

## PRESS RELEASE

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## NetEnt to showcase the future of online gaming at ICE

**NetEnt, leader within digital casino solutions, is showcasing an interactive innovation experience at ICE Totally Gaming 2016 that is unlike anything the company has showcased before. A virtual reality slots experience, 3D sound when playing on-the-go and a glimpse of playing habits in the future will be in the spotlight at the NetEnt stand.**

NetEnt has, since its inception in 1996, been a true pioneer in driving the boundaries of online casino gaming. This year, the company celebrates its 20 year anniversary and is taking the opportunity at ICE 2016 to display what innovation means in the gaming industry, including exciting new technologies and information that will power the future of igaming.

The company has been exploring virtual reality technology and is now for the first time showcasing how it may influence the face of online gaming. A unique demonstration invites players to actually enter a game and experience Jack's world, known from NetEnt's popular game Jack and the Beanstalk. Virtual reality delivers an enhanced immersive experience, demonstrating what slots gaming will be like in the future.

As mobile and on-the-go-gaming are becoming a more popular way of playing, sound will be a great way to enhance that experience. NetEnt will be exhibiting its leading-edge 3D sound technology that has the opportunity to be included as a feature in their mobile games.

NetEnt will also draw on its unrivalled knowledge from two decades of success in the industry, and present five different concepts describing who the future players are. What are their needs, their demands and how will their behavior change? The company is revealing its latest research and thoughts, sharing insights on what's needed to thrill players moving into the future.

*"NetEnt always likes to bring excitement to ICE and this year, as we celebrate our 20th birthday, we're going bigger and better than ever," said Per Eriksson, CEO of NetEnt. "Our stand is an immersive experience demonstrating how we are constantly working with innovation, looking at how we could implement the cutting edge of virtual reality and sound technology to take our products into the future, while remaining true to the values and beliefs that have given us so much success during the past two decades."*

NetEnt can be found at stand N2-242 at ICE Totally Gaming, held at ExCel London from 2-4 February.

[View a demo of Jack's world](#)

**For additional information please contact:**

Marianne Eklund, PR Manager NetEnt, Phone +46 760 024 808  
[marianne eklund@netent.com](mailto:marianne eklund@netent.com)

**About NetEnt**

NetEnt AB (publ) is a leading digital entertainment company, providing premium gaming solutions to the world's most successful online casino operators. Since its inception in 1996, NetEnt has been a true pioneer in driving the market with thrilling games powered by their cutting-edge platform. With innovation at its core, NetEnt is committed to helping customers stay ahead of the competition. NetEnt is listed on Nasdaq Stockholm (NET-B), employs 750 people and has offices in Stockholm, Malta, Kiev, Gothenburg and Gibraltar. [www.netent.com](http://www.netent.com)