



STATE-OF-THE-ART TECHNOLOGY FOR EUROPEAN CASINOS

For over ten years now, Argentinean company Gaming Signs has specialised in the design and manufacture of façades, ceiling signs, displays, LED's and signage for Casinos, bingo halls and other gaming and leisure establishments.

After consolidating its position on the Latin-American market, 3 years ago Gaming Signs opened a European office in Barcelona, from where it attends to its European clients.

Gaming Signs has supplied products to Casino Namur in Belgium, the new Lisbon Casino in Portugal, and Casino Torrequebrada, Casino Castilla León, Casino Marbella, Casino Monte Picayo, Casino Gandía, Casino de Ibiza and the outdoor elements of Bingo Torrefiel in Spain.

"Our success in Europe is due to a series of factors: a combination of experience, professionalism, added to our sales advice and the versatility of our products. We also offer Casinos excellent value for money.

In addition to the products we have already supplied to Casinos in Belgium, Portugal and Spain, we have further projects underway in Switzerland, France, Croatia and Slovenia.

Our best calling card is the work we have done for Casinos and gaming establishments in Argentina, Panama, Ecuador, Venezuela and Uruguay.

All our products are manufactured at our facilities in Argentina and can be delivered anywhere in the world", explains Miriam Winiar, Gaming Signs Delegate for Europe. The commitment of Gaming Signs to the European Market was more than evident at



Gaming Signs executives: Darío Leiman, Jorge Leiman, Ricardo Prepelitchi, Miriam Winar and Esteban Leiman

the last edition of the ICE fair, where, for the second consecutive year, their stand offered samples of some of its products. This stand was also visited by European Casino operators and executives, all were very happy with the firm's products.

At the London fair, Gaming Signs presented a new line of intelligent LED's, for indoor and outdoor use. Internationally



San Miguel Bingo Hall, Argentina



Façade of Casino Caleta Olivia, Argentina



Topper with progressive

renowned companies such as Unidesa and WMS Gaming use Gaming Signs signs on their slots.

Other products, such as LED signage with engraved acrylics, table limits for Roulette and Black Jack with changeable digits, and the plasma progressive system, are also being very well received in Europe.

Ricardo Prepelitchi, Commercial Manager of Gaming Signs in Europe, explains, *"We have recently signed a deal with MGA to sell and distribute our product in the Spanish market. We are giving their*

establishments a modern ambience and decoration, in line with new market tendencies. We are also developing very successful signs for installation on Electronic Roulettes like our star product "Ruleta Giratorio". We are also equipping the Golden Park establishments (New Park Group), where we are creating a real Casino atmosphere".

This all goes to confirm the enormous possibilities that Gaming Signs offers, from simple signs to the most sophisticated designs, all with the highest quality, attractive design and state-of-the-art technology.



The team of Gaming Signs



Text: Clarence Dorsey

Photos: Gaming Signs and EUROPEAN CASINOS-The Elite