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## Mr Green releases a full suite of new mobile casino products **The first step in changing online casino players view on entertainment**

Sliema, Malta: The online casino operator [Mr Green](#) proudly announced it has successfully created a truly seamless user experience across all relevant mobile platforms. As of today Mr Green users can enjoy a tailor-made experience irrespective of device or platform.

The entire player experience, from the new platform to the architecture, has been built and developed with a “mobile first” mindset. It’s a full-fledged mobile casino with no further need to access the desktop. “Creating a truly seamless mobile experience for the Mr Green user is key to our future success,” says Chief Executive Officer Bo Wänghammar. He continues: “To develop and launch [on iOS](#), [Android](#) and [mobile web](#) at the exact same time is only possible if all parts of the company work as one. A close relationship between the product, marketing and tech teams was essential, as well as the company wide vision to go mobile-first. We are all about casino entertainment - wherever and whenever our customers are looking for it”.

The User interface (UI) has been completely redesigned to cater to the modern casino player who’s always on the go. But the aspirations of the company are actually even greater. The new UI also provides the infrastructure of what Chief Product Officer Thomas Rosander calls “the future of mobile casinos”. He continues: “It has been designed to cater for upcoming rollout of features aimed at pushing the limits of traditional casino gaming and to create a truly immersive gaming experience. Traditional online casino operators have been taking hits from social casino game developers for a while but now the tables are about to turn.”

The focus is clear, to change the way players view online casino and deliver a unique and truly entertaining user experience.

Mr Green Ltd. is an online gambling company that offers online casino in 13 countries, and an award winning casino operator being named IGA Operator of the Year three consecutive years 2013, 2014, 2015. Mr Green Ltd. is a fully owned subsidiary of Mr Green & Co AB - a Swedish company owning, acquiring and developing leading on-line gambling companies. Mr Green & Co AB is listed on Swedish AktieTorget, MRG.

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