



Mindway AI and Midnite Partner to Enhance Safer Gambling with GameScanner Integration

Mindway AI, a leading provider of advanced responsible gaming solutions, is pleased to announce a strategic partnership with Midnite, a next-generation betting platform. This collaboration aims to bolster player protection by integrating Mindway AI's GameScanner technology into Midnite's platform, reinforcing their commitment to safer gambling practices.

GameScanner is an AI-driven tool that combines artificial intelligence, neuroscientific insights, and expert evaluations to automatically detect and monitor at-risk and problem gambling behaviour. By incorporating GameScanner, Midnite will proactively identify and assist players exhibiting signs of problematic gambling, ensuring timely interventions and support.

"We are excited to partner with Midnite, a forward-thinking operator dedicated to providing a secure and enjoyable betting experience," said Rasmus Kjaergaard, CEO of Mindway AI. "Integrating GameScanner into Midnite's platform will enhance their responsible gaming measures, setting a new standard for player protection in the esports and sports betting industry."

Midnite, known for its innovative approach to online betting and being one of the world's most technologically advanced wagering platforms, recognises the importance of responsible gaming and player well-being. This partnership reflects their ongoing commitment to implementing cutting-edge technologies that promote a safe gambling environment.

"At Midnite, the safety and well-being of our players is foundational. We're always pushing to find and innovate new ways to reduce gambling-related harm across our products. Our new partnership with Mindway AI will allow us to push the limits of technology and artificial intelligence with our Safer Gambling efforts. This Midnite and Mindway AI collaboration will help us to understand player behaviour better than ever before by introducing enhanced, real-time protections to intervene when necessary; assisting us in our goals of being market-leaders for Safer Gambling compliance" stated George Berson, Head of Operational Compliance at Midnite.

This partnership underscores a shared dedication to responsible gaming and the utilisation of advanced technologies to create a safer betting environment. Both companies are committed to ongoing innovation in player protection, aiming to set industry benchmarks for responsible gambling practices.

For more information, please contact:

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About Midnite

Midnite, a UK-based operator, is shaking up the traditional gambling landscape as a true challenger brand. The company distinguishes itself by developing its entire sportsbook and casino platform in-house. This proprietary technology empowers Midnite to prioritize a truly customer-centric approach, delivering a superior player experience while maintaining the highest safety standards. Backed by leading investors including Raine Group, Discerning Capital, Venrex, and Play Ventures, Midnite has raised over \$35 million in funding to date.

About Mindway AI

[Mindway AI](https://www.mindway.ai) is a Danish award-winning software company that creates innovative and advanced tech solutions for fully automatic detection and monitoring of at-risk and problem gambling behavior. Based on neuroscience and artificial intelligence, Mindway AI works with gambling operators, platform providers, regulators, and governments to supply state-of-the-art early detection and intervention solutions to enhance player protection. Mindway AI has a strong market position in Denmark and the Netherlands and currently sees growth in Germany, UK, Sweden, Australia, Malta, Spain, Switzerland, and the US. At present, Mindway AI's solutions detect more than 8.9 million active players monthly and is translated into 14 different languages. Better Collective A/S is a majority shareholder of Mindway AI.

Mindway AI's solutions:

- **GameScanner:** State-of-the-art detection software based on the combination of AI and human expert assessment. A "Virtual Psychologist" providing individualized and earlier detection of at-risk or problematic gambling behaviour.
- **Gamalyze:** Neuroscience-based gamified self-test of decision-making when gambling. More engaging, proactive, and actionable than typical self-test questionnaires.

For more information, go to www.mindway.ai