



Evolution launches Pokerstars.com dedicated Live Casino with Immersive Lite installation

Evolution Gaming, the world leader in video-streamed Live Dealer gaming, has gone live with an extensive dedicated environment that is powering PokerStars's move into Live Casino. The launch also sees PokerStars become the first licensee to go live with Evolution's recently introduced multi-camera Immersive Lite studio installation.

The PokerStars-branded Live Casino area at Evolution's Riga studios is big news, with nine live tables, it's the largest dedicated environment ever created by Evolution for a licensee launch.

As a dedicated environment, the whole area features PokerStars décor and branding, and all tables are served by a dedicated team of dealers wearing PokerStars-designed uniforms.

Immersive Lite, launched at ICE, is a customisable variant of Evolution's award-winning Immersive Roulette. As in Immersive Roulette, multiple HD cameras are positioned around the table and dealer in a Hollywood-style studio set-up. Close-up views and auto-cutting sequences allow players to enjoy a dynamic and involving live gaming experience as they follow every spin of the wheel and movement of the ball. However, with Immersive Lite, the multi-camera installation and the visual presentation of the Live Roulette game – including cutaway shots to other tables to heighten the Live Casino atmosphere – have been customised to meet the needs of PokerStars players.

Sam Hobcraft, Director of Casino at Rational Group, commented: "When we took the decision to add Live Casino to PokerStars.com we wanted it to be something really special. We invested in the private room and I am delighted with the results. The quality of the build and the final design is simply the best in the market. With the addition of PokerStars being the first to offer Immersive Lite Roulette and a localized experience, we have created a product that will exceed PokerStars customer expectations.

Sebastian Johannisson, Head of Account Management at Evolution, added: "The scale and sophistication of the PokerStars area, and their investment in the latest Immersive Lite studio installation for a showcase Live Roulette table, is a clear indication of PokerStars' confidence in Evolution Live Casino."

The most recent PokerStars Live Casino launch follows the introduction of the PokerStars.es Live Casino. Launched in Spain on 3 February, that service is streamed live from Evolution's Ruleta En Vivo studio facility at Gran Casino Murcia. For its Spanish service, PokerStars also took full advantage of the dedicated branding opportunities available. It became the first operator to opt to change the Ruleta En Vivo bluescreen backdrop to create a customised PokerStars look-and-feel.

For Media Enquiries

Helen Hedgeland, Head of Marketing Hhedgeland@evolutiongaming.com

About Evolution Gaming

Evolution Gaming is the world leader in video-streamed Live Dealer gaming, working with more top-tier operators and brands than any other provider. Launched in 2006, Evolution is committed to delivering a flawless live gaming experience across multiple channels in regulated markets, streaming world-class Live Casino solutions from its state-of-the-art studios in Riga or from live studios in land-based casinos.

Evolution solutions include real-time games played on desktop, tablet and smart phone devices, plus Live Casino TV show content and betting integration, and on-premise mobile gaming. Evolution's Live Roulette, Blackjack, Baccarat, Casino Hold'em and Three Card Poker games are 'as real as it gets', offering players an interactive online experience that's just like playing in a real casino.

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