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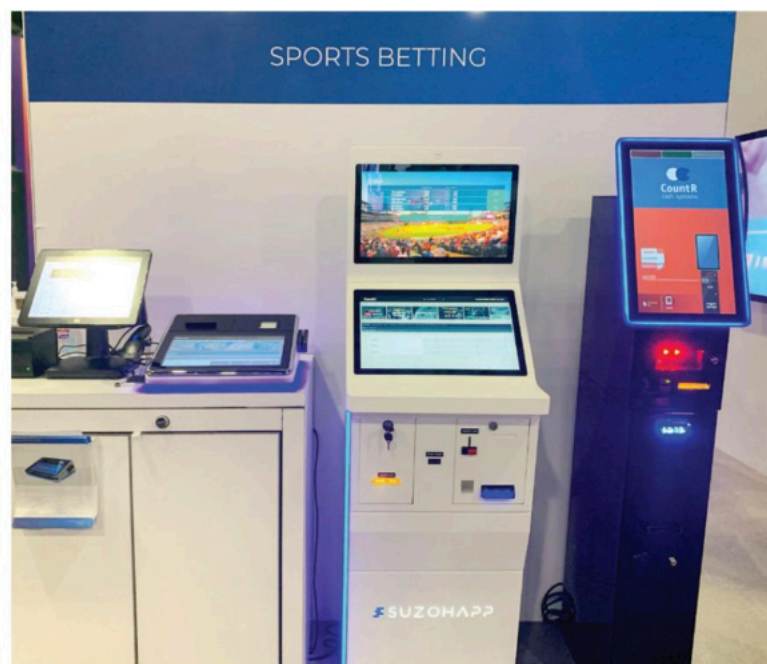
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# Tribally Powered

New products and new partners highlight SUZOHAPP's debut at the Indian Gaming Tradeshow & Convention



Todd Sims, Vice President of Sales Americas, SUZOHAPP

**S**UZOHAPP is excited to be exhibiting at the Indian Gaming Tradeshow & Convention (IGA) from April 19-22 at the Anaheim Convention Center in Anaheim, California. Entering its 35th year, the Indian Gaming Tradeshow & Convention is the premier event for the Indian gaming industry with the largest gathering of tribal leaders and casino executives in the country.

This will be the first year that SUZOHAPP has exhibited at IGA since the beginning of the pandemic and SUZOHAPP will be showcasing its new sports-betting ecosystem along with its new partnership in the cash redemption terminal (CRT) space with CountR. Both product lines allow customers to create a self-service, omnichannel experience every step of the way from getting the initial voucher, to placing bets and continuing all the way to cashing out.

"With the recent surge in the sports betting market there is so much opportunity for growth in this space," says Todd Sims, vice president of American sales at SUZOHAPP. "As the tribal community looks at innovative avenues and methods to acquire young gamers, sports betting is one direction that will certainly help attract new players. SUZOHAPP is here to ease the burden and design custom retail solutions for our customers, using our years of expertise and knowledge



of the industry, our flexible and fast design capabilities, and our globally renowned network of partners.”

SUZOHAPP continues to bring customer-driven innovation to the market and has partnered with industry-leading platform developers to design the high-quality, effective terminals it will be showcasing this year. “We are very excited to bring our ecosystem to the tribal community,” says Sims, “We had ready-to-go terminals available in full kiosk format, tabletop and over-the-counter formats but our ability to create custom terminals suited to your specific needs that can work in any venue and be platform-agnostic is really where we have such great opportunity to help our customers to stand out.”

SUZOHAPP will be also exhibiting at Interfun Expo from April 26-27 in Leeds at Booth #49. At this year’s event, SUZOHAPP will be showcasing a wide array of amusement products including both customer favorites and new offerings. In particular,

SUZOHAPP will be highlighting products such as redemption tickets, tokens, cups, printer rolls, billiard products and a new change machine.

As a major innovation, SUZOHAPP will be displaying

its new Dual Change Cashless, designed to accept contactless payment cards (debit or credit, dependent on local legislation) and banknotes to dispense notes and coins or tokens, automatically or manually. This latest change machine addresses the requirement for



Tim Kennedy, Vice President of Sales Europe, SUZOHAPP



contactless payments in arcades and bingo as consumer spending habits have shifted over the last few years.

“SUZOHAPP has served the amusement industry as a trusted hardware partner for over 30 years. We are experts here with our in-depth knowledge and expertise to help OEMs design solutions for their amusement centres. We also offer one of the broadest portfolios in the industry of aftermarket replacement parts. Just about anything you need, we can source it,” said Tim Kennedy, vice president of European sales.