

# bmm

## testlabs

**B**MM Testlabs has been expanding its operations in Asia Pacific on the back of increasing demand for testing, compliance, online, training and operator services in a growing number of regulated gaming jurisdictions around the region. BMM delivers the highest quality testing services available in the gaming industry today and the quality of work coming from our Macau and Singapore testlabs is no exception.

The number of regulated gaming markets in Asia is increasing as the Asian markets legalize gaming and put in place their own gaming technology regulations and standards which are overseen by gaming legislation and gaming regulators. BMM's activity for certifications in Asia are mostly for Macau, Singapore and the Philippines. However, BMM's certifications are accepted in all other Asian markets where regulators and operators see BMM certifications as a mark of quality and confidence in the integrity of the gaming technology being sold.

In relation to online gaming many Asian markets are still assessing their position in legalizing this form of gaming. Regulators in Asia are assessing what to do with online gaming and how to do it in the best way possible. iGaming removes geographical restrictions on access to gaming products. For this reason most countries that have not yet legalised iGaming are moving ahead with caution to ensure they fully understand and are able to mitigate against any social impacts of this broader reach.

**- What strengths have allowed the company to position itself in the Asian mar-**

Kirk White,  
Executive Vice  
President & General  
Manager



### **ket ? How was the experience of the company regarding regulatory policies ?**

BMM Asian labs are not just used for product transfer, BMM has teams of gaming technical experts who are able to provide an incredibly high level of support throughout the complex process of product testing and certification in Asia, as well as multiple locations around the world. This, coupled with our responsive and transparent customer engagement methods, are just some of the reasons why so many Asian manufacturers are choosing to partner with BMM to guide them through the regulatory processes.

Since 2009 BMM has operated a testing Laboratory in Macau, in partnership with the Macao Polytechnic Institute (MPI) and also a testlab in Singapore. With recent technical staff hires in both our Asian labs, BMM's presence in Asia is well aligned for the future growth of the region as it continues to cater to the increase in local demand for high quality, thorough and cost effective testing services. BMM also provides educational programs, offered locally in Macau, with the support of MPI.

BMM takes pride in having the largest footprint of Compliance Testlabs in Asia, while the company also provides services to many

existing and emerging Asian gaming technology manufacturers in other global locations. The expansion of BMM Asia operations has added a personal touch to its service as Asian manufacturers appreciate the convenience of working with a lab and testing experts in their same language and timezone.

**- China , Macau and Hong Kong are considered as the " key trio " game in Asia. What kind of control do you have? What are the games and solutions with the highest demand ?**

BMM is involved in delivering services to a broad range of customers from China, Macau and Hong Kong. These customers understand the value BMM can bring in educating them on gaming technology technical standards and the regulatory processes that exist, and vary, in each regulated jurisdiction.

Highest demand for BMM services are for gaming machines (SLOTS) and game certifications. However increasing demand is also being seen in education, online gaming and operator support services. BMM is committed to supporting the delivery of high quality and compliant gaming technology into the various Asian gaming markets.