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## Playtech and Betfred go mobile

**P**laytech has recently launched its mobile Live Dealer Casino solution with licensee Betfred.

Betfred is already live with roulette on Android devices and will release native iOS and HTML5 versions of roulette, baccarat, and blackjack tables to all smart phones and tablets in the coming weeks. The product's first tier broadcasting service provider delivers the highest up-time in the market, making it an optimal choice for Betfred players looking to connect easily to the same live tables through the web, their mobile devices or tablets in a seamless manner – anywhere, anytime.

Chris Sheffield, Betfred.com's Managing Director, revealed his excitement at the launch, saying, "Innovation is at the heart of our business, but a strong relationship with best of breed third party suppliers like Playtech is crucial in our drive to establish ourselves as industry leaders in mobile gaming."

Shay Segev, Playtech's COO, said, "It gives us great pleasure to be working with Betfred on the exciting launch of their new offering, which uses our advanced mobile live gaming technology. The mobile platform has become utterly invaluable to every online gaming business, and we are proud to be leading the market in this arena with strong operators such as Betfred."



## After Dark sensation for UNIS



**E**AG saw the launch of After Dark and according to UNIS (Universal Space), it created "a sensation" – a top of the range deluxe video machine with motion platform but with a good value price offer.

Aimed at a slightly different market to the primary range of machines in the UNIS portfolio, that of young teens and above, this video game machine offers a fully functioning steering wheel, guns with motion and a motion platform (DLX version). "This video game machine is intense and thrilling, looks mean and certainly appealed to the buyers at EAG. It gives the player a great game for their spend" Ian Eason of UK distributor Instance Automatics remarked. "There are a few other similar quality deluxe machines like this on the market but not at such a low price, and in this economic climate buyers want real value for money. With After Dark you get a lot of machine for your money".

Shipping of After Dark SD and After Dark DLX is now available in the US and Europe.

## "Productive" EAG for Portman Asset Finance



**A**ccording to the company, Portman Asset Finance had a very productive time at EAG in London recently.

Rory Dunn, Sales Director of Portman, commented: "Along with the great atmosphere and opportunity to see the newest technologies, we met many existing clients and reaffirmed our commitment to the industry." Sales staff from Portman were on hand distributing flyers to suppliers and visitors alike. Senior Account Managers from the Amusement and Arcade Finance Team were also in attendance arranging finance on the spot for arcade owners and operators.

In addition, Portman had contacted and arranged credit facilities for many visitors prior to the show allowing exhibiting suppliers to make quicker and easier sales.



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