

Press Release

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**E-Gaming Developer \*\*\*\*\* Goes Global With Games in 27 Languages**

Market leading e-gaming developer \*\*\*\*\* has announced that it is making its games available in 27 languages, including Russian and Chinese.

“This is a major breakthrough. What we’re offering is fully tailored localisation,” said \*\*\*\*\*’s CEO \*\*\*\*\* \*\*\*\*\*. “The technology is tested and proven, and all our research shows that our clients’ return is dramatically increased by offering a choice of languages.”

Online betting and gaming spans many frontiers. Host a gaming platform in London and have players online from around the world – 24-7. But while the majority of online games remain available in English only, a massive segment of the market is being neglected.

English is the most widely understood language in the world - the total number of English-speakers exceeds one billion. But for this reason it’s easy to over estimate its reach. For around two-thirds of those speakers English is a second language. And for the majority of people in the world, English remains a foreign language. To put it into perspective, there are 1.3 billion people in China alone, and that’s just one emerging market.

In such a fiercely competitive sector, take-up for multi-lingual gaming is likely to be rapid. “We’re expecting demand to be huge,” said \*\*\*\*\*’s sales director \*\*\*\*\* \*\*\*\*\*. “And with the loss of the USA market it couldn’t have happened at a better time for our clients. The language translation technology enables sports book and gaming operators to penetrate new and emerging markets fast, and without risk. The beauty of this system is its ease of application. It can be added to any game in our portfolio.”

Creative Director \*\*\*\*\* \*\*\*\*\* agrees. “Our package includes most of the world’s major languages,” she added. “It means our clients will now have a global presence in the truest sense, enabling them to achieve maximum revenue for each user for each gaming platform. It will open up entirely new markets, and those who act first will be best placed to establish themselves ahead of the competition. It promises to be an exciting year for the industry.”

Languages currently available are: English, Italian, Swedish, Danish, Norwegian, Finnish, Dutch, German, Polish, French, Spanish, Turkish, Hungarian, Catalan, Greek, Portuguese, Croatian, Slovak, Russian, Czech, Bulgarian, Romanian, Serbian, Estonian, Slovenian and both simplified and traditional Chinese.

For more information, contact \*\*\*\*\* \*\*\*\*\* , \*\*\*\*\* \*\*\*\*\* or \*\*\*\*\*  
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---NOTES FOR EDITORS---

\*\*\*\*\* was formed in 1995. They are the leading UK and European developer and supplier of unique, innovative online interactive betting games, based on revenues, number of clients, blue-chip clients, live games and games soon to be live. Years of investment and in-depth experience means that \*\*\*\*\* has hundreds of live games being delivered to multiple locations, including websites, TV channels and all major mobile platforms. Games can be translated into 25 languages to broaden our clients' reach and to boost revenues. \*\*\*\*\* understands the formula for successful games, why games are successful and the specific requirements of different platforms.

\*\*\*\*\*'s product range is used successfully by a wide range of UK and European blue-chip clients. They have developed strong relationships with Ladbrokes, William Hill, Bwin, Blue Square, SkyBet TV, SkyBet Internet, Victor Chandler, Totesport, Bet24, Bet Fred, Bet Direct, Vernon's and many others.

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