

PRESS RELEASE  
6<sup>th</sup> February, 2018

## NetEnt's latest Live creation brings revolutionary new dimensions to online gaming

NetEnt, the leading provider of digital gaming solutions, has at ICE Totally Gaming 2018 unveiled its newest gaming solution developed in collaboration with Mr Green; a fully immersive 3-D live casino experience with embedded live streams and graphics at the touch of a button.



NetEnt's fully customizable solutions add a real differentiation to the live casino world using an innovative approach. This gives operators an interactive and social environment to provide to their players. Mr Green's customized solution, Live Beyond Live, will offer their players a unique branded gaming experience.

NetEnt's latest addition to its Live portfolio offers a totally new and full casino experience on mobile whether playing on the move or from home.

The fully customized digital experience has been enriched thanks to NetEnt's digitalized background technology, which has realized its full potential with this product and adds a new dimension to the standardized live casino market.

A virtual casino lobby opens the door to players, and inside they'll find a multi-table environment with live dealers and a choice of different tables to join. Roulette and blackjack are the games currently available to play on the platform.

Multiple tables, additional cameras and angles, immersive UX and visibility of the action on other tables are just some of the technological advances integrated into the product.

**Henrik Fagerlund, Chief Product Officer of NetEnt,** said: *"The latest addition to our Live portfolio was created so we were able to provide a more immersive setting and to break down the physical constraints to create, what we call, a larger than life experience."*

*"We are constantly looking to push the boundaries of technological advances in the live casino world, and this breakthrough can help propel not only NetEnt, but operators in reaching new heights."*

**Per Norman, CEO of Mr Green & Co,** said: *"Taking live casino to a new experience is a proof point of NetEnt's technology leadership in the gaming industry. NetEnt and Mr Green share the same view on innovation and creativity as key drivers to offer a superior gaming experience. It's inspiring and promising to see the outcome of our joint efforts in bringing revolutionary new dimensions to online gaming."*

NetEnt's newest gaming solution was developed in collaboration with Mr. Green. Together, the new venture will be unveiled at ICE Totally Gaming 2018.

To find out more and test it out please visit stand NetEnt's Stand N3-242.

**For additional information please contact:**  
press@netent.com

**NetEnt AB** (publ) is a leading digital entertainment company, providing premium gaming solutions to the world's most successful online casino operators. Since its inception in 1996, NetEnt has been a true pioneer in driving the market with thrilling games powered by their cutting-edge platform. With innovation at its core, NetEnt is committed to helping customers stay ahead of the competition. NetEnt is listed on Nasdaq Stockholm (NET-B), employs 900 people and has offices in Stockholm, Malta, Kiev, Gothenburg, New Jersey, Krakow and Gibraltar.  
[www.netent.com](http://www.netent.com)