

SUZOHAPP Showcases Products, Partnerships, and People at ICE London 2020

MOUNT PROSPECT, ILLINOIS February 13, 2020–SUZOHAPP – a leading technology company with over 50,000 gaming, amusement, sports betting, lottery and bingo products for casino operators and gaming OEMs –participated in this year’s International Casino Exhibition (ICE) that took place from February 4-6 at the ExCel Center in London, UK. ICE is the premier gaming exhibition for industry professionals.

Visitors to the SUZOHAPP booth were met with a wide array of components products including monitors, locks, printers, scanners, bill and coin handlers, push buttons, and more. Featured applications highlighted for these components were the growing markets in lottery, bingo, and sports betting for terminal manufacturers and operators. Key products showcased at the expo included the innovative Dynamic Panel Systems (DPS), the latest in player interface innovation, the electronic programmable locks (E-PRLs) that use Bluetooth technology to give operators remote access control to all locks from any device, and the newly-released round VisionPro LCD monitors.

A central highlight for SUZOHAPP was its evolving partnership with Custom Group, an Italian technology company with a comprehensive offering of lottery terminals and printing solutions for sports betting kiosks. Global Product Manager, Mike Sigona was interviewed onsite at ICE concerning the new developments between SUZOHAPP and Custom Group for a video that just released on [YouTube](#). “We’re very excited for a long partnership ahead and are excited add to our distribution portfolio Custom’s innovative, high-value product line with our expertise of the industry.”

Lastly, SUZOHAPP made a prominent showing with its extensive team presence at ICE this year. “Our people have extensive knowledge of customer needs as well as a wide breadth of experience in the industry making us uniquely suited to support gaming customers. We wanted to recognize the strength our team brings and make sure our new customers are aware of the incredible skillset we offer to help simplify sourcing for all their component’s needs” said Sim Bielak, President of Global Gaming & Amusement.

SUZOHAPP also focused attention on its new Components website. Information rich, easily searchable and well organized, this new site is designed to connect operators and OEMs to the resources they need quickly.