

For Immediate Release

FOCAL FINALIST FOR BEST PLAYER PROTECTION PRODUCT OR SYSTEM AT EUROPEAN CASINO AWARDS

Halifax, NS: January 23rd, 2024 – Focal announced today that we have been named a finalist for the 'Best Player Protection Product or System' category at the 2024 European Casino Awards.

“This recognition reflects our dedication to safer gambling and player protection worldwide and our congratulations go out to all the finalists of this year’s awards,” said President of Focal, Tracy Schrans.

The European Casino Awards are open to all operators, suppliers, and service providers in Europe or those that serve the European market and recognize the dedication, passion, and innovation of those who are nominated.

The awards ceremony will be held on February 6th at the De Vere Grand Connaught Rooms in London and takes place during ICE, a leading global gaming event that brings together solution providers and gaming professionals across all key verticals.

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About Focal Research Consultants

[Focal Research](#), is an award-winning Canadian data analytics company that uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. Focal has worked with stakeholders worldwide for three decades, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

About ALeRT BETTOR Protection

[ALeRT](#) offers a powerful solution to fully manage safer gambling and customer interaction initiatives, including precise dashboard and player analytics, interaction reporting and management reporting. In addition, ALeRT provides broad coverage of a full suite of products, including pokies, video lottery, slots, electronic roulette, table games, sports betting, racing, etc.

The ALeRT™ System is based on 20+ years of peer-reviewed research and industry testing. Developed in collaboration with operators, regulators and public health providers in Europe, Canada, NZ, and the UK, it helps gambling operators deliver consistent day-to-day customer care over all their properties.

The system integrates corporate social responsibility best practices and technologies across a modern enterprise, helping move operators into an active prevention role. It does this by identifying at-risk players, supporting effective customer interactions, and evaluating the impact of such interactions in reducing customer risk and harm.

ALeRT™ is an agile solution that can be easily adapted to product changes and compliance, protecting an operator's return on investment.

For more information

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