

## PRESS RELEASE

### ***“Virtual to reality” to enhance your business. Custom brings AUGMENTED SOLUTIONS #BECUSTOM, not just Hardware. Booth S3-310!***

Parma, Italy - January 30, 2018

The Custom Group is presenting its world preview “the engineering of augmented reality”, CUSTOM's solution for increasing sales and client numbers or for reducing costs (TCO) in the world of Gaming, Lottery and Betting. An innovative, synergic technology for Custom hardware, and already leader in the sector. An integrated solution capable of **“increasing information and content” to enjoy a unique, specialist gaming experience**. Custom has improved hardware with **easy-to-use technologies** with the most innovative **Augmented Reality Experience**.



At ICE, the Custom Group is inaugurating and introducing a new way of presenting “specific content”; a technology that is perfectly suited to the needs of the Gaming, Lottery and Betting market but also and above all, a new means of capturing attention using a series of “AR SOLUTIONS” suitable for gaming, educational and informational purposes, games and even loyalty and/or instant promo processes. Indeed, the technology selected **is capable of launching additional multimedia elements not found in real life**. Custom is currently the only firm presenting these augmented solutions for supporting the hardware part in both online and offline modes,

#### World Headquarters

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**offering genuine integrated solutions.** At the CUSTOM stand - #BECUSTOM, not just Hardware. Booth S3-310! - you will have a chance to get “hands on” experience of the solutions and exclusive, highly technological content that are capable of **creating pure engagement and of increasing the opportunities of presenting content with added value in support of the Gaming, Lottery and Betting world** (numbers, information, gaming statistics, competitive results, but also as promos, videos, etc...).

“According to figures, the data shows that in 2018 the AR market will reach 17.8 billion. In the period 2017-2021, analysts predict an average annual rise of 98.8%, meaning that interest in Augmented Reality is tangible both in terms of interest and business opportunities,” says Cristian Ravazzini, EMEA Director Industrial and Kiosk Business Unit. **“Nowadays, Augmented Reality is a highly technological support from both a commercial and corporate viewpoint. It’s a genuine tool that should be included in business strategies that increasingly have to deal with highly competitive markets such as Gaming, Lottery and Betting.** Custom has developed fully customized solutions that guarantee our representatives unique live experiences, in-store, or through on-line channels; solutions for presenting products to clients for purchasing and as part of training or maintenance”.

As ever, Custom has the ability to develop technology in house, customizing it on the basis of client needs. It is essential to understand the technology best suited to the target and then, as a result, to choose how to overlay multimedia elements onto the real world. **This way, the Group can offer a range of applications that can be used in-store or externally to customize the gaming experience as part of Gaming, Lottery and Betting. Genuine innovative solutions to provide extra content, present new products, introduce specific promotions, and even interact with the services while ensuring optimized costs, continuous training and an “always on” service.** There are numerous, solid benefits linked to the new solution presented by the Custom Group; the effects can be used to increase business, create customer loyalty but also as part of promo communication, for example on social networks in Instagram Stories.

## CUSTOM AUGMENTED SOLUTIONS, THE FEATURE REALITY EXPERIENCE.

“Augmented Solutions” could also be used to make brochures, catalogues or gaming data sheets, competitions and lotteries more attractive and appealing, making the player’s first contact with the product/service unique, and standing out from the competition. The only limits at this point come from creativity. The technology makes a range of multimedia content available, which is displayed on the device, interacting this way with reality, and augmenting it with endless options for solutions, images, data, information and videos. Genuine **extra multimedia content**, included even in protected environments and existing gaming software.



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More than 25 years of product development and strategic acquisitions to form 6 distinct but synergistic business units who work together to deliver cutting-edge technology to quickly and efficiently respond to the changing needs of a complex market. With **4 manufacturing factories worldwide** (Italy, Romania, China and India) and a workforce of over 430 employees, **more than 95 of them dedicated to R&D** to discover, customize and introduce new cutting edge technologies and solutions, this has helped Custom Group recently surpass the production milestone of **795,000 finished products in the last financial year**. Custom focused on growing its Gaming, Lottery, Betting (GLB) division and increasing the software footprint of the gaming and retail division. The Group continues to grow with the introduction of several new products and new topic applications to improve business in gaming industry.

*“Translating the voice of the customer into realizable solutions is at the core of our brand, CUSTOM,” says Carlo Stradi, President & CEO; “over the years this approach has been the basis of our success and continues to show in our product diversification. We will continue to deliver our customers integrated and time saving solutions allowing them to focus on their core business. Our objective is to innovate easy-to-use, easy-to-integrate solutions for best-in-class and fast service.”* President & CEO Carlo Stradi . The Custom Group is today a global byword in the design and manufacture of mechatronic printing and scanning solutions, offering a vast range of products for the automation of public services in more than 56 countries worldwide.

#### **About CUSTOM GROUP:**

Without knowing it, people meet Custom Group Technology often during the ordinary everyday: a receipt, a ticket, when paying at the bar and at the supermarket, at the ATM for a withdrawal, at the parking meter while paying the car parking, the train ticket, a gaming receipt, when making a deposit, buying a ticket for the cinema, the theater, the museum, etc.. In all these moments, it's Custom Group that offers hardware, software and service solutions. We have a diverse portfolio of offerings with the merging of our brands:

- **Custom SpA**, which designs and manufactures all Custom and Fasy branded products and branded products for O.E.M.;
- **System Retail spa**, hardware and software solutions for Mass Market Retailers and Large Scale Retail Trade;
- **Custom America Inc**, distribution and support of the range of Custom solutions for the North/South American and Canadian market;
- **Custom GMBH**, distribution for German and Austrian market of Custom industrial and self-service solutions;
- **Custom Production Europe Srl**, the Group manufacturing company;
- **Netrising**, mobile applications development (Android, iOS);
- **Bizeta**, development of complete solutions for the retail sector, mostly for fashion and luxury, starting from the projects analysis, to the development of customized solutions until the roll-out and post-sales support phases;
- **Maxima**, development of retail softwares in non food markets for the management and control of the sale activity and retail sale, and development of mobile solutions for stores and Sales Sales Force Automation (smartphones and tablets).

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