

# New App assists ICE visitors navigate The Gaming Technopolis

London – The ICE App, one of the most popular information tools used by exhibitors, visitors and ICE Conference delegates alike, is available to download for free from the iTunes App Store and the Google Play Store.



The App, which was visited on 38,000 occasions in the lead up to and during the 2015 edition of ICE, enables attendees to the world's biggest gaming exhibition to access the full event schedule, browse the latest product launches, receive information on all of the speakers taking part in the ICE Conference and Seminar programme, as well as develop a personal event planner to remind them of appointments and business meetings. It also features a detailed interactive floor-plan to help attendees navigate the Gaming Technopolis and keep fully up-to-date with the latest developments through a link to the #ICE2016 social media tag.

ICE Marketing Director Jo Mayer said: „The invitation we have extended to the international gaming community in 2016 is to ‚Enter the Gaming Technopolis‘ – the surreal, pop-up gaming city, where connections are made, where ideas flourish and where conversations are all about the future.

„As the world's biggest business-to-business industry event continues to develop and expand the frontiers of gaming, so does the importance of providing our stakeholders with a smart piece of technology which allows them to engage with the show and get the absolute most out of what ICE has to offer.”

ICE Totally Gaming is the only B2B gaming event that brings

together the online and offline gaming sectors. Featuring world-leading innovators drawn from the casino, betting, bingo, lottery, mobile, online and street sectors, ICE provides a comprehensive and international perspective on gaming. Visitors to ICE Totally Gaming can also explore the hottest growth areas in land-based, online and mobile gaming courtesy of the ICE Conferences programme, which delivers a unique opportunity to benefit from targeted learning and networking.

Download the app today by visiting the Apple App or Google Play stores – search for TotallyGaming, or visit „[ddut.ch/Ice](http://ddut.ch/Ice)“:

To register for ICE Totally Gaming, go to „[www.icetotallygaming.com](http://www.icetotallygaming.com)“: