Paf challenges traditional casinos with a unique product

The Åland gaming company Paf is launching the world's first slot machine arm for home use - the iBandit. The great minds behind this revolutionary product are the Scandinavian research lab Nordic Society For Invention and Discovery (NSID). They predict that the glory days of traditional casinos may be numbered.

The iBandit is a unique handmade product comprising a mixture of natural materials, solid oak, durable steel and sophisticated technology. It connects to your computer through your USB port for the ultimate online casino experience in the comfort of your home.

This elegant product has been developed to commemorate the world's largest online slot machine win of 17.9 million euros, paid out by Paf to one of their players in 2013.

“The iBandit is a fantastic experimental product that we developed at Paf with NSID to show that slot machine games can be just as enjoyable at home as in a traditional casino. Paf itself runs physical casinos both at sea and on land, in addition to our online casino at Paf.com. The iBandit is therefore a product that forms a transparent link between our businesses,” says Mattias Lindquist, Communications Manager at Paf.

Paf’s iBandit is launched to the world today, 3 December, which is also the 15th birthday of Paf’s online gaming site.

"We at NSID see the potential of working with real physical experiences in the digital world. We are convinced that the future of digital development will involve an entirely new way of interacting. With the iBandit our aim is to create the perfect physical slot machine arm for the ultimate slot machine experience online. That’s how the iBandit challenges the traditional casino because players across the world can now get the fantastic casino experience in their homes," says Per Cromwell, inventor at the Nordic Society For Invention and Discovery.

iBandit Factfile - the world's first one-armed bandit arm for home use:

- The elegant vintage arm is made of durable steel
- A contoured matte black handle
- A body of high quality Swedish oak
- Robust cable and USB connector (plug-and-play)
- Handmade in Ludvika, Sweden
- Limited edition

For additional information about the iBandit, please visit: www.ibandit.se

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About Nordic Society For Invention and Discovery (NSID)
NSID is a Scandinavian research lab, which in recent years has attracted international attention with several pioneering products. For example, No More Woof, a device that translates a dog's thoughts into English, The Flower Shell which turns your shotgun into flower seed gardening tool and The Aalto Puck, an organically shaped hockey puck that adds an element of chance to ice hockey. For more information please visit: www.nordicinvention.com.

About Paf
Paf was founded on Åland in 1966 with the clear purpose of creating profit to support public good. This purpose is still Paf's principal reason for being. Today Paf.com is an international online gaming operator with over 300 games. Paf also maintains a large physical gaming operation on land and sea with about 1,300 gaming machines and 40 gaming tables on ships and in Paf Casino on Åland. The group has nearly 400 employees with offices in Mariehamn, Helsinki, Stockholm, Tallinn and Madrid. For more information please visit: www.paf.com.