



Overview of our Gaming division continued

Our omni-channel philosophy

Consumers today live and play in a world without restrictions and so do we. A user's experience should be the same no matter what the content, where it is accessed from, when it is played, or on whatever device they play on. The industry term for this is omni-channel. Only Playtech can deliver this – play any game, on any platform and on any device using a single account and a single wallet, anywhere and at any time. This is what we call Playtech ONE.

Playtech ONE

Playtech ONE allows an operator and its customers, a seamless, anytime, anywhere experience across any product, any channel and any device using a single account and single wallet.

Our pioneering innovation has enabled licensees to bridge the retail-online-mobile gap, giving their customers what they want, when they want it, in any location or time and on whatever hardware they choose to use.

Operator results speak for themselves. We offer and enable them with all the tools and technology; they present their players with the ultimate gaming experience; and they generate improved results.

How omni-channel works

