

# BtoBet at SiGMA: the Multidimensional Omnichannel solution.

*Exclusively at SiGMA, a preview of the new hyperreality that will be launched in London.*

SLIEMA, MALTA, MALTA, November 11, 2016 /EINPresswire.com/ -- BtoBet decided to introduce a preview of its new concept of Omnichannel specifically at SiGMA - the biggest iGaming expo in Malta bringing together affiliates, operators, B2B Solution providers and Regulators over 3 days - as the perfect international environment to showcase BtoBet's silent and effective technology to the industry.

At the exhibition center, at booth B99, immersed in a totally silent atmosphere, attendees will hear just the voice of technology. Here, visitors will have the opportunity to try the first multi-dimensional experience, through Augmented Reality, realized for the iGaming industry.

What should they do once at SiGMA? Look for BtoBet's totem and follow the instructions:

- download the app scanning the QR code with the smartphone  
iOS app <http://bit.ly/iOSbtobet>  
Android app <http://bit.ly/AndroidBtoBet>
- point the logo and see BtoBet's new testimonial, S1mOne, coming out
- enjoy with S1mOne and follow her adventures till ICE 2017 where she will demonstrate what she can do for all the betting and iGaming operators both online or land based.

Not only hyperreality, but also an interesting panel will take place at SiGMA at the Intercontinental hotel where BtoBet's CEO, Alessandro Fried, will be speaker at the conference "Omni-channel sports betting", on the 17th November at 11.00, at the Sports room.

Fried states: "During the panel I will discuss with other professionals about the emerging trends of online and land based business models, the related sources of traffic and their future in the Gaming industry."



## BtoBet

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At booth B99 we will give a preview of a total new player's A.I. tools that can improve betting shops' players retention. How? By integrating the Augmented Reality in our high-tech software.

*Alessandro Fried, Ceo Btobet*

About the BtoBet's presence at SiGMA, Fried comments: "BtoBet has just been nominated finalist in the category "Innovator of the year" at Malta iGaming Awards. At booth B99 we will give a preview of a total new player's A.I. tools that can improve betting shops' players retention. How? By integrating the Augmented Reality in our high-tech software."

To discover more about the evolution of Omnichannel solution, it is possible to download the dedicate white paper "Land -based and online sports betting business model. Is the Omnichannel solution the way forward?" (link: <http://www.btobet.com/en/omnichannel-white-paper>)

## About BtoBet

BtoBet is a pioneer in new technologies for iGaming operators and the betting industry by using technological intelligence as its main base for its products. It offers unique, customizable, secure and flexible cloud-based systems delivering unprecedented capabilities to drive sportsbook and iGaming business. BtoBet has 13 offices. The Technical team of the company is in Skopje and has an ever growing team of developers. BtoBet's dynamic Sportsbook team operates from Rome, whilst Malta hosts the commercial and marketing center. Visit our site on: [www.btobet.com](http://www.btobet.com).

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