

BINGO GOES DIGITAL AT GALA CORAL

X2 Computing awarded UK's largest contract for hand-held bingo terminals

X2 Computing has announced the award of a major contract from Gala Coral, Europe's pre-eminent integrated betting and gaming group. The contract is for the supply of more than 6,700 hand-held bingo terminals that will be initially used at 100 Gala Bingo venues nationwide offering members an exciting alternative to paper bingo cards.

Gala Bingo was the first operator to introduce digital bingo terminals on such a wide scale and this roll-out will consolidate the company's position as the UK's largest provider of digital bingo gaming. In addition to supplying all the terminals, X2 Computing will be providing a range professional and support services for the next two years. The first clubs will go live at the beginning of October and it is expected that the full roll-out will be completed by December.

X2 Computing was awarded this important contract as it was able to develop a bespoke solution to meet Gala Bingo's precise requirements. Unlike the lightweight, consumer-based devices on offer from other suppliers, each device is equipped with a robust, ruggedised casing, integrated handle and kick stand. A large 10.1" touch screen enables members to play a large number of bingo cards simultaneously, displaying a real-time view of the six most complete cards and allows numbers on multiple cards to be marked off with a single dab of the screen. X2 Computing has also provided an integrated charging system that allows up to 25 devices to be charged at the same time.

Although the new bingo terminals are designed to provide an enhanced gaming experience, they will not replace all the traditional fun elements such as having to shout '**HOUSE**' when members have a winning card. The terminals also give members the opportunity to play a wide range of 'Skill with Prizes' games in the intervals.

According to Justin Browning-Smith, Head of Digital Bingo for Gala Coral: "This latest innovation will bring bingo into the digital age. It will enhance our reputation as the UK's number one bingo operator and reinforce our commitment to provide the finest entertainment and integrated gaming experience. The new terminals developed by X2 Computing will enable us to attract a new generation of members by offering an even wider gaming choice whilst achieving a rapid return on our investment. They will also deliver significant environmental benefits through the significant reduction of paper waste at each location."

"The award of this important contract consolidates our growing reputation for developing cost effective mobile computing solutions to meet specific business objectives," added Francis Davis, Managing Director of X2 Computing. "Our unrivalled expertise and track record of successful deployments puts us in a prime position to benefit from the expanding market for hand-held bingo terminals, which in the UK is expected to reach up to 100,000 units over the next few years."



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