



Leading operator of sports betting terminals in Benelux entrusts KT to pimp its kiosk design.

KT Case Study

Summary:

The client, whose primary business is operating in the sports betting market, wished to search for a company that specialized in the manufacturer of kiosks that could accept payments. The customer, back in 2012, began operations in Belgium with a mind to fast track via installed volume of sports betting terminals, to be considered one of the main players in the growing market of sports betting

History:

The client based in Belgium operates a network of retail style stores based on a franchise concept under one brand and umbrella. The turnkey solution includes the client providing a complete package for each franchisee which included sports betting terminals. We were approached by the client in October 2012 to begin production of their original own internal design which was being rapidly installed by the following January, with an initial 50 sports betting terminals. Afterwards, the client approached us again, with a wish to also provide a custom betting terminal design that would entirely encompass the same components but built into a betting enclosure shell that enticed interest and exhumed appeal. KT used its innovation and creativity to bring a unique shape to life and from that was born one of the most innovative sports betting terminal designs that KT has ever had pleasure to create which we aptly labelled *"The Beast"*.

Case:

The project is now 24 months successfully into deployment and we have so far shipped 468 sports betting terminals to our client in Belgium. The machine we designed was received with accolades from the clients' franchisee retailers, and the numbers have grown from an initial 200 machines that our customer had agreed to purchase, to more than double this, of which our betting terminal creation has some role in its success, albeit of course, not solely. The current point now is that our client has again approached us to address their desire to reduce the cost of the betting terminal, yet want more innovation from our design team and once again, at ICETECH Gaming in January 2015, we presented the customer an idea which was extremely well received and we are currently in process of building the first samples for testing before mass production begins. We have called this model, interestingly, *"The Whizz"* in reference to a product that is designed with intelligence in engineering to be able to reduce the cost of labour but still be able to, what we believe, create a market stir.



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