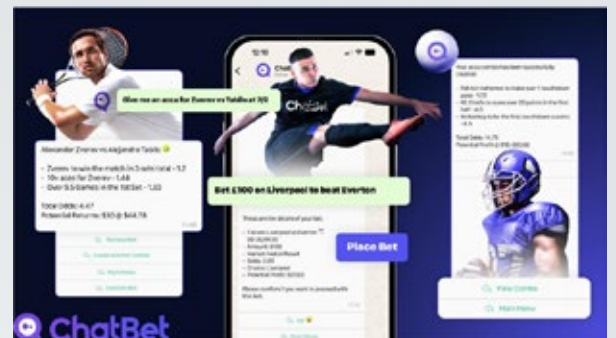
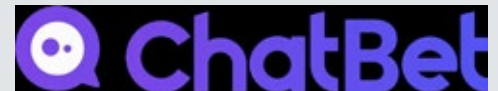
Conversational betting isn't a future trend, it's already here. Sports bettors are spending their time and their money inside messaging apps, and ChatBet turns that behaviour into a fully compliant revenue channel for operators.

No new licence, no new app and no need for players to leave the chat. ChatBet is an AI-powered "Agentic AI Bookie" that lets players chat, build combos and place bets instantly through WhatsApp, Telegram or existing web/app chatbots.

Players talk to it the same way they would a friend or VIP host, while ChatBet does the heavy lifting: finding markets, creating parlays and confirming bets in seconds.

For operators, this isn't a Gen Z fantasy or long-term innovation roadmap, it's a commercial opportunity available right now. Early live deployments are already delivering double-digit uplifts in monthly GGR, 30%+ improvements in 90-day retention and 30%+ increases in average wager size.

To learn more or to book a demo at ICE Barcelona 2026, email Josh at josh@chatbet.gg.



ARRANGE A MEETING WITH US AT ICE



Sarah Blackburn
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Andy Blackburn
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Vikki McCausland
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Michela Pace
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Nikki Morgan
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gameon.im

