

SUZOHAPP SPOTLIGHTS SUITE OF SPORTS BETTING TERMINALS AT SBC SUMMIT NORTH AMERICA

MOUNT PROSPECT, ILLINOIS JULY 6, 2022— SUZOHAPP is ready and excited for the start of the SBC Summit North America, taking place at the Meadowlands Convention Center in New Jersey next week July 13 and July 14. SBC Summit North America is the leading conference and tradeshow dedicated to the high-growth online betting and gaming industry in the U.S. and Canada. This is SUZOHAPP's second year exhibiting at the show and this year is adding a speaker to one of the panels as well as sponsoring the event.

This year, SUZOHAPP will be highlighting their comprehensive suite of sports betting terminals. Over the past year, SUZOHAPP launched its complete sports betting ecosystem to help sports books make a seamless transition to the retail space. With over 60 years of experience in the Gaming, Amusement, and Sports Betting industries, SUZOHAPP has been working to help ease the burden of hardware allowing by offering a self-service ecosystem to support the entire life cycle of a bet. The sports betting ecosystem is designed so that whether at the bar, behind the counter, or on the sports book floor, customers can place their bets how they want, where they want, with minimal impact to operations.

“As new regions open up for sports betting opportunities, we felt it was important to ensure that platforms are able to go to market quickly in an omnichannel way, including in retail, while keeping true customer use-cases in mind” says Todd Sims, Vice President of Sales America. “We’ve partnered with companies like Elo Touch Solutions, Custom and CountR to create a suite of high-quality, fully customizable terminals that create a full sports betting ecosystem that automates the betting experience from start to finish and meets customers in venues where you’d expect them to be in order to maximize on in-game betting.”

SUZOHAPP will be exhibiting at booth #111 and Todd Sims will be in the panel titled “Making In-Play Mass Media” on Thursday from 10:50 to 11:40am in CR2.

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About SUZOHAPP

SUZOHAPP is a world leader in the manufacturing and distribution of gaming, amusement, and sports betting products. Serving operators and OEMs for over 60 years, SUZOHAPP carries a vast portfolio of components available for immediate distribution and for developing custom built solutions. More information, along with a comprehensive online components catalogue, is available at www.suzohapp.com.

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