



## **CARDLOGIX AND EUROCOIN JOIN FORCES FOR SMART CARD SOLUTIONS IN EUROPEAN CASINOS AND GAMING**

**Irvine, January 25, 2016** – CardLogix, a leading supplier of smart cards and software for the international casino and gaming industry, announced that it has appointed Eurocoin to sell its products in Europe. The sales partnership is featured at the ICE Totally Gaming tradeshow in the Eurocoin Space N2-322, February 2-4 at Excel in London, where CardLogix will demonstrate its products and solutions.

The two companies have joined together to serve the rapidly evolving gaming and hospitality markets throughout Europe. Smart cards and related products, such as software, readers, and printers, are in demand for several gaming and resort applications, including Player Tracking, Cashless Gaming, Guest Room/Other physical access, such as key cards, Loyalty, and Multi-Factor Identity Authentication for online gaming. According to KPMG, growth in the online gaming industry alone will grow at a CAGR of 10.6% through 2018.

### ***Advanced Technology for the Next Generation of Gaming***

The alliance between CardLogix and Eurocoin is in response to the rapid convergence of player identity and technology-driven gaming, in casinos and online. A single ID Credential, such as a smart card, is a powerful and versatile way to improve both casino operations and the player experience. CardLogix M.O.S.T® smart cards and software are used throughout the world by hotels, gaming integrators and casinos.

Bruce Ross, CEO of CardLogix says “We are very fortunate and pleased to team up with Eurocoin for the gaming market. We believe that their technical competence and local presence is exactly what European operators need when evolving to smart card technologies.”

Colin Veitch, Director, Eurocoin added that “CardLogix and their product suite is a natural fit for our portfolio of products, given their history of simple, elegant, and proven technical solutions in gaming. We are delighted with the new relationship and anticipate a very positive response from our many clients attending the ICE London show.”

### ***About Eurocoin***

Founded in 1973, Eurocoin is Europe’s leading supplier of components, spares, and accessories to manufacturers and operators of machines, delivering products, services or entertainment. For more information, visit [eurocoin.co.uk](http://eurocoin.co.uk) or email [sales@eurocoin.co.uk](mailto:sales@eurocoin.co.uk).



## ***About CardLogix***

Founded in 1994, CardLogix supplies smart cards, software, and related products to the worldwide gaming industry for land and digital play. For more information on CardLogix products for gaming and hospitality, please visit <http://www.cardlogix.com/lib/docs/mis/7200087-Why-Smart-Cards-for-Gaming-and-Hospitality-MIS.pdf> or email [sales@cardlogix.com](mailto:sales@cardlogix.com).

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