



For immediate release:

Sega's Justin Burke To Participate In EUROMAT Summit

The EUROMAT 2018 Summit will take place on 4th-6th June and with final preparations well advanced, gaming and amusements professionals from Europe and beyond are finalising their travel arrangements. Traditional Summit supporters such as regulators, lawyers and trade associations will be joined by operators, distributors and manufacturers of gaming and amusements equipment, eagerly anticipating a new and more inclusive Summit Programme.

With the Summit addressing new subjects such as technology, and the likely demands of tomorrow's player, a new group of specialist speakers and participants will be joining to share their experience.

Joining the Summit for the first time will be Justin Burke, General Manager- Sales at Sega Amusements International Ltd. Sega needs little introduction, having been a prominent feature of the global amusements and entertainment scene for almost 60 years and owner of many brands, including the iconic Sonic the Hedgehog.

Justin is the third generation of an amusements industry family, having branched out from the family business to widen his experience. Justin's operational credentials include a senior management role at a leading UK theme park, and the opening of Europe's largest VR centre. After joining Sega, Justin played a key role in the launch of the flagship Segaworld in London's Piccadilly Circus.

Today, Sega Amusements International distributes its own brands and those of other successful manufacturers, as well as utilising its expertise in developing Sega branded FECs for third party entertainment destinations.

In the early 2,000's Justin transferred to the sales and manufacturing side of the business and now leads a sales team that covers more than half the globe. Very much a 'hands on' product developer, Justin has acquired an extraordinarily detailed knowledge of the FEC market and Redemption products, working closely with manufacturer Innovative Concepts in Entertainment (ICE) to promote carnival-style Skill Walls featuring skill-based games for all the family.

Speaking about his role as a panellist in the session: **Understanding The FEC Market**, Justin commented: "I'm very much looking forward to the Summit and am very pleased that it is now incorporating the FEC market and Redemption in particular. Redemption is not a new concept but is not well understood in some quarters. Redemption games, with their low price of play and low value prizes are targeted at the family market but we've seen several examples of them being unfairly treated, including location restrictions. The EUROMAT Summit will provide the perfect platform for

addressing the issue of education about the role of these games and the FEC market in general,” remarked Justin.

EUROMAT President Jason Frost welcomed Justin’s participation saying, “Redemption is growing fast and whilst some may have not considered its relevance, it’s on the radar of gaming regulators. Justin’s contribution is sure to be an eye-opener for many of us.”

The EUROMAT Summit will take place at the Monte Carlo Bay Hotel and Resort, one of the Principality’s most beautifully situated hotels. Visit www.euromat.org for comprehensive details of the summit programme, networking events and special hotel rates.

Editors’ Notes:

The European Gaming and Amusement Federation (EUROMAT) is the voice of the land-based gaming entertainment industry in Europe; a highly regulated and highly taxed industry sector accounting for more than 250,000 jobs across Europe.

The organisation was established in 1979 to represent, through its affiliated national associations, private sector operators of gaming machines and the manufacturers that supply them. Today, EUROMAT has 14 national member associations from 11 European countries, as well as two observer members from France and Hungary. For further information about EUROMAT please visit www.euromat.org and follow EUROMAT on LinkedIn and Twitter.

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