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## Editor's letter

January in London, one of the world's most exciting cities – and also, often, cold and damp at this time of year. Hopefully it will be warmer than January 2011, we'll soon find out. But inside is what counts, and ICE promises to be every bit as good as before – and in casino terms, there are two exciting new reasons to visit the capital. First, the newly-opened Aspers venture, at Westfield Stratford City, which has far exceeded expectations since opening in December; second, the soon-to-open casino at the old Hippodrome building, right in the heart of London, a huge project with outstanding potential. Aspers has proved that a supercasino-sized project can work in the UK, and the Hippodrome project will, I am certain, prove that British casinos can offer so much more than simply gaming tables and can bring a lot – even to a city like London, which is so full of choices for the 'leisure pound'. See you at the show!



Jon Bruford, Managing Editor  
jonbruford@yahoo.co.uk  
+44 1584 877177

**Managing Editor: Jon Bruford**  
Tel: +44 1584 877177  
email: jonbruford@yahoo.co.uk

**International Editor: Ricki Chavez-Munoz**  
Tel: +44 1202 418547  
cwiberoamerica@yahoo.co.uk

**Contributing Editor: Barnaby Page**  
casinointernational@barnabypage.com

**Online Section Editor: Matt Broughton**  
mrbroughton@hotmail.com

**Administration:**  
casino@datateam.co.uk

**Publishing Director: Paul Ryder**  
pryder@datateam.co.uk

**CORRESPONDENTS**

**USA correspondent: Sharon Harris**  
+1 609 601 7890  
sharonhar@aol.com

**Editor's photo: Heather Attwood**  
www.heatherattwood.co.uk

**Subscriptions:**  
+44 (0)1622 687031  
casino@datateam.co.uk

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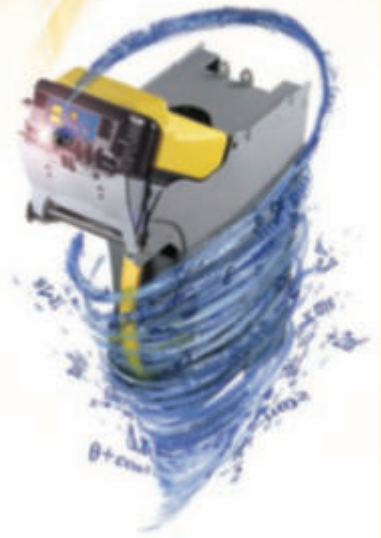
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# IGT moves management software into the cloud

The big objective: relieving casinos of IT chores

International Game Technology (IGT) is beginning to move its game software and casino management tools to a cloud computing platform, effectively relieving operators of much of the overhead associated with running their own IT departments.

The IGT Cloud programme, launched at an investors' conference in New York, will be offered to land-based, mobile and online operators. Already IGT Floor Manager, used for management of the game library, and sbX Analytics, employed for reporting, have migrated to the new platform.

"Utilising the IGT Cloud will let casino operators focus on what is important to them: players, games and performance," said Chris Satchell, the firm's Chief Technology Officer.

The essence of cloud computing is that data that was previously stored on the in-house network, and the software applications that were run on it, now have their home in an external hosting facility managed by another company – a cloud provider – and accessed via the Internet.

The cloud provider, in this case IGT, takes full responsibility for maintaining and upgrading the IT infrastructure; data storage, computer processing power and so on are typically available to user companies, in this case casino operators, on a "pay as you go" basis.

One of the principal benefits of this approach, which is gaining favour in countless businesses, is that the user company does not have to permanently bear the cost of owning sufficient IT infrastructure to deal with peaks in demand. In effect, they simply rent from the cloud provider whatever IT services they need at any particular time, giving cloud computing its alternative name of "software as a service" (usually abbreviated SaaS).

They are also spared much IT management overhead. Upgrades to software, for example, "just happen" without the user company having to become involved at all.

One concern with cloud computing that will be of particular importance to casino operators, however, is security.

By its nature it requires that data is moved off-site and possibly even offshore, which may alarm regulators. IGT's long experience of, and trusted status in, the casino sector is therefore likely to give it an edge over non-specialist cloud providers.

Early users of the IGT Cloud include Gala Coral, Olympic Casinos, Evian Casino and Coderé. "We are seeing the benefits of using IGT sbX to expand the player experience," said Mark Sergeant, Managing Director of Gala Casinos. "With the IGT Cloud, we will be able to efficiently accelerate the expansion of the sbX benefits to our properties and players."

"Understanding and analysing game performance has been key to optimising our floor yield at Evian Casino," said Eric Perrin, General Manager there. "The increased reporting functionality and data aggregation available via the IGT Cloud will provide additional ways to maximise the ability to increase revenues and make strategic business decisions."

IGT worked with CA Technologies, formerly known as Computer Associates and one of the world's biggest software companies, on the new system. "Our turnkey CA AppLogic cloud platform will be instrumental in helping IGT to quickly move its advanced casino software to cloud-based delivery," said Roger Pilc, General Manager for Virtualisation and Automation at CA.

## IN BRIEF

**PRINTING PACT** EC Development is to sell TransAct's Epicentral couponing system for real-time printing on slot floors. Meanwhile, TransAct is working with Walker Digital Table Systems on integrating that firm's networked table games system, Perfect Pay, with Epicentral.

**STANDARD PROCEDURE** Regulators in the Australian state of Victoria and in Ohio are using systems based on Gaming Standards Association (GSA) standards to monitor a total of 45,000 gaming devices. Other recent adoptions of GSA standards include a requirement by state regulators in Missouri that all slots comply with its GAT 3.5.

**LEAPING AHEAD** JCM Global's PayCheck 4 thermal printer is now integrated into Leap Forward Gaming's Saffari Net system.

**LONDON CALLING** More than 30,000 people visited the Aspers Casino in London's newly-opened Westfield Stratford City shopping centre in its first three days.

**GOING DANISH** Jensigame, the supplier of gaming terminals, has established a new European headquarters in Copenhagen.

**SPORTING CHANCE** Cantor Gaming is to operate the sportsbook and race betting, and also offer mobile gaming, at the Palms Casino Resort in Las Vegas.

**LICENSING DEALS** Spielo International USA has renewed its contract with Endemol as exclusive user of the Deal or No Deal brand in land-based gaming. Separately, American Gaming System has signed an exclusive North American licensing agreement with Ripley Entertainment that will see it develop casino games based on the Ripley's Believe it or Not! brand.

**SINGAPORE SWING** Third-quarter operating profits at Resorts World Sentosa rose 8.3% year-on-year to \$375.3m. Its owner, Genting Singapore, attributed the revenue increase partly to a "favourable win percentage".



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# Roll over, Vegas, and tell Atlantic City the news...

## Asia's casino market is set to be the success story of the next half-decade

The US will finally lose its position as the world's biggest casino market in 2013 when it is overtaken by Asia Pacific, according to a new forecast from PricewaterhouseCoopers (PwC).

In its annual report on gaming, the firm predicts that global casino revenue will rise by a compound annual rate of 9.2% over the next five years, from a current \$117.6bn to \$182.8bn in 2015.

But the US casino sector will under-perform that growth, rising just 5% annually, and as a consequence, at the end of the five-year period it will account for a significantly smaller share of the global market than it does today. Currently, about 49% of the global market is in the US; by 2015, that will have dropped to 40%.

Growth in EMEA will be even slower, at 2.4% annually, which PwC blames partly on "the impact of adverse regulatory developments" as well as on economic conditions. EMEA has about a 14% share of the global market now, but in 2015 that will have dropped to 10%.

The market share lost by the US and EMEA will, predictably enough, be taken by casinos in the Asia Pacific

## Asia will hit the American casino business directly

region, where 18.3% annual growth will lead to a share of about 43% in 2015, up from around 30% now. Asia Pacific is

predicted by PwC to overtake the US as the world's biggest casino market in 2013.

Within Asia, PwC regards Macau as "the jewel in the gaming crown". But across the region, it says, gaming is being driven to new heights by economic growth, local love of gambling, the increasing number of facilities, improvements in transportation links, and lifting of regulatory burdens.

Singapore, for example, will reach \$7.2bn in annual revenue by 2015 – yet the figure was zero as recently as 2009. PwC expects business to carry on building in the Philippines, too, and to become big in Japan if authorities approve plans for casinos.

And it is not just the success in comparative terms of the Asian markets that will lead the US to lose its dominance. They will actually hit American business directly. Observes PwC: "Some high-roller customers that would otherwise travel to the US will be diverted by these overseas attractions. The impact will be on US gaming centres like Nevada, which have a higher reliance on foreign tourists to drive revenues."

"We talk about the global economy, but this has never been more evident than in casino gaming. The turbulent global financial markets have curtailed consumer spending in some of the major markets for casino gaming. But we've

seen huge growth in Asia as the affluent middle classes seek new forms of entertainment, and gaming's intense balance of risk and reward has a special appeal for many people," said Marcel Fenez, Global Entertainment and Media Leader at PwC.

Among the less important corners of the gaming globe, meanwhile, Latin American market share will remain roughly static at 3%; annual growth will be close to the world average at 8.1%, but starting from its current low base of just \$3.8bn a year means that the region will not leap up the charts. The Canadian sector, like the much larger US one, will lose market share, from about 5% to about 3%.

### What e-gaming needs

Online, the picture may be rather different. Although only the third-largest land-based market, EMEA is the biggest for e-gaming – led by the UK, which legalised it in 2005.

If online is to flourish globally over the next half-decade, PwC sees four requirements. First, it says, there must be increasing acceptance by regulators of cross-border gaming, to create markets that are large enough to thrive.

There must be "realistic taxation levels". Regulatory approaches will have to become more fine-tuned to specific types of gaming, for example Poker, sports betting, and lotteries. And finally, on the operator side, it will be critical to combine e-gaming with social networking.

Said Mary Lynn Palenik, Director of Gaming Research & Analysis at PwC: "Whether you look at the physical casino market or online gaming opportunities, the over-riding challenge is the same.

"In this digital world where consumers can access vast quantities of information and experiences from wherever they are without the need to travel to another location, the gaming industry will face tough competition for its share of consumer discretionary spending."

### World casino market share forecast

	today	2015
US	49%	40%
<b>Asia Pacific</b>	<b>30%</b>	<b>43%</b>
EMEA	14%	10%
Canada	5%	3%
LatAm	3%	3%

(Figures do not total 100 because of rounding.)

## GAMING PEOPLE

**ALEA** Mark Hands has joined Alea, the casino in the English city of Nottingham, as Director.

**DRGT** Georg Steiner has been named Senior Business Development Director at DRGT.

**FUTURELOGIC** Nikolai Tchekan is now Regional Sales Manager for eastern Europe at FutureLogic. He previously worked for Unidesa, Octavian and Bally Technologies. The firm also has a new Systems Product Manager, Rob Wheeler, who joins from Bally Systems, and a new Systems Support Engineer, Mike Clarke.

**GROSVENOR CASINOS** Vince Turnbull, Resident Chef at Grosvenor Casino Victoria in London, has been named the operator's Chef of the Year.

**ICE TOTALLY GAMING** Judges of January's Totally Gaming Awards include Jan Jones of Caesars Entertainment, Lynda Atkinson of Genting Casinos, Dick Flink of Holland Casino, Per Jaldung of Casino Cosmopol, Dietmar Hoscher of Casinos Austria International, Paul Talboys of the Bingo Association, Clive Hawkswood of the Remote Gaming Association, Friedrich Stickler of Austrian Lotteries, and Cristino L. Naguiat of the Philippine Amusement and Gaming Corporation.

**MARYLAND LIVE!** Three executives have joined the new casino development at Arundel Mills. They are Mario Maesano, Vice President of Marketing; Ted Mazotas, Jr., Vice President of Information Technology; and Lynn A. Norris, Vice President of Human Resources.

**OPENBET** Amanda Bicknell joins OpenBet as Sales Director responsible for sports betting and casino business. She was previously a Business Manager at Microsoft.

**SCIENTIFIC GAMES** John Parsonage joins Scientific Games as Group Director for Product Management, while Michael Koch takes on the role of Technology Managing Director. Parsonage has worked at Sky Betting and at Sportingbet, Koch at Aristocrat Leisure, Gtech and Wincor Nixdorf.

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# Stateside

**Sharon Harris** finds patience is a virtue

**H**appy New Year! You are reading this in January, but as I wrote this in late December, I looked back on 2011. You never know how 12 months can affect your professional and personal life. As I reflected on my 18 years in gaming, I was reminded of my late father's claim that the plot never changes, only the names of the characters at the time.

He was so right. While US gaming has enjoyed explosive growth in 20 years, much remains the same as in 1993 when CI's original management hired me. Despite gaming's high public acceptance, we still confront many of the same misconceptions and issues.

Gaming remains a positive economic force in virtually every community, but the entire industry must work as a team to recognize potential threats and joint opportunities. At the November 2011 New England Gaming Summit, Foxwoods CEO and President Scott Butera recommended forming a regional gaming coalition to advocate important issues and organize opposition of unfair governmental intervention. He believes an offensive and defensive combined purpose would benefit the growing New England industry.

He has come to that conclusion after his own changing economic landscape. Foxwoods, Connecticut's fabulously successful casino, has faced little competition since its 1992 opening. Prior to the Mohegan Sun's 1996 debut, also in Connecticut, Foxwoods enjoyed a monopoly within the populous New England region. Then both casinos widened the industry's appeal.

These two magnificent Native American properties no longer have a lock on millions of customers. In the past 10 years, neighboring Rhode Island, New Hampshire, Maine and Massachusetts, not to mention New York, have all supported the possibilities and openings, of slot parlors and resort casinos.

Atlantic City's casinos learned cooperation upon first experiencing increased competition from Delaware, Pennsylvania and New York. They formed the Casino Association of New Jersey (CANJ), aimed to enhance communication with the public and promote the entire region.

They forged an alliance instead of fighting among themselves. The CANJ focuses on attracting customers to the Jersey Shore, with the help of Republican Governor Chris Christie and investors who believe the seaside city has plenty to offer.

Even the politicians may work together this year. Last November, New Jersey voters overwhelmingly approved legalizing in-state sports betting. The language in the original bill, which Christie threatened to veto, allowed betting from home

computers or cell phones. The two Democratic Assembly and Senate sponsors agreed to remove those provisions to secure Christie's signature. The overall goal trumped individual components.

The landscape will again change next May when the Revel project opens. Ironically, gaming itself will play a smaller role, compared to non-gaming amenities.

Almost everyone understands that whatever attracts more people to Atlantic City ultimately helps us all.

They need to understand the situation going into 2012. The November 2011 statistics revealed that Pennsylvania's gross gaming revenues surpassed Atlantic City's for the first time in a single month. Sharing a common border, these gaming giants have battled it out since Pennsylvania's July 2004 legalization and first casino opening in 2006.

Although the margin was slight, Pennsylvania's 10 gaming halls earned \$245.8 million from both slots and table games versus \$245.1 million for Atlantic City's 11 casino hotels. On the surface, it sounds bad, but industry analysts reject any comparison. They warn against hastily jumping to conclusions.

Pennsylvania's gaming halls span hundreds of miles statewide, while Atlantic City's properties cover three to four miles. What impacts Atlantic City all at once, such as when last summer's Hurricane Irene shutdown cost the casinos \$50 million, may only affect portions of Pennsylvania. Plus, cultural differences exist in regions of a large state with close to 12 million people.

Before they pop their champagne corks too quickly, western Pennsylvania casinos should also be wary. Their Ohio neighbors to the west are launching their own gaming industry. Cleveland's Horseshoe Casino, the first of four proposed casinos, should open in March.

Who knows its impact to the casinos along their shared border? But, it is a safe bet that many Ohio distance drivers who have traveled to Pennsylvania will mimic the Pennsylvania/New Jersey situation. They may become convenience gamblers, sticking close to their Ohio homes rather than driving out of state to wager.

Rather than clashing with each other, the casinos in that Pennsylvania, Ohio and West Virginia region should seek ways to collaborate and prosper. Industry "wars" make no sense, and many businesses within different industries rarely come out ahead.

I say get together, put differences aside to promote the common good and everyone will prosper. My father always said when Philadelphia's coin-op vendors did that, everyone got "fat and rich." They battled adversaries instead of each other and enjoyed their profits. Decades later, he'd say nothing has changed and would suggest the same solutions to prevail and succeed.

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Atlantic City's casinos learned cooperation upon first experiencing increased competition from Delaware, Pennsylvania and New York

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# Latino America

**Ricki Chavez Munoz** reports on what's happening in South America

**E**mpezamos en año 2012 con el Show de Londres a fines de enero, que anticipa un gran número de visitantes de Latinoamérica, que sigue como la región de mayor crecimiento en el mundo con relación a apertura de nuevas salas de juego y casinos y reglamentación de la industria.

Líneas abajo ofrecemos una nota poco extensa sobre la nueva Ley de casinos en Nicaragua, que se perfila como uno de los mercados de próxima ampliación. Es interesante ver que el doctor Jaime Fonseca, quien colaborara en la preparación de las normas del país centroamericano, sea parte de otra nota también sobre un acuerdo del estudio donde es socio (Varela & Fonseca) con la firma norteamericana Dickinson Wright.

Como nota final tenemos una primicia sobre las conferencias en FADJA 2012, donde nos aseguran que se presentaran ponentes de categoría con temas de gran relevancia, sobre todo en lo que concierne al ordenamiento de la industria del juego colombiano bajo COLJUEGOS, la nueva empresa estatal que se encargará de regular la operación de la industria de juegos de azar en el país sudamericano. ¡Nos vemos en ICE 2012 de Londres!

Saludos,  
Ricki.

## NICARAGUA – Nueva Ley de Juegos entra en vigencia

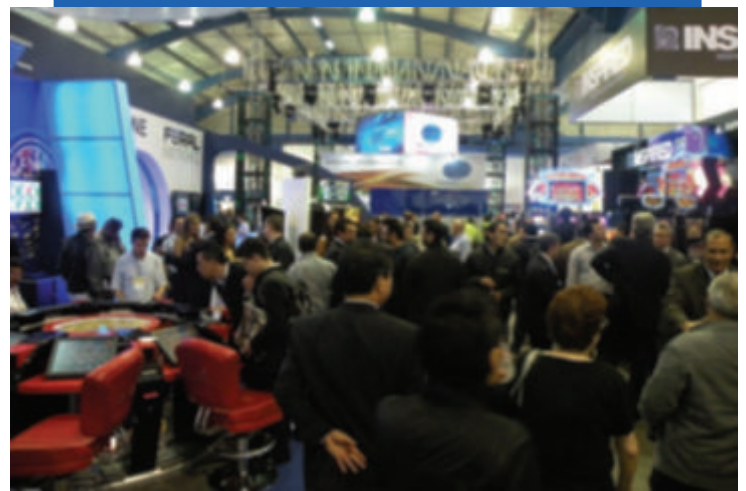
El 05 de diciembre entro en vigencia la Ley 766, "Ley Especial para el Control y Regulación de Casinos y Salas de Juegos", en Nicaragua. El país centroamericano tiene como ente regulador al Instituto Nicaragüense de Turismo, donde se encuentran registradas unas 14 mil máquinas tragamonedas. Según Omar Oporta, Director de Asuntos Jurídicos de INTUR, existen en Nicaragua 47 casinos y unas


**I**n the industry, we start 2012 with ICE, the London Show towards the end of January, and as usual, there will be a large contingent of Latin American visitors from the region that maintains the largest global growth in relation of new gaming businesses, equipment and regulated gambling.

Our item on Nicaragua, below, is fairly extensive on the new casino legislation in the Central American country, which is set for fairly rapid industry growth. It is interesting to see, also, that Gaming law specialist, Jaime Fonseca, who did major work on the Nicaragua legislation, is party to his law firm Varela & Fonseca's contribution deal with reputable US gaming firm Dickinson Wright, as reported also.

Finally, and hot off the press, an item on the FADJA 2012 Gaming Conference, where the organizers have assured us to present some of the best industry speakers bringing to the event important topics, especially on the gaming legislation amendments that apply to Colombia under new regulators COLJUEGOS, in charge of ringing the changes to develop the operation of gaming properties in the South American country. See you in London ICE2012!

Cheers,  
Ricki.





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El sector de juegos de azar en Nicaragua tiene una trayectoria de dos décadas y antes de la Ley 766 era controlada mediante una normativa de la Policía Nacional y La Lotería Nacional como ente regulador de las máquinas tragamonedas ubicadas en todo el país. Anteriormente, no existía esta ley sino que se aplicaba la normativa de la Policía Nacional que se desprende de su propia ley orgánica y La Lotería Nacional que regulaba las máquinas tragamonedas ubicadas en barrios, mercados y farmacias de todo el país. La aprobación de la nueva Ley 766 ha sido bastante dilatada en la Asamblea Nacional donde estuvo en proyecto por más de 8 años.

Oporta añadió: “Antes de esta ley, lo que existía era una normativa aprobada por el Consejo Directivo del INTUR para regular lo que era la operación de casinos. Para el 2010, con la Reforma a la Equidad Fiscal empezamos a regular a través de una Comisión integrada por la Policía Nacional, la Lotería Nacional, la Dirección General de Ingresos y el INTUR lo que es salas de juegos”.

La Ley 766 también crea la Dirección de Casinos con inspectores de salas de juegos y casinos quienes fiscalizarán el funcionamiento de las mesas de juegos y las máquinas tragamonedas que deben devolver en premios un porcentaje teórico que tienen como mínimo el 85% de los valores jugados. Las estarán debidamente registradas, homologadas y autorizadas para cada casino o sala de juegos únicamente, y no se podrán cambiar sin la debida autorización del INTUR.

La inspección de las salas de juego tendrá varias jerarquías con inspectores de las delegaciones departamentales y sub delegaciones de INTUR, Policía Nacional y Ministerio Público, respectivamente. A la fecha ya empezaron a capacitarse el personal de INTUR e inspectores en Managua, la capital del país, y los programas de capacitación seguirán hasta febrero 2012.

Oporta, concluyó: “Los cambios fundamentales es que se les va a dar la seguridad al jugador y pretendemos que no sea algo nocivo, la protección a la ciudadanía, al estudiante, al menor edad que no ingrese a este tipo de juego, darle una calidad, una categoría a los juegos de azar, a los casinos desde el punto de vista turístico donde haya una armonía entre el juego, entre el jugador y que sea transparente sobretodo que aquellos juegos de azar puedan devolver al jugador dinero suficiente y que no estén aquellas máquinas solo absorbiendo el dinero sin devolver los respectivos premios”.

Los casinos y salas de juego en Nicaragua deben tramitar dos tipos de licencia ante el Instituto Nicaragüense de Turismo: La licencia de Operación, que se emite por 20 años, tiene un costo de US \$2.000; y la Licencia de Funcionamiento se obtiene mediante el pago de US \$20 por cada máquina de juegos, y US \$100 por cada mesa de juego. Estos pagos se hacen de forma anual al INTIUR, y mensual a la DGI, respectivamente.

La nueva ley también crea la Comisión de Destrucción de máquinas, que estará encargada de destruir las máquinas que no se encuentren registradas y estén funcionando de manera ilegal en un casino o sala de juegos, que serán decomisadas para que la comisión integrada por el Ministerio Público, Policía Nacional y el Instituto Nicaragüense de Turismo (INTUR) evalúen la situación conforme a los procedimientos legales antes de determinar el destino de la máquina.

Adicionalmente, el artículo 53 de la Ley prohíbe “el establecimiento y operación de Casinos y Salas de Juegos a menos de cuatrocientos metros de escuelas, iglesias, hospitales, oficinas públicas, cuarteles, cementerios, planteles viales, teatros, mercados

### NICARAGUA – Enacts Gambling Legislation

On 5 December Law 766 - “Special Law for the Control and Regulation of Casinos and Gaming Rooms” - came into force in Nicaragua. Gambling businesses in the Central American country come under the jurisdiction of the Nicaraguan Institute of Tourism (INTUR), where some 14,000 gaming machines are registered. According to Omar Oporta, Director of Judicial Affairs at INTUR, there are 47 casinos and around 750 slots operations around the country.

The gaming industry in Nicaragua has been functioning for two decades and before the introduction of Law 766 had been controlled by the National Police and the National Lottery, which acted as regulator of the gaming machines installed in markets, pharmacies and local communities. The approval of Law 766 was much delayed in the National Assembly, where it took over 8 years to be passed.

Oporta added, “Before this law there was a rule approved by the INTUR council for the regulation of casinos. In 2010, with the Reform of Fiscal Equity, we started to regulate slot machines through a Commission made up of National Police, the National Lottery, the Director General of Income and INTUR.”

Law 766 also creates a Casino Authority with inspectors of casinos and slots operations who will investigate the functioning of gaming tables and slot machines for tax purposes and ensure the return is a minimum 85% of monies played. They will be duly registered, homologated and authorized uniquely for each casino or slots room and they will not be permitted to change location without authorization from INTUR.



The inspection of gambling premises will have various hierarchies with inspectors from departmental delegations of the police, INTUR, and the Attorney General. Training has now commenced in the capital Managua of inspectors and INTUR personnel, which is scheduled to be completed by February 2012.

Oporta concluded, “The fundamental changes are that players will be given security and we will limit harmful effects from gambling, protect our citizens, students and ensure minors do not have access to gambling premises. We want quality gaming for the tourists where there is harmony between the games, the players and above all to ensure transparency and the proper returns in prize money.”

Casinos and slots operations in Nicaragua must obtain two

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y centros deportivos, todo de acuerdo al Reglamento vigente". Es decir, todos los negocios de juegos de azar en Nicaragua deben estar ubicados en locales autorizados por la Policía Nacional y el Instituto de Turismo, y fuera de pulperías, mercados, farmacias, centros comerciales y hasta casas particulares.

### IGT presenta programa Cloud Partner para casinos

Siguiendo el lanzamiento del IGT Cloud, International Game Technology, presentó su programa de asociados para casinos IGT Cloud Partner. El IGT Cloud es una revolucionaria solución para gestión de casinos que permite a los operadores optimizar las operaciones de sus salas de juegos y casinos.

IGT está llevando al mercado este cambio en tecnología de transformación con un grupo clave de operadores de casino de vanguardia y tecnologías CA, que comprende las regiones de Europa, Medio Oriente y África (EMEA) y Latinoamérica. El IGT Cloud Partner Program incluye a casinos de las empresas: Gala Coral, Olympic Casinos, Evian Casino y Codere.

"Estamos encantados de asociarnos con algunos de nuestros clientes y llevar al mercado una verdadera revolución para la industria del juego," dijo Chris Satchell, Ejecutivo Jefe de Tecnología de IGT: "El IGT Cloud Partner Program impulsará la innovación y proporcionará experiencias de juego para los jugadores de hoy sin tropiezo alguno, y continuará con la definición de la industria al mismo tiempo que se expande para incluir nuevos socios y productos."

Los socios del programa tendrán acceso a servicios privados y seguros de IGT Cloud que inicialmente permitirá a los casinos gestionar el contenido del juego empleando IGT Floor Manager y maximizar el rendimiento de sus salas con el uso nivelador del software sbX® Analytics.

"Hemos visto los beneficios de IGT sbX para expandir la experiencia del jugador," dijo Mark Sergeant, director gerente de Gala Casinos del Reino Unido: "Con IGT Cloud, seremos capaces de acelerar de forma eficiente la expansión de los beneficios del sbX para nuestras propiedades y jugadores."

"Con las propiedades de Codere por todo el mundo, examinaremos a IGT Cloud para proporcionar capacidades distribuidas de análisis y configuración para optimizar la organización de las salas de juego de forma remota y ofrecer nuevas experiencias de juego a los jugadores con el tiempo," dijo Felipe Ludeña, Jefe de información de Codere.

### Dickinson Wright y Varela & Fonseca Abogados firman acuerdo

Dickinson Wright y Varela & Fonseca Abogados, encabezados por los reconocidos abogados de juego Jaime Varela y Carlos A. Fonseca Sarmiento están encantados de anunciar que ellos han suscrito un acuerdo estratégico para proveer Servicios legales integrales a sus respectivos clientes.

Perú es un centro de crecimiento para el comercio latinoamericano y, en particular, para la industria del juego. El mercado Latinoamericano es la última gran frontera en la industria global del juego. Los líderes de la industria están incrementando su atención a Latinoamérica para futuras oportunidades de expansión.

Lima, Perú es la sede de una de las firmas de abogados líderes en derecho sobre juegos de apuesta en Latinoamérica, Varela & Fonseca Abogados. Ellos son la primera firma en Latinoamérica especializada exclusivamente en la industria del juego y entretenimiento para el mercado Latinoamericano. Varela &

licences from INTUR: an operating licence valid for 20 years at an annual cost of US\$2,000; and a functions licence with a fee of US\$20 for each gaming machine and US\$100 for each gaming table payable monthly to the Tax Department.

A Commission is created to deal with the destruction of illegal machines that have not been registered and licensed.

Additionally, Article 53 of the Law prohibits the installation of gambling premises less than 400 metres from schools, churches, hospitals, public buildings, cemeteries, theatres, etc. That is to say, gambling businesses in Nicaragua must be in locations approved by the National Police and INTUR, and no longer in markets, pharmacies, commercial centres or private houses.

### IGT Cloud Partner Program's innovation of casino floors

Building on last Wednesday's announcement of the IGT Cloud, International Game Technology presented the IGT Cloud Partner Program. IGT Cloud is a breakthrough casino management solution that empowers operators to optimize their operations and casino floors. IGT is bringing to market this transformational technology shift with a key set of innovative casino operators and CA Technologies. Spanning EMEA and Latin America, the IGT Cloud Partner Program includes Gala Coral, Olympic Casinos, Evian Casino and Codere.

"We're thrilled to partner with some of our customers as we bring to market a true revolution for the gaming industry," said Chris Satchell, IGT chief technology officer. "The IGT Cloud Partner Program will drive innovation and deliver seamless gaming experiences to players today, and continue to define the industry as it expands to include new partners and products."

Program partners will have access to private, secure IGT Cloud services which initially will allow casinos to manage game content using IGT Floor Manager and maximize floor wide performance leveraging sbX® Analytics.

"We are seeing the benefits of using IGT sbX to expand the player experience," said Mark Sergeant, Managing Director, Gala Casinos. "With IGT Cloud, we will be able to efficiently accelerate the expansion of the sbX benefits to our properties and players."

"With Codere properties throughout the world, we will be looking at IGT Cloud to provide distributed capabilities to remotely analyze, configure and optimize casino floors and provide new player experiences over time," said Felipe Ludena, Chief Information Officer, Codere.

### Dickinson Wright Signs agreement with Varela & Fonseca

Dickinson Wright and Varela & Fonseca Abogados, headed by reputable gaming industry attorneys Jaime Varela Vidal and Carlos A. Fonseca Sarmiento, announced that they have entered into a strategic referral arrangement to provide comprehensive legal services to respective clients of each law firm.

Peru is a growing hub for Latin American commerce and, in particular, the regulated gaming industry. The Latin American market in many respects is the last great frontier in the global gaming industry. Industry leaders are increasingly looking to Latin America for future expansion opportunities.

Lima, Peru, is the home of one of the leading gaming law firms in Latin America, Varela & Fonseca Abogados. Varela & Fonseca Abogados is the first law firm in Latin America to exclusively specialize in gaming and entertainment law dedicated to the



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Fonseca Abogados es la firma para elegir con relación a la expansión de negocios de juego en Latinoamérica. El co-fundador, Carlos A. Fonseca Sarmiento es el autor del libro "Juegos de Azar y Apuesta. Aspectos Técnicos y Legales".

Dickinson Wright reconoció el continuo y significativo crecimiento del rol de la industria del juego en Latinoamérica y que Varela & Fonseca Abogados son líderes en el sector en Latinoamérica. Como consecuencia, era natural para las dos firmas establecer una alianza estratégica para proveer excelentes servicios legales a sus respectivos clientes y otros interesados en buscar entrar a los mercados de Norte América y Latinoamérica.

Carlos Fonseca dijo: "Nuestra firma ha suscrito una alianza estratégica con una de las firmas más grandes de EE.UU, no sólo en el tema del juego, donde allí definitivamente es una de las 3 mejores del mundo".

### FADJA 2012 anuncia las Conferencias de Juegos

La XIV Feria Andina de Juegos de Azar – FADJA 2012, ha anunciado la organización de la serie de conferencias para soporte de los operadores de juegos en Colombia y la industria de juegos de azar en su totalidad, que se realizará durante la misma fecha que esta feria latinoamericana, los días 11-12 de abril, en el Centro Corferias de Bogotá.

Hasta la edición del 2011, FADJA siempre ha tenido el soporte del ente regulador del juego colombiano, y a la fecha anticipa el soporte de la nueva autoridad gubernamental COLJUEGOS; además de las asociaciones locales de operadores FECEAZAR, FECOLJUEGOS, ACOJA y CAMAZAR. En este espacio les estaremos brindando mayor información.

La Conferencia de FADJA 2012 anticipa la participación de ponentes de las principales empresas de la industria global de juegos de azar, en temas que incluyen: La función de las redes sociales en el sector; las operaciones de casinos online; la Seguridad, Vigilancia e Inteligencia en las operaciones de casino; La nueva Ley de Juegos y la propuesta reglamentación del control online de slots en Colombia; Marketing de Casino en el siglo 21, entre otros tópicos de interés.

FADJA 2012, que cuenta con participación del fabricante local de máquinas de juego, Mundo Video como patrocinador exclusivo, ya ha asegurado la participación de empresas líderes como: Bally Technologies, MEI Group, Boss Gaming, Ainsworth, Spielo International, CN Cortar S.A, CDM Equipos, Automated Transactions, International Currency Technologies - ICT, El Espartano, Industrias Cattan, WMS, Gold Club, Heal Technologies, IRT - Gaming Camelot S.A, Merkur Gaming GMBH y Novomatic, entre otras.

Latin American market. Co-founding partner Carlos A. Fonseca Sarmiento is the author of the leading Latin American gaming treatise, "Juegos de Azar y Apuesta: Aspectos Tecnicos y Legales" – Gaming and Betting: Technical and Legal Aspects.

Dickinson Wright recognized the significant and continually growing role of gaming in Latin America and that Varela & Fonseca Abogados is an industry leader firm in gaming law in Latin America. As a result, it was natural for the two firms to establish a strategic referral arrangement that enhances and strengthens the depth and breadth of legal services that both firms can provide to their respective clients and other businesses seeking to enter the North American and Latin American markets.

### FADJA 2012 Announces Gaming Conference

The organizers of the Andean Gaming Expo – FADJA, in its fourteenth edition, have announced that during the event to take place on April 11-12 at Corferias Expo Centre in Bogota, a series of conferences will be offered to support the gaming operators in Colombia and the industry at large, as part of the programme of events during this leading Latin American show. For updates on the FADJA 2012 Conferences, watch this space!



Up to last year, FADJA has always received the support of the local industry regulators, and is fully confident that this will not alter with the new regulator appointed by the government, COLJUEGOS. Similarly, FADJA 2012 also shall have the support of the local industry organizations grouped in four bodies: FECEAZAR, FECOLJUEGOS, ACOJA and CAMAZAR.

FADJA expects the participation of the leading industry players that will take part in the Conferences, on topics such as: The benefits of social networking in Gaming; online casino operations in Latinoamerica; Security, Surveillance and Intelligence in gaming operations; The new Gaming Law in Colombia and proposals for online slots control; and Casino marketing in the XXI Century.

The Latin American expo already has confirmed that participation of industry leaders such as:

Bally Technologies, MEI Group, Boss Gaming, Ainsworth, Spielo International, CN Cortar S.A, CDM Equipos, Automated Transactions, International Currency Technologies - ICT, El Espartano, Industrias Cattan, WMS, Professional Computer, Gold Club, Heal Technologies, IRT - Gaming Camelot S.A, Merkur Gaming GMBH, and Novomatic, amongst others.

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# Making managers

Casino culture is altering the city's academic landscape with the **University of Macau** launching a master's degree in resort management

**T**he University of Macau will introduce a master's degree programme next year that meets the demand for managers in Southeast Asia's casino-led resorts. Domestically, it is hoped that the two-year course will cultivate more talented executives who will climb to senior posts. Classes begin in August and will be held in English.

The programme coordinator of the Master of Science in International Integrated Resort Management Amy So Siu Ian, told Macau Business the course is a response to changes in the labour market and society's needs.

"In the past, gaming development was more about casinos. Nowadays the trend isn't to manage one casino only but an integrated resort," says Ms So, who also leads the university's bachelor programme in hospitality and gaming management. "Therefore we feel it's time to open a higher level programme to help develop Macau."

Planning for the new course began two years ago, according to the director of the university's Institute for the Study of Commercial Gaming, Davis Fong Ka Chio. With Macau poised to shape itself as an international leisure destination, Mr Fong says his academics knew that integrated resorts would be one component of the city's overall offering. "A master's degree is important to boost a person's managerial capabilities and help them move upwards in a company," he says.

### Filling gaps

Mr Fong says the building of integrated resorts is a global trend, one that is on the rise throughout Asia. It is also an era of full-on competition for talent from every corner of the world. Macau must have an "international horizon", with the ambition that the course's graduates "can go beyond Asia".

"In a broader sense, we hope to foster more talents for Macau in order to become a world travel and leisure hub," he says.

Course graduates will have the capability to "think in an integrative way" and manage a business with a high degree of quality and efficiency.

Ms So says the course should produce senior managers, helping middle management move ahead and filling gaps where "personnel lack high-level





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training". "The graduates have to have the basic knowledge of how to run an entire integrated resort, instead of just one particular area of management," she says.

Macau Gaming Industry Employees Association president João Bosco Cheang Hong Lok welcomes the university's approach. He says the master's course will be a stepping stone for employees to win promotions to middle and senior management roles. The benefit will be felt city-wide.

### Far and wide

Course applications open at the end of January and just 30 places will be offered, with the majority reserved for Macau residents. Ms So says her ideal students are mid-level managerial executives, preferably employed by hotels, resorts or casinos in Macau.

Candidates with industry experience, sound academic qualifications and outstanding English language skills may be given priority. Classes will be conducted at night and no more than four times each week to meet executives' intense work schedules.

In addition, the school has been contacting "renowned" professors from abroad, including the United States, and senior executives in resorts here to

lecture to the students. Their response has so far been very supportive, Ms So says.

The programme will include a study trip that will take the students to visit resorts overseas, get to know their management models and gain access to their senior executives.

Courses will cover human resources, strategic management, integrated resort introduction, hotel management, gaming management, food and beverage, events, and meetings, incentives, conventions and exhibitions (MICE).

### Strong interest

While the syllabus covers a range of traditional hospitality topics, Mr Fong emphasises that the focus will be on the resort setting. "For example, hotel management is a very traditional course subject on its own but from the perspective of integrated resorts, we will no longer look at how much a customer spends on a room per night but their overall consumption at the resort as well as their lifetime total value for the property, because people are likely to visit the same integrated resort more than one time in their lives. From there, different marketing, MICE and gaming planning can be laid out," he says.

Reluctant to disclose the tuition fee, Mr Fong says it will be "close" to the cost of other master's courses at the university's Faculty of Business Administration, "or just a little bit higher because a lot of resources have been put into it". The university charges a minimum of MOP68,000 (US\$8,500) for courses at the business school, according to the university website.

Both Mr Fong and Ms So predict an overwhelming response when applications open.

"We keep receiving enquiries about the course and have even got calls from very senior executives asking if we can reserve a place for them," Mr Fong says.

Mr Cheang says he wants companies to give local graduates the opportunities to execute what they have learnt and to support the government's policy to gradually reduce reliance on non-local skilled labourers. "Training is pointless if no one is willing to use the talents afterwards," he says.

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# Bally hits ICE

It's shaping up to be a huge 2012 for **Bally Technologies**. The company is thrilled to be showcasing its **world-class games, systems, and interactive products** at the **ICE Totally Gaming** show in London.



“Operators, industry insiders, and players are already talking about the debut of King of Pop on casino floors this summer”

**H**ighlighting Bally's display will be its fabulous new licensed products, including Michael Jackson King of Pop, Grease, and Betty Boop's Fortune Teller.

The impressive Michael Jackson King of Pop on the new Pro Series V22/32 cabinet comes complete with a custom surround-sound chair that provides an unrivalled player experience. Offering everything from mystery wilds bonuses to free games bonus events featuring Bad, Billie Jean, Beat It, and Smooth Criminal, this game is highlighted by a U-Spin Platinum Record Bonus.

Operators, industry insiders, and players are already talking about the debut of King of Pop on casino floors this summer. The game has garnered wide-spread media attention and earned rave reviews from casino operators and analysts who cover the gaming industry.

Roth Capital said that Bally had the best overall showing at G2E in October, with exciting new wide-area progressive products and increased content for its ALPHA 2 platform, and UBS stated that Michael Jackson King of Pop had the most buzz.

Grease, inspired by the 1978 American musical film about two love-struck teens in a 1950s high school, is Bally's first double-play game, featuring two, 25-line games – enabling the player to play two games at once. And Betty Boop's Fortune Teller, the new companion game to the hit Betty Boop's Love Meter, offers an unprecedented 15 bonuses at any bet and U-Spin and U-Choose bonuses.

Not only will Bally display branded games, the Company will showcase a wide array of new play mechanics and deep game content.

Several titles will be show on the new Pro Curve cabinet, the industry's first cabinet with a curved LCD screen.

Games on the Pro Curve, such as Code Red, Midnight Diamonds and Playboy Playmate Party, look and feel like a traditional reel games, but are actually video slots.

Additionally, Bally will be taking its iDeck to the next level in 2012. The iDeck touch-screen button deck replaces the traditional button deck. New games like Fish'n for Loot, All That Jazz, and Total Blast showcase the way iDeck takes player interactivity to new heights, allowing players to use the interactive deck to shoot items on the game screen much like a video arcade.

The new Bally Interactive division will be displaying several of its award-winning custom mobile apps, mobile websites, Internet games, and play-for-fun games at ICE.

Bally Interactive offers a deep library of provide casino-gaming content, including popular licensed brands. Visitors to Bally's ICE exhibit will see a number of Internet games, including Cash Spin, Vegas Hits, Cash Wave, and Playboy Hot Zone. Like Bally's land-based games, its interactive versions offer enhanced

bonusing, proven play mechanics, progressives, and other outstanding features.

ICE attendees will see first-hand why many of the world's top casinos use Bally Mobile apps to allow guests to make restaurant reservations, book rooms,



find games, contact casino personnel directly, access property maps, and more. And several Bally play-for-fun games, including Cash Spin, Code Red, Playboy Hot Zone, Vegas Hits, and Cash Wizard will be on display at the show and are available now at the iTunes store.

Over the next year, Bally will integrate its mobile and Internet solutions with its core casino patron, slot-management, and business-intelligence systems to give gaming operators a “single view of the player” and enable casinos to deliver a powerful experience to their patrons whether they are on the casino floor, at home, or on the move.

“This is a very exciting step in the evolution of Bally Technologies,” said Richard M. Haddrill, the Company’s Chief Executive Officer. “As gaming expands outside the casino floor, our technologies will enable casino operators to reach their patrons wherever they are, bringing the casino to the players, and bringing players back to the casino.”

And at ICE, Bally Systems will display its award-winning products, including iVIEW Display Manager (DM) with the Elite Bonusing Suite. These trailblazing products allow for unprecedented floor-wide events and bonusing.



Also on display will be the award-winning Service Tacking Manager (STM). STM is a browser-based dispatch system that interfaces with handheld smart devices such as the iPhone and iPad for faster routing of casino-floor personnel to customers. When a service request is generated through the system, such as a machine malfunction or patron pressing the service button, casino personnel closest to the patron are immediately notified, increasing the efficiency of casino operations and customer satisfaction.

“The focus of our ICE exhibit will be on showcasing solutions that offer highly entertaining experiences to casino players, while delivering a strong return-on-investment to operators,” said Bally Technologies’ President and Chief Operating Officer Ramesh Srinivasan. “We will be showcasing our new world-class licensed brands, lots of fresh compelling game content, several trailblazing new play mechanics, and new floor-wide bonusing applications that deliver a truly differentiated experience across the casino floor on games from any manufacturer.”



# ICE – Totally Gaming preview

2012 confirmed as biggest **ICE Totally Gaming** event on record – well, so far at least...

**V**isitors to ICE Totally Gaming will be part of the biggest ever online/offline gaming exhibition, according to figures released by show organisers Clarion

Events. The news comes following confirmation that a total of 22,466 sqm of stand space has been contracted to gaming exhibitors, a record high for an edition of ICE and great news for innovation hungry gaming professionals who will be travelling to ICE Totally Gaming from an anticipated 120 plus sovereign jurisdictions.

Reflecting on the figures, Matthew Appleby, Marketing Communications Manager responsible for ICE, stated: "This is fantastic for gaming professionals everywhere who, when they attend ICE in January, will have access to a world beating spectrum of gaming providers drawn from betting, bingo, casino, lottery, online, mobile and street gaming sectors all of whom will be using the biggest online/offline gaming space to showcase their latest innovations. The reassuring message for visitors is, if it's in gaming it will definitely be at ICE Totally Gaming in January. With over 400 exhibitors on the show floor it's by far the best place to discover the very latest gaming products and services as well as discuss the latest trends in the business."

The companies with the largest stand presence at ICE Totally Gaming 2012 comprise: Novomatic (1,416 sqm), IGT Europe B V (701 sqm), Playtech (516 sqm), WMS (510 sqm), Bally Technologies Inc (485 sqm), Interblock (460 sqm), JPM/Astro Corp (450 sqm), SPIELO International (420 sqm), Amatic Industries (348 sqm), Alfastreet and Merkur Gaming GmbH (both 340 sqm).

He added: "Although the line-up of exhibiting companies reads like a 'Who's Who' of the gaming world, ICE Totally Gaming also attracts the start-ups and fledgling companies who bring a fresh perspective to gaming and who could become the big gaming brands of the future."

ICE organisers have confirmed that exhibitors from a total of 52 sovereign states are taking stand space at the 2012 event, making it the only truly global business-to-business gaming



exhibition on the world circuit.

Outside host nation the UK, Malta tops the international league table of represented countries with 32 exhibitors, followed by the USA (21), Austria (15), Germany (14) and Italy (13). The top ten is completed by the Netherlands (11), Slovenia (9), Taiwan (9), Sweden (8), and Canada and Gibraltar, both with six representatives.

The full list of represented countries confirmed to date is as follows: United Kingdom, Malta, USA, Austria, Germany, Italy, Netherlands, Slovenia, Taiwan, Sweden, Canada, Gibraltar, Belgium, Denmark, Cyprus, France, Spain, Bulgaria, China, Ireland, Korea, Latvia, Poland, Serbia, Ukraine, British Virgin Islands, Costa Rica, Czech Republic, Finland, France, India, Israel, Japan, Philippines, Romania, Slovakia, Switzerland, Seychelles, Anguilla, Belarus, Bosnia-Herzegovina, Alderney, Estonia, Greece, Hong Kong, Iceland, Mauritius, Panama, Russia, South Korea, Argentina and Turkey.

## 26 exhibitors to make their bow at ICE Totally Gaming

Visitors to ICE Totally Gaming will be able to meet with executives from 65 gaming companies who will be making their debut appearance at ICE Totally Gaming.

Drawn from a total of 26 countries, the UK has the largest number of first time exhibitors with 19, followed by the USA (nine exhibitors), Malta (five), Italy (three), China, France, Germany, Gibraltar, India and Philippines (all with two), Austria, Belarus, British Virgin Islands, Canada, Costa Rica, Cyprus, Finland, Ireland, Israel, South Korea, Netherlands, Panama, Serbia, Seychelles, Slovenia and the Ukraine (all with one first time exhibitor).



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Come and visit us at IMA in Düsseldorf (booth n° 8B/F15) or at ICE Totally Gaming in London (booth n° 4170) or get in direct contact with your JCM Global account rep!



# EGT unveils growth strategy for ICE

EGT's Sales & Marketing Director Daniel van Marissing answers a few questions ahead of the company's showing at ICE...

## What can we expect from your company at this year's ICE show?

*Daniel van Marissing: The ICE show can expect more and better from EGT than the previous year. That is our aim regardless the topic; EGT is constantly improving itself. EGT has ambition and this we want to show at this year's exhibition. The results are there as we export increasingly to more and more countries and more established casinos (groups) are adopting our products. EGT will have a brand new stand, giving a better reflection of its ambitions; we want you all to come and see for yourself!!*

## Why is it important for your company to exhibit in London?

*London sets the year. London indicates the temperature for the year that started. London is a landmark for the gaming industry. The quality of the visitors makes London a showroom for EGT for 3 days. The valued visitors can see for themselves the progress we made and the achievements they can*

*obtain by choosing products developed by EGT. London is therefore a place to do business.*

## Which markets do you hope to reach by attending the show?

*EGT intends to confirm its position in those markets where we are and welcomes our valued customers first. That is a priority. The relation build should allow us to expand into other markets. We are now present in over 60 countries. We expect this number to grow by giving more to existing and new clients!!!*

## What are your predictions for the gaming market in 2012?

*The various types of gaming we recognize will look more for synergies with view to cost saving solutions. This is excellent news for the products EGT offers. Moreover, geographical shifts of markets under development will definitely become more obvious in 2012. It all fits within the growth strategy of EGT!!*



# Magic Dreams' WOW factor!

Magic Dreams is looking forward to showing superb quality, brilliant innovation and exceptional reliability on **booth 3210**

**W**OW, not only the perfect word to describe Magic Dreams fresh product range, but also the outstanding name of the brand new

Multimedia Upright Cabinet that the Italian leading casino machines manufacturer is proud to launch at the most important exhibition of the year.

WOW will be the emotional trigger that will introduce the Brand New Time Voyager Jackpot and the Electrifying High Voltage Series to ICE visitors.

Time Voyager is more than a Jackpot System. It is an exciting travel into a New Gaming Era.

Players will jump from Past to Future with a unique goal: to hit the biggest Jackpot of all times. The fabulous Past will be the extraordinary launch pad of an incredible experience through the ages but only by activating the Time Machine, the performance will be boosted to a brilliant Future.

Time Voyager Games Library is composed by

three Hot New titles: Back to Jurassic, Back to Rome and Back to Rinascimento. Great suspense, dynamic interactivity and 3D visual effects are the key features that will immediately enchant all the players.

High Voltage is the cutting edge Stand Alone Progressive Jackpot Series that will leave all the visitors totally electrified. This brand new Series of three exceptional titles will welcome all the visitors with an exceptional graphic impact and thunderous sounds.

All High Voltage games are featured by 5+1 Jackpot levels. 5 Levels are stand alone and game related; they can be won during a special interactive bonus that gives to the player the possibility to live an exclusive and unique gaming experience.

The dazzling Top Level is common for all the titles and, thanks to the SAS functionality, the machines of the Series can be linked together in Local or in Wide Area Progressive.

A primary position will be also dedicated to the Proven Performer Double Draw Poker,



obviously linked with the famous Poker Boost Jackpot. What makes Poker Boost different from the standard poker jackpots are the 4+1 levels. 4 Levels are Progressive while 1 level is Mystery.

Least but not last, Magic Dreams will also showcase the latest releases for Captain Cash Jackpot library and the performing Stand Alone Video Roulette Magic Roulette Platinum.

For further info: [www.magicdr.com](http://www.magicdr.com)



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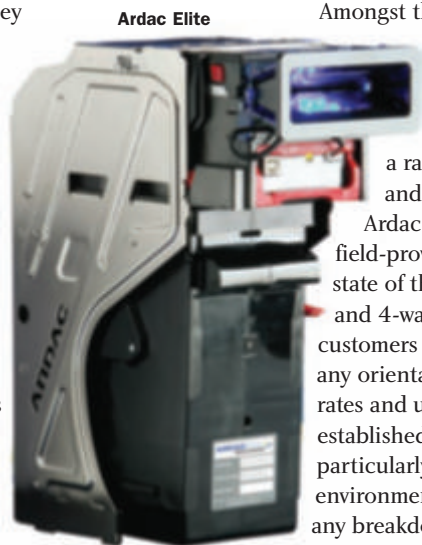
# CPS at ICE: One stand, many options

Crane Payment Solutions brings Money Controls, CashCode and NRI in its core range on one stand at ICE – 3232

**F**or the first time ever at ICE all core Crane Payment Solutions products will be showcased on one stand. At last year's ICE, following Crane's acquisition of Money

Controls in December 2010, Money Controls products were still featured on a separate stand. This year though, the enhanced range will be exhibited side by side and the company are excited about showing their strong product offering.

Stephan Rosseneu, Director of European Sales for Crane Payment Solutions said: "ICE is one of the highlights of the year and we're looking forward to exhibiting there. By



Ardac Elite

displaying all our core products in one place we can really show our customers, and the industry as a whole, that Crane Payment Solutions can meet all their payment needs."

Amongst the cutting edge products on display will be the Money Controls Ardac Elite and CashCode one bill validators, which both offer a range of benefits to casinos and OEMs. The Money Controls Ardac Elite, is the first and only field-proven imaging bill validator. Its state of the art imaging technology and 4-way barcode reader allows customers to insert barcode tickets in any orientation, increasing acceptance rates and user satisfaction. It has established an excellent reputation, particularly in the demanding environment of casino gaming, where any breakdown or poor acceptance

rates can be very costly. The Ardac Elite's state of the art imaging technology ensures the highest standard of validation. By simply plugging in a PDA via the USB port, an image of the last note inserted can be displayed.

Benefits of using the CashCode One include: a universal design to accept all currencies; one single hardware platform to reduce support and operation costs, and flexible architecture with multiple options and configurations. The CashCode one also has advanced sensor technology which scans both sides of the bill, thereby optimising recognition. Its self-centering transport guides adjust automatically to perfectly align bills or barcodes of different widths, even when fed in at an angle. The CashCode One also comes with oneCheck cash management and accountability solution.

Visit Crane Payment Solutions on stand no: 3232 to see the full range of cutting edge products and find out how Crane Payment Solution's products can benefit your business.

## DigiDeal brings newest L2V

Live to Virtual Digital Table System is the highlight of DigiDeal's stand at ICE 2012

**D**igiDeal is bringing its latest product advancements this January in conjunction with the ICE Totally Gaming expo. The company now has new electronic concepts for both "slots-only" venues as well as for bringing new games, technology and efficiencies to traditional tables and the casino pit.

The company will showcase its latest traditional table game evolution: the L2V (Live to Virtual) e-table version of its proven DTS (Digital Table System) during the London show. The new L2V table packages options in versatility and flexibility now available for the first time in a single product. Even with its advanced technology, the DigiDeal L2V version remains a true felt table and provides real game play and strategy.

Combining the right technology with traditional table games, allows casinos to keep the key elements of a pit and gain new-found accountability and efficiency with actual player tracking, better reporting and elimination of dealer errors.

The L2V table will be featured at the TCSJOHNHUXLEY Access All Areas event hosted at The Roof Gardens in Kensington, during the London show. In 2011, both companies agreed to provide TCSJOHNHUXLEY, a leading manufacturer and supplier of casino equipment, with distribution rights of the full range of DigiDeal products to specific regions around the world.

Engineered for the traditional pit, with the L2V e-table, operators can use traditional playing cards and a variety of third-party, card scanning shoes or convert to virtual cards. As each physical card is dealt, it is scanned, verified and digitally displayed on the player's screen along with card totals and end of game outcomes. Virtual cards and game outcomes are similarly presented on the individual player monitors.

The six-position L2V table also can be configured for play with a host or be easily switched to all virtual table play. Overall, it can be a single hosted table, auto hosted in connection with other tables, or in AFT jurisdictions, the L2V table can be switched to fully automated play.

In addition, the L2V table can be set up to accept any of the casino methods of buying into the game. Players can use tickets (TITO), AFT, cash and chips or by keyed on credits.

Like all of DigiDeal's DTS tables, the L2V also offers full player tracking with SAS compatibility.

Other highlights include its ability to be configured for a variety of popular game themes and multiple side bets.

More information on these products and the company is available at [www.digideal.com](http://www.digideal.com) or on Facebook and LinkedIn.



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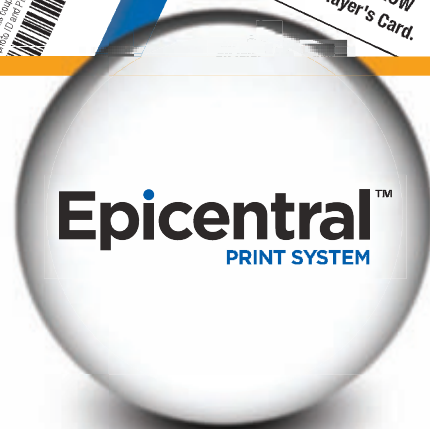
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# Novomatic set to surprise at ICE!

One last hurrah at the Earls Court venue – and European gaming giants **Novomatic** aim to go out with a bang! Find them on **booth 3035**

**F**or the final time at London's Earls Court Novomatic can absolutely guarantee some surprises. In terms of the new product innovations that are the Austrian gaming giant's watchword there will be much for business partners, guests and visitors to see and try for themselves. Those innovation details, however, are being kept a closely guarded secret until their official unveiling that will be performed when the ICE Totally Gaming expo opens at 10.00am on Tuesday, 24th January.

As has become traditional, Novomatic will take pride of place as the largest exhibitor at ICE Totally Gaming and, on booth number 3035, will present an unrivalled display of product innovations covering the whole spectrum of gaming entertainment.

## Cabinets

Earls Court booth 3035 thus awaits visitors with a myriad of new gaming attractions: cabinets, games, game-mixes, systems, jackpots – in short, innovations aplenty!

The booth will once again boast product novelties for the international gaming markets – among them two new cabinets: One for the NOVO LINE platform, with a revolutionary cabinet design and offering a very special range of games. The second new cabinet will cater to all AGI gaming platforms, providing next generation cabinet technology for maximum performance. Extra wide screens for an in-depth gaming experience, elegant style and top quality design make this new cabinet a sure bet on every casino floor. The NOVOSTAR SL cabinet will also once again be featured at the London show; especially displaying its advantages as a grand casino machine for electronic multiplayer installations based on NOVO LINE Novo Unity II.



## Games

The Coolfire II presentation will display a huge selection of brand new games that will be available as single games as well as in the ever popular Super-V+ Gaminator multi-game mixes – with up to 28 games per mix. The variety is even further extended by gripping new mathematical concepts, new game play, new ways to win and completely new sound designs for this latest range of games with 5 to up to 50 lines.

A whole series of the 19 new Coolfire II games presented at ICE will circle topically around an iconic Hollywood character of the 50s and 60s, comprising also a themed jackpot available on different platforms for even more exciting glitter and glamour at the casino.

Also new for Coolfire II is the Premium-V+ Gaminator, introducing a new POS concept of multi-game presentation for the international casino floors.

With the Reel Tournament Novomatic shows its exciting marketing tool for all sorts of casino promotion programmes. It brings a special competitive gaming thrill to any slot floor, allowing operators to offer their guests via the push of a button live tournaments in real time on an unlimited number of connected Super-V+ Gaminator machines featuring the Super-V+ Gaminator multi-game mix T1.

- Extra live competition on one of the games selectable by the operator (from mix T1).
- Single-session and multi-session tournaments.
- Exciting audiovisuals.
- An additional promotional opportunity for specific banks of machines.
- Brings the thrilling atmosphere of live competition.



The accompanying multi-game mix T1 comprises 14 international hit games that guarantee top gaming fun combined with reel thrills: American Colours, Book of Ra deluxe, Columbus deluxe, Indian Spirit, Lions, Lord of the Ocean, Lucky Lady's Charm deluxe, Pharaoh's Gold II deluxe, Power Stars, Roaring Forties, Sizzling Hot deluxe, Tiki Island and White Shark.

## NOVO LINE

The product news for the server based NOVO LINE platform will comprise 13 brand new games for NOVO LINE GDS/VLT/NUIL.

NOVO LINE GDS is a proprietary Games Download System that provides operators with all advantages of server based gaming in a highly secure environment. The games are directly downloaded onto the individual gaming device where the RNG is also located.

NOVO LINE VLT AGI offers a modern server based Video Lottery solution for operators in selected international markets and complying with their local regulatory requirements. Central to this gaming solution is a central server that hosts the RNG and the games management for an infinite number of local site installations.

The new NOVO LINE GDS/VLT games presented at ICE cover a great variety of thrilling themes, with 5-50 lines and innovative mathematical concepts for gaming fun, gaming thrills and gaming excitement on every floor. These games will certainly fascinate and entertain guests while pleasing operators with excellent performance. A selection of these games will also be comprised in one Premium-Gaminator GDS/VLT.

The unique feature of the NOVO LINE Novo Unity II system is the flexible interconnection of a great variety of electronic live games and slot games on a virtually unlimited number of individual player stations. This multi-game functionality allows the operator to link any chosen number of terminals to an unlimited number of different games such as Roulette,



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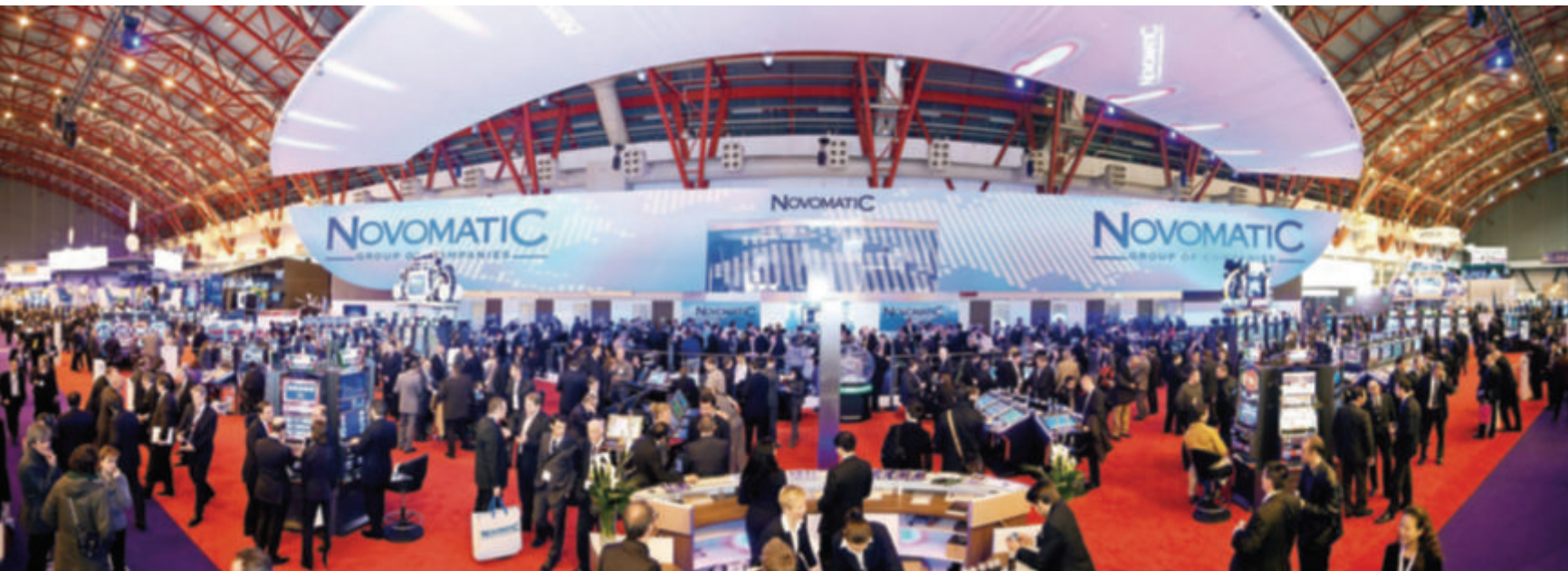


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Baccarat, Poker, Black Jack, Sic Bo and Bingo as well as a great slot games offering within one installation.

Apart from a new slots multi-game mix for this electronic multiplayer platform the NOVO LINE Novo Unity II product segment will be further extended with the gripping Double Action Roulette novelty that delivers double action with two winning numbers from one single spin of the wheel and the Automated Card Dispenser for all automated card games of Novomatic's great library of electronic live games.

### Jackpots

AGI will also present various new Mystery Progressive Jackpot themes for all platforms at ICE; Octavian jackpots as well as Community jackpots of the Australian partner Independent Gaming will be on show in various installations.

Apart from jackpots Octavian will also be presenting the modular and highly 'tuneable' casino management system ACP (Accounting

Control Progressives System). The ACP system can be ideally adapted to the requirements of both the operator and pertaining regulations. The system's 'add-on' functions include profit calculation, floor monitor, TITO, Cashless and Player Loyalty as well as many more and has proved an extremely attractive 'package solution' for discerning operators.

### Tiger Roulette

Last but not least the AGI booth in London will stage a brand new automated single player Roulette that combines Roulette entertainment with slot gaming in one unique and luxurious machine. This special stand-alone Roulette innovation offers electronic live game play in an exclusive atmosphere for one guest only – omitting other players' bets or wins and thus creating a very private Roulette experience for the guest.



## Welcome to London!

Jens Halle, Managing Director of Austrian Gaming Industries, GmbH (AGI), Novomatic's global commercial subsidiary, a veteran of many an ICE show across the years, noted: "When ICE Totally Gaming closes its doors at Earls Court for the final time we will all have an opportunity to reflect on the chapter of gaming history that is ending and time also to look forward to the next exciting chapter that has yet to be written. Before then, of course, we can all look forward to the business in hand; the 2012 ICE show!"

"Economic conditions remain challenging across the world of gaming but Novomatic's belief is that product innovation and evolution is the means by which we can all continue the process of expansion of what is a truly great industry. We will show that product innovation and evolution in fine style at Earls Court and the importance that we attach to those new products is the main reason that we are keeping the details secret until the show officially opens.

"I extend, on behalf of Novomatic, a warm invitation to all our business partners, guests and visitors to join us on booth number 3035 and assess our new products for themselves and also to enjoy the traditional Novomatic hospitality that has, over the years, become our Group's hallmark. I look forward to welcoming you all to Earls Court in London!"



# MEI graces show with strong product

## Bill validator specialist rolls out its portfolio led by **SC Advance** and **EASITRAX Soft Count** on stand 4060

**T**his year at ICE, MEI will exhibit its portfolio of products including SC Advance, EASITRAX Soft Count and MEI BNR. Visit stand 4060 to see firsthand how MEI has raised expectations yet again...

### MEI SC Advance

SC Advance is evolutionary – applying new technology and market knowledge to make a great product even better. MEI further raises the bar for performance features that directly impact operator profitability: acceptance, jam rate, security and cost of operation. This next generation product will be available to operators the first half of 2012.

Increased value created by SC Advance is highlighted by the following enhancements:

- an improved recognition system, which provides proactive security by utilizing transmissive sensors to see all the way through notes in multiple wavelengths.
- faster bill-to-bill speed, which upgrades the player experience and speeds up transactions to expand throughput.
- expanded memory, which limits part numbers and submissions by allowing more notes to be recognized in a specific release of firmware.
- comprehensive barcode recognition, which processes barcode coupons in all four directions and improves acceptance on multi-width currencies.
- upgrade to USB 2.0, which speeds up communications with the host machine and even potentially expands functionality.



Because the enhancements are localised to the acceptor head, SC Advance can work hand-in-hand with legacy CASHFLOW SC units already in the field. This capability is facilitated by CASHFLOW STS, intelligent support tools, which are able to sense the product version and provide the appropriate software. CASHFLOW STS supports a full range of configuration and software update functions with easy-to-use software and handheld tools, performance management and reporting, and modular product repair. Additional benefits include fast and easy updates for currency data, configuration data and software.

### EASITRAX Soft Count

EASITRAX Soft Count is an integrated software/hardware solution that extends the security and acceptance offered by CASHFLOW SC into a casino soft count room. Information collected in the bill validator is now easily accessible in a database that can be networked to multiple locations and accessed to analyze slot performance.



RFID technology is used to connect slot machine asset numbers and bill validator operational information to a specific cashbox. Accessing data has never been faster, allowing operators to base decisions on several instant reports programmed within the accompanying software. Further benefits include:

- Acceptance rate of what is in the cashbox
- Currency report documents how many bills are in each Cashbox and the percentage of collected denominations over a period of time
- Drop status manages the daily collection of the money and cashboxes
- Jams reports, if they occur, identifying potential problems
- Rejection types defines one of seven categories as to why the bill was rejected
- Version report ensures each bill validator has up-to-date software.

The EASITRAX Soft Count system has been designed to be easily retrofitted to the CASHFLOW SC bill validator. Building a comprehensive cash management solution is as simple as applying these basic components:

- Placing an antenna board to the CASHFLOW SC interface board
- Applying RFID tags into the cashbox to allow information to be transmitted
- Installing EASITRAX reader bases (up to four) into a soft count room system that includes a USB hub and a computer
- Installing software that creates a SQL database and loads available reports.

### MEI BNR

The MEI BNR is a proven product in change machines. Its design – featuring a cashbox, loader and 4-denomination recycling – provide the necessary capacity to improve uptime while meeting daily cash dispensing requirements.

This unique architecture is cost efficient; replacing multiple accept and dispense components and improves operating efficiencies. Its proven performance continues to drive increased demand. Today, they are over 5,000 units performing reliably in the field.

The gaming market benefits from all of note recycling's inherent advantages. At the end of the day, properly equipped recycling both improves the player experience and reduces costs. It positively impacts both sides of the ledger. Operators benefit from reduced labour, float and shrink costs while creating an environment that drives more revenue from increased player loyalty.



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## GLI's Mobile apps make life easier

Visit **stand 3635** to see GLI's latest tools to make regulatory issues less of a headache – worldwide

“**G**aming Laboratories International is the world's leading test lab for the terrestrial gaming industry, and at ICE 2012, we will be showcasing our exclusive tools that help regulators and suppliers do their jobs easier, faster and more efficiently. For example, we will be showing our newly released and award-winning GLI Mobile app for iPhone and iPad that enables regulators to take the lab with them anywhere. Other GLI exclusive tools we will be showing includes our award-winning GLI Link, which allows suppliers to save time and money by testing devices against systems remotely; Point.Click.Transfer, which speeds time to market by enabling suppliers to transfer previously certified products into new jurisdictions with the click of a mouse; and GLIAccess, the powerful hub of it all, where regulators and suppliers can track submissions, certifications, revocation and receive up-to-

the-minute updates.

“Gaming continues to expand across Europe, and ICE is an important opportunity for GLI to meet with regulators and suppliers across the industry to discuss new technologies and their potential jurisdictional impact. The show also gives us the chance to discuss our upcoming Roundtable, which we will stage in Budapest in May 2012.

“GLI will reach regulators and suppliers in all of the jurisdictions we test for, and in all of the myriad facets of the industry we test for.”



## GSA brings leadership to London

**Stand 3090** is the place to learn about the important work of the **Gaming Standards Association** and what it means for the future of gaming

**A**ttendees at this year's ICE show can expect leadership from the Gaming Standards Association (GSA). For more than a decade, GSA has been leading the industry toward a more profitable future, with standards that reduce time-to-market and deliver the gaming experience players everywhere are demanding. GSA comes to ICE riding an enormous wave of success. As we recently noted, our standards are continuing to be deployed globally, clearly setting a distinguishing line of competitive advantage between those implementing GSA standards and those who are not, from Australia to Ohio, from Italy to Missouri. GSA standards are the future of gaming, as this wave of deployment clearly shows. Every aspect of the industry, on every continent, is embracing GSA standards, and we invite all companies to join GSA, to join those who are leading the industry to a positive new future.”

It is important for GSA to exhibit in London because it is important that the European marketplace understand that they are just as affected by and have as much potential profit from standards as every other gaming marketplace.

GSA will be speaking with operators, suppliers and regulators, because each of those distinct audiences has a stake in the future of standards. Above all, each of these groups needs to understand that GSA is the only global collaborative environment where operators and suppliers can meet to identify and address common challenges in the industry, drive innovation forward and address integration and interoperability.

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- ▶ Offer Popular Game Themes with Multiple Side Bets

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# New rewards system for Inspired

The innovative company is confident its SBG platform with new revenue-generating features will be a highlight of ICE 2012

Inspired Gaming Group has announced an exciting line-up of innovations for ICE 2012, where it will be exhibiting on stand #4075. An industry leader in wide-area server-based gaming, Inspired will focus on three key themes for the show: server-based gaming, marketing and rewards, and platform convergence.

Inspired will unveil CORE VIP, the industry's most advanced bonus and reward system, at ICE for the first time. It is the latest platform innovation to come from the innovative company and the first and only system to allow in-game rewards for all games, even third-party titles. Inspired's CORE VIP is modular so operators can take all its features or select certain functions, all of which can be integrated into current loyalty and CRM systems.

Luke Alvarez, CEO at Inspired, commented: "Inspired is in a unique position in this industry in that we are large enough to compete with the US and European gaming

giants, but we are small enough to keep innovation fast-paced and technology-focused. We are a technology company at heart and will always deliver products that look great but perform even better, due to our unique SBG operating system. We're launching another industry first with our CORE VIP ecosystem, which will take operators' current marketing and loyalty strategies to the next level by spanning both online and retail, and allowing in-game rewards across the entire Open SBG™ game library."

Over a decade of hands-on experience and millions in R&D has ensured Inspired is at the forefront of developments in wide area server-based gaming and now leads in next-generation SBG markets, such as the UK and Italy. At ICE, visitors to the Inspired stand can experience the unique qualities of Inspired's Open SBG CORE™ platform that go far beyond the remote download of games. These qualities include its open source content API (Open

SBG™), innovative add-ons such as marketing and rewards, and in-depth reporting for greater performance control.

The land-based SBG platform is also adaptable to cross-platform convergence, which Inspired will be demonstrating in partnership with its sister company OpenBet. A mini-venue on stand #4075 will demonstrate all of Inspired's latest innovations including CORE VIP and some key areas of online and retail convergence. A key attraction is Inspired's multi-platform Virtual Sports for retail, in-home broadcast, online and now mobile.

Inspired's wide range of products cover over 30 countries and most areas of the industry including casino, bingo, VLT, sports betting and online. For a full range of Inspired products to be showcased on stand #4075 at ICE, please go to [www.ingg.com](http://www.ingg.com).

# Advantech-Innocore at ICE

New DPX-120 launched, large range of industrial products displayed

More than 2,000 products complete the new line up of Advantech-Innocore at the upcoming ICE exhibition (24-26 January 2012). Located at stand no. 3332, in addition to the advanced DPX-series of dedicated gaming boards and systems, a wide range of Advantech standard industrial PC products will be on display at the upcoming trade show in London. The display of standard products underlines the fact Advantech-Innocore is a full member of the Advantech corporation, now the world's largest company in the world of industrial automation devices and computing. For customers of Advantech-Innocore, this means they now have access to the widest range of industrial and semi-industrial PC components such as the obvious Mini-ITX, ATX and Com-Express, but also to hospitality and digital signage solutions, Portable and handheld battery-powered terminals and tablets, touchscreen computers, I/O modules, industrial controllers, open frame monitors, etc.

From the impressive range of Advantech

'standard' products, a selection of semi-industrial Mini-ITX and Micro-ATX PCB's can be seen on the stand. These include boards based on the AMD G-series chipset and the Intel HM65 chipset.

First focus however at ICE is the well known DPX range of products, a family that welcomes a new addition in the E-series, the DPX-E120.



The DPX-E120 is a complete industrial computer system that offers good performance and very low power with the AMD G-Series embedded platform.

Core of the DPX-E120 is the AMD G-series chipset, accommodating CPU's ranging from 1.2GHz single core to 1.65GHz Dual Core. The

integrated AMD Radeon HD6130 graphics Direct X 11, Open GL 4.1 represents integrated high performance graphics for two independent displays. A full feature set of I/O, COMs and security designed specifically for gaming devices is also included, making the DPX-E120 an ideal integrated platform for many gaming, amusement and kiosk applications. The overall system is housed in an attractive extruded case and the gaming functions share the same API as Advantech-Innocore's other DPX Series boards.

The DPX-S415 and DPX-S425 are the latest addition to the versatile DPX-S series, offering existing customers a springboard to newer, higher performance technology (being backwards compatible with the existing DPX-S410). Utilizing the latest computer technology, the highly integrated single board computers allow the game designer to transform their electronic game machine into a multimedia powerhouse. High performance graphics engines are included that offer 3D acceleration and multi-monitor support and dual core 64-bit CPUs allow optimal use of the latest 64 bit operating systems and system RAM up to 8GB.

*A New Era of Elegance*



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# Spielo brings top solutions to ICE

**Spielo International**, formerly sister companies **Atronic** and **Spielo**, is bringing a broad array of gaming solutions for all operators to ICE...

**S**PIELO International is featuring its most comprehensive portfolio of content, products and systems solutions across all gaming segments at the 2012 ICE Totally Gaming show from Jan. 24 through 26 at the Earls Court Exhibition Centre in London.

SPIELO International is the new name of former sister companies ATRONIC and SPIELO.

This will be SPIELO International's first appearance at ICE as a fully integrated entity that shares a single focus on providing exceptional content across all gaming markets – including VLE, commercial casino, and AWP sectors.



SPIELO International's 2012 line-up, on display at Booth #3015, includes content with innovative functionalities like Episodic Gaming; new and proven content within linked, progressive, and community games; as well as player-tested cabinets, established core game titles, compelling licensed brands, and superior systems solutions.

In addition, SPIELO International's unification with global iGaming leader GTECH G2 (located at Booth #5260) means the two companies will be representing their combined portfolios at the show, and demonstrating how online and land-based gaming can mutually generate traffic and attract new players.

## Featured international casino products

Egyptian Gold is SPIELO International's first progressive link using Episodic Gaming. As the player progresses through the game during one session, he or she can save and re-activate their achieved status during the next play session. The player unlocks more features

and additional bet options for more action become available. When he or she reaches the highest status, an additional award is randomly revealed by Tutenchamun.

Egyptian Gold offers an exciting 5-Level Progressive Playoff, where the player is able to win multiple progressives.

Mermaid's Spell is an intriguing rapid hit 8-level linked progressive multi-game that will mesmerize players. Featuring three distinct titles – Great Reef, Magic Lagoon, and Bay of Fortune — Mermaid's Spell enables players to select "enchanted symbols" for re-spins and increased chances at the progressives. Five-of-a-kind line wins trigger the corresponding progressive. Players can choose their volatility by seeking their favorite progressive level. A spellbinding merchandising package, including a jackpot overview meter and hit history, makes Mermaid's Spell a magical addition to your gaming floor.

SPIELO International has expanded its successful multi-game solution, diversity, with the introduction of Amazing Amber, Pure Purple, Gambling Green, and the brand-new Absolute Azure. Combined with Royal Red and Brilliant Blue, operators can select game suites tailored to their players' desires. diversity offers a variety of up to 10 games grouped into categories that can be selected by players via touch screen, with Roulette now available as a



selection. Presented on the new OXYGEN cabinet, diversity allows players to select their preferred game types with different volatility levels, and is the only multigame on the market featuring proven, top-performing standalone progressive games, all in multi-line and multi-denomination format.

Thrilling new core games will provide another highlight of the show. They include

Goldify2, the successor to Goldify, a popular game where players choose symbols to turn into gold so they can select their preferred level of volatility. Goldify2 features the same easy-to-play functionality, but even more choices of symbols to goldify, including the top symbol and feature trigger! A broader range of volatility and new animations and graphics means this game will shine on your casino floor.

SPIELO International is also introducing our new Animal World game family, featuring Puzzle Pay. All actual Puzzle Pay symbols will turn around to display pieces of a picture.

All other reel positions will re-spin. If additional actual Puzzle Pay symbols appear after the re-spin, they will turn around to show more pieces of the picture. The Bonus ends if there are no additional actual Puzzle Pay symbols after the re-spin or all 15 positions are turned around. Credits are awarded based on the number of pieces revealed, with the top amount awarded for a completed puzzle. Titles in the Animal World family include Animal World Africa and Animal World Australia.

In Secrets of Babylon, a mystery bonus and the Babylon Re-Spin conjure excitement!

The unique Babylon Re-Spin locks the trigger symbols while the remaining positions keep spinning for six re-spins, or until all positions are locked. Each additional locked symbol increases the Bonus Win Amount.

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LUXURY GAMING PRODUCTS

# Player performance key for FutureLogic

Help your casino identify and reward **high-value non-carded players** with FutureLogic's brilliant **PromoNet**; see it on stand **4160**

Until now, the challenge of every casino has been to identify high-value non-carded players and differentiate the most valuable players in real-time. One of the main questions that casino marketing staff are faced with is how to reward anonymous players? FutureLogic's PromoNet system provides the answer. This intelligent couponing solution identifies valuable patrons, targets both carded and non-carded players and links promotions to game-play.

The PromoNet solution is the only promotional couponing solution currently available on the global casino market that rewards players for their actual play behaviour. All



assumptions and guesswork by floor staff has been replaced by consistent and automatic couponing based on real-time data. As the PromoNet solution is stand-alone there is no need to integrate to the Player Tracking Database or Accounting System – so it's easy to install and realise the benefits of promotional couponing straight away.

The PromoNet solution offers many different triggers that initiate the print of a ticket once the threshold of a particular trigger or a combination of triggers has been hit. Triggers include time on device, amount wagered, amount won and lost in a session, max bet percentage, number of games played and others, all based on real-time play metrics. Other settings include expiry and redemption dates for the promotional

tickets enabling casinos to offer bounce-back promotions to get players to repeat visit or extend their stay. Any Electronic Gaming Machines, including Video Roulette Terminals which have a spare SAS port, can be connected to the PromoNet system without any integration effort by operator or machine manufacturers.

Developing and managing a promotional campaign in the PromoNet system is really easy. The software offers a Design Studio with which marketing staff can design promotional tickets with a few clicks. By adding graphics, text and logos into the pre-defined space, marketing people can customize tickets according to the casino identity or promotion they have in mind. They can then select the triggers and conditions which will launch the printing of the ticket.

Approved by the Nevada Gaming Commission Board, GLI and BMM, the PromoNet solution is now ready for installation in Europe. The PromoNet solution is on display at FutureLogic's booth no. 4160 at ICE 2012.

# G&D's BPS C4: new for ICE!

**Giesecke and Devrient** are unveiling the BPS C4 device at ICE 2012 – it offers touchscreen banknote processing

The new BPS C4 has two striking features: new design and a touchscreen that puts control of the machine at the operator's fingertips. This next-generation desktop banknote processing system will boost workflow efficiency and push throughput even higher, all within a compact, space-saving design.

The BPS C4 makes it possible for a single operator to carry out banknote recognition, evaluation, counting, and sorting – and all that in one processing step. It is capable of a throughput of up to 40,000 notes an hour, and was developed specially for the cash centers of commercial and central banks, cash-in-transit companies, casinos, and other cash-intensive businesses.

Broad application spectrum, groundbreaking operation and the latest in sensor technology.

Broad application spectrum:

The system is used around the world and is designed for a wide range of materials – be they

paper or polymer, hot off the press, heavily soiled or damaged deposits. From banknotes to casino tickets, the BPS C4 can process everything.

High flexibility:

The BPS C4 is modular and scalable and can therefore adapt perfectly to any processing requirements. It supports different processing modes, including the particularly efficient header card processing and rapid deposit processing variants. Operators can achieve even more flexibility by using the large delivery modules (LDM), which can process up to 500 banknotes. This is an advantage both when filling ATM cashboxes and when collecting unusual denominations and sorting them at the end of processing.

Top-level security:

Giesecke & Devrient (G&D) offers an industry-leading standard when it comes to counting and denomination identification, authentication, and fitness inspection by

providing two-sided, full-surface banknote scanning. A separate fail-safe compartment guarantees simple jam recovery with correct accounting.



The broad range of high-quality banknote processing systems from G&D is able to meet the highest demands of every type of cash center. All of its systems for processing, sorting, and assessing the authenticity and condition of banknotes are continually adapted by G&D to meet legal stipulations, market demands, and security requirements.



# Cammegh's new launches at ICE

**Crane Payment Solutions** brings Money Controls, CashCode and NRI in its core range on one stand at ICE – **3232**

**C**ammegh will be launching a number of new exciting products at ICE 2012, as well as exhibiting our world leading range of roulette wheels, as they explained to Casino International...

"We [Cammegh] will be exhibiting our new Mercury 360 Aurora in the UK for the first time. The Aurora has all the standard Mercury 360 features, including electronic level sensor and 4 In-rim sensors for the fastest roulette game result recognition, but also has the unique feature of selecting a random winning colour as well as a winning number. The Aurora lends a colourful and exciting new dimension to roulette.

"We will also be launching our new Wheel Manager software toolkit. Wheel Manager gives a wide range of forensic data, including wheel level, changes in rotor speed, ball speed, ball and rotor direction time-stamping

each game. The toolkit element provides a simple step by step instructions for wheel set up, calibration and new firm ware updates. Wheel Manager will also act as an information gateway, using the Ethernet port on the Mercury 360, Wheel Manager enables permitted Cammegh engineers to inspect the performance of the wheel remotely providing on-line inspection and service. Another Cammegh roulette wheel first.



"Cammegh will also be launching our new and totally unique Double Shot and Power Play roulette side bets. Using the various random mechanical events that occur each and every game of roulette, the Cammegh Mercury 360 and EyeBall work with the Billboard to produce additional results for added value and exciting roulette side bets.

"Our new small footprint, high-powered Billboard Controller will be making its ICE debut in January. The high power means we can run 4 videos simultaneously, while the small footprint means that it is suitable for small D shaped card tables. As such we will also be launching our new Punto Banco and Baccarat displays, compatible with the Angle Eye card shoe, as well as our new EyeCard camera card recognition system suitable for games including Baccarat and Black Jack."

# Betstone brings the Cloud...

**Stand 3560** for **Betstone's** new Cloud-based gaming content and management software...

**B**etStone Ltd, the end-to-end Gaming Provider in premium Server Based Gaming (SBG), will showcase the latest in cloud based gaming technology at ICE Totally Gaming Expo in Earls Court, London.

BetStone will demonstrate its Cloud based management software, XGS System which provides access to real time information from any location at any time. Now with enhanced functionality XGS System is fully accessible via the Cloud offering a number of modules including enhanced cashier and player tracking functions, greater business analysis, and additional machine management functionality all in a secure environment. BetStone now has the capability to bring cost effective solutions not only to large casinos



but also to route operators.

The company will also demonstrate its continued investment in both technology and content, giving operators the opportunity to check out, first hand, the newest additions to BetStone's gaming portfolio. This will include

the exciting Thunderstruck II game sequel, where the character Thor has already been a huge hit among players.

Thunderstruck II is a 5 reel, 243 Ways, video slot, backed by awesome digital sound effects; this truly exciting video slot offers the player a range of benefits that includes Wilds and Expanding Wilds, four different Bonuses, Scatter action, a variety of Free Spin rewards, Multipliers and absorbing Free Games. The game also includes a randomly triggered Wild Storm Feature with Held Wild reels.

Visit our stand at ICE to preview our new games and technology. BetStone is exhibiting at Stand 3560, Hall 2,

January 24 – 26th in Earls Court, London.

**Fusion Powered Gaming has Arrived!**

Third generation Fusion is coming...



Visit us at ICE, London  
24-26 January 2012. Stand 4140



# Ainsworth: A vision for the future

Ainsworth's vision for the future of the industry lifts off at ICE 2012, Europe's premiere gaming conference

**S**hooting onto centre stage are Ainsworth's brightest stars, beginning with the unbelievably exciting Dragon & Lights Camera Action link progressives, followed by the new GamePlus range featuring a kaleidoscope of unique brands and games. This stunning line-up of product innovations must be seen to be believed; come and see "A Galaxy of Options".

Ainsworth will showcase a range of new link progressives Dragon & Lights Camera Action, both available in the triple screen Super A560 cabinet! Dragon is a 20Line & 25Line game for the 1c market, available in the dual screen A560 with an outstanding signage package and also the unique triple screen Super A560.

Designed to wow audiences of all types, Lights Camera Action offers three levels of progressives, a10 free games feature with a bonus 6th reel, and stacked bonus symbols offering big wins across all lines! With three

exciting game titles to choose from: Hollywood Hype, Action Packed, and Sweet Dreams, players are sure to find a star to light up the stage and payout big money! Lights Camera Action is a 40/50 Line game for the 1c market, available in the dual screen A560 with an outstanding signage package and also the unique triple screen Super A560. Lights Camera Action will become player favourite on your floor.

And Introducing... Mega Top, Ainsworth's newest A560 cabinet stands above all others! Reaching for the stars is the stylish new 32" LCD top box with exciting event driven LED lighting. Standing over 7 feet tall with 6 levels of progressives, the Mega Top range offers an imposing centrepiece for any gaming floor. Most importantly, it launches with the all new progressive brand Players Paradise Platinum, the next breathtaking extension in Ainsworth's phenomenally successful Players Paradise jackpot series.



Ainsworth will launch two phenomenal packages: Multi-Win 1 & Multi-Win 2 that includes an array of Play 50Lines titles! Ainsworth is set to expand their hugely successful GamePlus range with new standalone games including 2, 3 and 4 level stand-alone progressive brands: Double Hit, Triple Shot, Super Game, Play 50Lines an all-new High Denomination game range and the revolutionary ante-bet product Hot Reel. A Galaxy of Options is truly at your fingertips!

# John Marks: Beating the Odds

Uniform suppliers John Marks set out the problems – and solutions – in supplying uniforms for the industry. Find them at ICE 2012!

**N**obody seems to be able to calculate the number of variations of the human body – pretty much in the same way that no-one can calculate the odds at the Roulette table!

John Marks, one of Europe's leading uniform suppliers, battles with this conundrum every day of the week, just as many casino punters do! John Marks, however, manage to beat the odds most of the time.

Carolyne Hirsch, CEO of the company, says: "We have been in the industry for 20 years and we never cease to be amazed at the requests we get for special sizes – it makes the search for the Higgs-Boson particle look easy!"

John Marks supplies uniforms to casinos, restaurants, bars, and clubs




worldwide, so shapes and therefore sizing changes dramatically from country to country.

Claudia Spurio, Export Manager, finds that although the male of the species is fairly conservative, they tend to exaggerate the size of the chest and underestimate the size of the waist! She adds: "Females in different parts of the world want to emphasise different areas of the body; for example, in Africa they want to show off their backside, in America their legs and in Lithuania and the Czech Republic, their cleavage!"

The excitement of designing uniforms today is to ensure that while creating what is highly desirable, the uniform must also fall within price and budgetary constraints as well as conforming to practical disciplines.

The odds are firmly on John Marks when it comes to the battle between creativity, fit and performance.





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# Aristocrat brings “World’s Greatest”

“World’s Greatest Gaming Experience” coming to ICE for lucky visitors to 2012 exhibition

**A**ristocrat Technologies will show their largest number of games in recent years at the forthcoming ICE show in London from January 24 to 26 as it continues to create the World’s greatest gaming experience.

Aristocrat brought forward European release schedules for several games suited to continental playing tastes after they received a fantastic response when previewed at G2E in October.

William Wilsnagh, Managing Director - Europe and Africa, said Aristocrat had listened to the European operators who attended the Las Vegas show.

“So many of the new games on show at G2E created such an impression with European operators, we’ve made their advanced roll out in Europe a priority,” he said.

“A great example is Reel Tube, one of two new standalone gaming categories being showcased at ICE. Offering bi-directional rotation of the reels, it allows for unique bonusing features and innovative game play.”

Reel Tube will roll out in Europe with two distinctly different flavours; the chemically charged 100 line game Mad Professor and the ancient Egypt-inspired Pharaoh’s Prize. Mad Professor’s test tubes fill with liquid to build the gaming experience and help maintain excitement while Pharaoh’s Prize adds Reel Power with thematic symbols combining with revolving columns to deliver gaming appeal.

Another first at ICE will be the parading of Aristocrat’s maiden Multi Play game for the European market, Wonder 4, on which up to four games can be selected for simultaneous



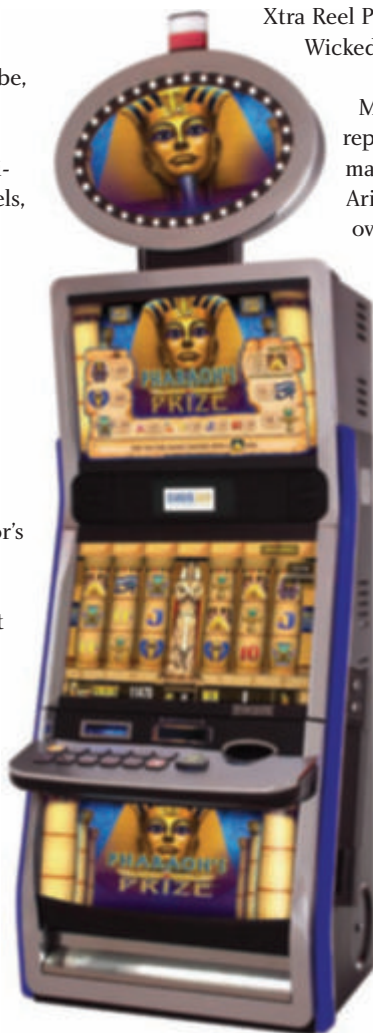
play. Having chosen any combination from a menu of four proven performers – the 40 line Wild Splash, Reel Power games Firelight and Pompeii and the Xtra Reel Power game, Buffalo – players select their bet multiplier, which applies to wins on all the games played.

Aristocrat is also bringing a range of 6-reel games to Europe, each offering 4,096 ways to win. Debut titles in this category include three Xtra Reel Power games Samurai’s Honor, Wicked Winnings III and Wolf Moon.

Mr Wilsnagh said the new games represent just a snapshot of the many exciting products that Aristocrat is bringing to market over the next few months.

“For the full picture, visitors to ICE simply must come to stand 3415 and experience for themselves the great diversity and creativity of our gaming concepts in store for 2012,” he added.

The vast majority of Aristocrat’s standalone games displayed at ICE will be available in both VIRIDIAN WS (widescreen) and Vii Slant cabinets, the latter being publicly paraded at a European show for this first time this January. Optional enhancements include Nteractiv LCD button technology and LCD toppers, for linking standalone games with XTreme Mystery – all designed to give additional punch to Aristocrat’s extensive library of games.



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for both Carded and Non-Carded Players



## Reward Individual Performance

Identify your valued anonymous players

Set up promotions based on real-time game play metrics

Link slot promotions to player behavior



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ICE Booth 4160

**FutureLogic**  
group of companies

[futurelogic-inc.com/promonet](http://futurelogic-inc.com/promonet)

# Abbiati brings new tables to London

**Abbiati Casino Equipment** to showcase a wide assortment of new tables and variety of products and accessories at ICE

“It’s the busiest and the most important exhibition for our Company”, started Giorgio Abbiati, CEO of Abbiati Company, “and our team looks forward to taking part in another successful show.”

“Many of new exiting products will be unveiled at ICE show”, anticipated Giovanni Abbiati, President of Abbiati Casino Equipment, “and the exhibition attendees will see the best of the company products. Our Company will be demonstrating how its products continue to improve using new innovative materials, designs, technologies and new security features.

Following continuous request received from our clients for RFID applications during the last years, Abbiati Casino Equipment once again will display their line of Chips, Jetons and Plaques with incorporated RFID technology. “In addition to RFID, Abbiati Casino Equipment had recently introduced new security features in all their Chips, Plaques and Jetons, which enhanced the

product and increased the security” - said Giorgio Abbiati. “The security of Chips, Plaques and Jetons was always a key element for our Company and we are always in research of new materials and technologies to make our products safer against counterfeiting.”

Show attendees will have an opportunity to see a new customized Bean Shape Baccarat table, the same style as recently ordered by Marina Bay Sands in Singapore for one of their prestigious VIP rooms. The tables are manufactured using a unique new composite material. During the show the visitors will be able to see a large range of new composite materials in different colours and styles.

At the ICE show Abbiati Casino Equipment is going to exhibit a number of their Laser Wheels and especially at this show the Company is going to introduce to customers



their new Laser Wheel with an upgraded invisible Laser Technology Class 1A security.

As every year Abbiati will display a large range of their products and a number of Live Gaming tables of various styles and configuration, a selection of Winning Number Displays, a new line of layouts, to name just a few.

# Casino Technology at ICE 2012

Bulgarian gaming innovators promise plenty for customers old and new at ICE this year...

This year at ICE Casino Technology will launch PENTHOUSE SLOTS branded series of products for the European customers, enriched with more game titles. They will be presented in the specially designed PENTHOUSE SENSATIONAL cabinet with added decorative toppers and a range of themed jackpot signs.

The starring product in the showcase will be PLAYME PENTHOUSE SLOTS grand piano multiplayer station with the latest PENTHOUSE SLOTS game titles. Great addition to the multigame portfolio of diverse products during 2011 is the next member of GAMOPOLIS series of multigames - GAMOPOLIS VIII. With 15 new games in GAMOPOLIS VIII, Casino Technology’s GAMOPOLIS collection will get to the record number of 90 different and unique game titles.

Another GAMOPOLIS version especially

developed in compliance with GLI II standard will be also launched at ICE 2012. GAMOPOLIS 51 offers selection of 15 proven performers from Casino Technology library, guaranteeing best operation results for the international operators from Europe, Latin America, Central America, Asia, Philippines, and many others.

The themed groups of Game suites will be also presented at Casino Technology stand, with the complete 7 WONDERS OF THE WORLD series, and the popular MOTORMANIA, now available as multigame packs as well for greater operator flexibility, player’s choice and options for effective slot mix.

In the system field, Casino Technology will present for a first time its Remote Game Server (RGS) concept, developed to enable casino operators to offer online games from Casino Technology by simple integration with the existing iGaming platform.





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# GPI enhances reputation with ICE

Visit **stand 3330** to see the latest chips, plaques, gaming tables and **RFID innovations** from **Gaming Partners International**

**A**s the gaming industry's global leader in casino RFID solutions and a leading provider of a complete line of table game products, Gaming Partners International has a long-standing reputation for providing casinos with high-quality, reliable products. In keeping with this tradition, at ICE 2012 we will display our full range of table game, casino currency and RFID products that help to drive casino performance and security. Special emphasis will be placed on our innovations in RFID technology including our CIS (Chip Inventory System) 2.0, our Dual Level Chip Tray, Portable Chip Reader, and our RFID Poker Table. In addition, we will also be featuring our custom-built "eReady" tables, which combine aesthetic beauty with integrated electronic functionality and showcase our ability to integrate the numerous technologies used on tables today with a pleasing design.

Our product highlights include the following:

## RFID

We will be featuring product demonstrations of our RFID applications at work, showcasing the powerful new CIS 2.0 as well as our latest RFID readers including the Portable Chip Reader and the Dual Level Chip Tray. By demonstrating game play using RFID-enabled currency, operators will see how our RFID readers and CIS software products will help improve their casino currency security, increase speed of play at gaming tables and eliminate error in chip counts and calculations.

**CIS 2.0:** Our Chip Inventory System uses RFID technology to track the location and status of all enabled and authorized chips throughout the casino, increasing inventory movement efficiency and security while providing valuable insight into a casino's operations. The system's real-time monitoring and authentication of inventory provides instant and accurate validation of chip amounts and serial numbers and can be linked automatically to any third-party casino management system.

**Dual Level Chip Tray:** Our Dual Level Chip Tray enables secure protection of casino currency at the gaming table while delivering

real-time chip counting details. This innovative RFID product allows operators to automate and perfect chip-counting procedures, enabling staff and pit supervisors to focus on other tasks, enhancing casino efficiency and improving game play by reducing delays caused by manual chip counting procedures.



**Portable Chip Reader:** By allowing staff to quickly and accurately read, authenticate and count their currency from any location at any time, our Portable Chip Reader extends RFID protection from the cage or chip bank to the table, the pit podium or even to back-of-house counting areas, giving casinos greater flexibility in validating RFID-enabled gaming chips. Its high-speed reading capabilities make it possible to read up to 400 chips per second while simultaneously identifying whether the chips are authentic, valid casino currency, making it possible for casino staff to easily identify and remove foreign, non-casino chips.



## GAMING TABLES

GPI demonstrates both innovation and expertise in providing customers the high quality gaming tables that exceed their expectations.

**eReady:** Our eReady tables are designed and built especially to accommodate the electronic equipment that is increasingly required on gaming tables. Drawing upon our extensive experience in manufacturing high-end gaming furniture, we've developed an inventive design that allows the electronic equipment to perform at its fullest potential.



**RFID Poker Table:** A great testament to providing practical solutions for increased security and maximizing profit potential, GPI's RFID Poker Table provides casinos with automated pot calculation and currency authentication. The automated system minimizes dealer error and the system's fast pot scanning reduces down time and can increase profitability at the poker table by up to 30%. Player appeal is further enhanced with the optional progressive jackpot module that gives players the ability to win all or part of an incrementing jackpot, and can be linked to operate on multiple tables.

To learn more about our products, visit us at ICE Stand #3330.

[www.gpigaming.com](http://www.gpigaming.com)

# CAMMEGH

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## Mercury 360 Aurora

Illuminate roulette with random  
colours for added value side-bets  
& mystery prizes



# Expect More from IGT at ICE

Enhance the player experience, drive performance on the floor and deliver entertaining content on any device, anywhere...

**A**t ICE 2012, you can Expect More from IGT. With a well-rounded and thrilling portfolio of products, operators will find more solutions to enhance the player experience, drive performance on the floor and deliver entertaining content on any device, anywhere.

Exciting, market-attuned games and revolutionary systems solutions will define IGT's presence at ICE as the Company showcases products suited for the unique demands of global markets. IGT will highlight the localized and regionalized solutions for operators in EMEA, Asia Pacific and Latin America at the conference.

Attendees at ICE will also see IGT Cloud, a breakthrough casino management service solution that empowers operators to optimize their operations and floors using cloud computing technology. IGT Cloud services will enable casinos to efficiently manage game content using IGT Floor Manager to access the largest game library in the industry. sbX<sup>®</sup> Analytics will empower casino operators to increase marketing productivity and maximize floor-wide performance with a variety of reporting tools.

IGT's array of games at ICE will include new titles such as Elvis The King<sup>®</sup> Multi-Level Progressives, Breakfast at Tiffany's<sup>™</sup>, Sex And The City<sup>™</sup> Fabulous and Ghostbusters<sup>™</sup> Who Ya Gonna Call. With market-leading performance and outstanding math models,



IGT Core games at ICE will create enhanced entertainment experiences for players everywhere. IGT also will show the latest in cabinet designs with the S AVP<sup>®</sup> and Universal Slant models.

IGT's Systems products at ICE include sbX<sup>™</sup>, IGT Analytics and the Universal Game Adaptor. sbX<sup>™</sup> solutions provide dynamic and flexible ways to communicate with players, an unrivaled game library and connectivity, plus critical tools for floor management, promotions and operations.

With more than 10 years of experience in interactive markets, IGT has unmatched experience to create the very best games for online, mobile and land-based gaming. IGT will display a complete interactive portfolio of slots, table games, poker, live casino, sports betting and bingo at ICE. With the recent acquisition of Entraction, IGT boasts experience across both land-based and interactive channels that no other company can match.

IGT is the only gaming company that can offer an entire portfolio of products and solutions for optimal operator performance now and in the future.



# Prestige Seating Technology



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ICE 2012 stand number 3215



# Player engagement the key for WMS

Building on a recent ‘purple patch’ of innovation and growth, WMS aims to wow **international customers** with its **ICE line-up...**

**B**uilding on its continual development of unique gaming products and industry-differentiated technologies, WMS Gaming Inc. will display the Company's strongest and most diverse gaming content portfolio ever for international markets at the ICE Totally Gaming 2012 exhibition in London. With a broad array of unique and dynamic entertainment experiences that are sure to engage current players and attract new ones to drive higher loyalty and performance for casino operators, WMS is committed to “Engaging Players. Delivering Results.”

WMS continues to translate customer and player feedback into high-earning product solutions that integrate unique play mechanics with iconic industry and global brands. The WMS product design and development teams have again created new entertainment experiences that raise the bar on gaming excitement with new and coming products, including:

**Life of Luxury Deluxe:** The new Life of Luxury Deluxe theme is the follow-up to the successful Life of Luxury Progressive Local-Area Progressive (LAP) series. The game features a LAP free spin bonus randomly triggered during



standard G+ DELUXE and G+ Deluxe 5x4 base gameplay. In the progressive free spin bonus round, a max wager spin guarantees a progressive award if the picking bonus is triggered.

**Aladdin & The Magic Quest** - A virtual-reality magic carpet ride, taking you as close to a thrill ride as a slot machine can possibly go, Aladdin & The Magic Quest slots introduce the next generation of Sensory Immersion gaming with the WMS motion system chair. In this fully immersive experience, including 3D graphics, sound and movement, players enjoy an unprecedented experience with motion effects programmed to align perfectly with in-game events. Powered by the CPU-NXT3 processor, players enjoy three unique bonus rounds in this game-changing slot adventure.



**POWER SPINS:** A new family for the video Bonus Bank player featuring a base game with the look and feel of the popular G+ Deluxe series. Launching with four themes, each game enables players to activate an acquired POWER SPIN event at any time to increase the chance of winning. Players can accumulate POWER SPIN events higher than the maximum bet, allowing for a significantly more volatile experience.

**Colossal Reels:** New to the WMS Innovation Series category, the Colossal Reels series utilizes the full widescreen power of the Bluebird2 and Bluebird xD cabinets to feature two sets of reels – traditional and oversized – that transfer wild symbols between reels. The Colossal Reels series will launch with four themes and two unique math models.

Next generation of games featuring the WMS foundational technology platforms and the newest for-sale video and mechanical reel games remain at the forefront of gaming innovation and provide additional evidence of the Company's ability to engage players, and to drive higher loyalty and performance for casino operators. At ICE 2012, the breadth and diversity of WMS products demonstrate the creative and innovative edge WMS brings to game development, to help customers retain and attract players.

# New iPRO validators from JCM

JCM Global premieres **new validators** at ICE 2012 on **stand 4170**

**W**rapping up a winning year, JCM Global, the world leader in currency bill validation equipment, is making its final preparations for the annual ICE Totally Gaming tradeshow. JCM will be in ICE stand #4170, where it will show its extensive line of award-winning solutions, and will reveal its new iPRO and iPRO-RC bill validators.

JCM will show its award-winning iVIZION bill validator, which has taken the industry by storm, winning every RFP it competed for in 2011. JCM will also show its award-winning Intelligent Cash Box (ICB) system, which helps casinos eliminate human errors in every step of the drop process, and now with web reports, ICB empowers casinos to get the reports they want, when they want them.

Making their world premiere are two new solutions from JCM, the iPRO and iPRO-RC bill validators, the perfect next step for casinos using JCM's award-winning UBA. iPRO combines advanced SMLED sensors with the legendary anti-fishing technology that made UBA the most popular bill validator in Europe. ICE will also mark the premiere of JCM's new BlueWave Deluxe software uploading tool that enables casinos to upload software upgrades faster than ever.

"Please join us at ICE as JCM Global proudly presents our new product generation that helps you to optimize your money management. The JCM Global innovation and technology team has developed new products that complement our award-winning iVIZION. With the brand new ICB and BlueWave Deluxe, you can make your money management and time management better, smarter and faster than ever," said JCM Global Director of Sales EMEA Payam Zadeh.

iPRO is the secure and flexible way to increased profitability because it comes with one of the most sophisticated sensing and anti-fishing packages we have ever created. iPRO's modular design means it can quickly and easily replace an existing UBA head for instant improved performance. iPRO's many features include a sealed bill path for dust, water and light protection; 7 Wavelength optical and magnetic sensors; dual exit sensors with anti-pullback drum device; ICB optional add-on; and a replaceable bezel holder. iPRO can quickly and easily replace the head of the EBA 1x and UBA 1x and 2x for instant improved performance.

iPRO-RC has an added recycling feature that reduces operational costs and keeps customers happy. iPRO-RC has two large-capacity chambers with Roller Friction Recycling Technology holding recycled notes for instant payouts, keeping equipment running and customers happy. Plus, the iPRO-RC has JCM's powerful anti-stringing technology, proven note acceptance and lockable removable cash box.

iVIZION is the better, faster, smarter solution for the gaming industry and forever changes the way the industry sees banknote validation. It is the foundation of intelligent validation and sees better, thinks smarter and runs faster than any comparable product in the industry. iVIZION is complete with Contact Image Sensor (CIS) Technology, 99%+ acceptance rate, the most diligent counterfeit protection, RFID ICB cashbox with encrypted and web-enabled data, 64 megabit FLASH memory, a self-calibrating sensor package, modular component design, ability to read barcodes horizontally and vertically, two high-speed processors, sealed 85 mm banknote path, patented and proven removable stacker mechanism, "Blind Mate" and "Hot Swap" design and complete compatibility with all gaming protocols.

Additionally, JCM will be showing its award-winning UBA, award-winning Vega-RC, Vega-SD, Taiko, EBA, award-winning PayCheck 4 Thermal Printer, HSVL kiosk printer and a range of display solutions.



The new iPRO validator from JCM



JCM's iVIZION has proved extremely popular

# We are AMATIC INDUSTRIES...

**Amatic Industries** has the right offer for practically every gaming segment...

**A**ustria's Amatic Industries will be exhibiting at this year's ICE at its customary position – stand 3060. This large stand is necessary to house the ever-growing gaming solutions from this premium multi-game development and manufacturing company.

The team at Amatic Industries looks forward to greeting visitors to the forthcoming ICE. The extensive gaming range will be on display that has its roots in land-based gaming and yet offers more and more in the field of internet gaming.

## Great New Games

The games content is the real driver behind the enduring success of Amatic Industries. Customers can look forward to even more new games that will receive their international debut at the ICE. These include the games called Aztec Secret, Billy's game, Eye of Ra, GrandX and Tweety Birds. Get to know the new features and clever graphics at the ICE.

## Land-based and online

With over 20 years of multi-game experience, Amatic Industries is naturally one of the industry's premiere gaming suppliers. Management at Amatic Industries recognises the demand for their games in the internet. The popularity of Amatic games in land-based gaming locations can now be transferred to internet gaming.

Amatic Industries offers online gaming specialists from every jurisdiction the opportunity to work hand-in-hand to offer their customers the great games of Amatic Industries. The Multi Remote Gaming System (MRGS) from Amatic Industries ensures that each individual customer has their own server in their jurisdiction to securely run the games on. For customers who want to start their Online Business from scratch AMATIC Industries additionally offers the Online Casino Management System - their Platform to run an Online Casino.

## The new slant top is added to the Performer cabinet family

The new upright cabinet Performer C22 received its debut at the ICE 2011. The large, dual wide-screen 22" monitors have been integrated into a new, unique cabinet design. This Austrian design flair has flowed into the brand new Slant Top that will be premiered at the ICE.

## Electronic Roulette – where perfect quality and design melt together

The range of electronic roulette not only gives operators a great choice. It is furthermore the flexibility in how the electronic roulettes can be placed together that makes an investment in an electronic roulette future-proof.



Grand Jeu 22ws Electronic Roulette has improved graphics, wider monitors, unique player features – thus there were plenty of reasons for visitors to get to know the Grand Jeu 22ws Electronic Roulette.

The fully automatic dual-wheel Grand Jeu Double that includes four large screen monitors as a complete roulette solution was on proud display. Innovations abounded with the Grand Jeu Croupier, Live Multi Wheel and Jackpot System.

Once again visitors to Amatic Industries were able to see how versatile the electronic roulette solutions are with the Evolution Pro. Evolution Pro stands for Multi Game on roulettes. The Multi Games from Amatic Industries can be programmed into the roulette terminals. Therefore, players can continue playing the slots games on the roulette terminals. Thus, players have real gaming flexibility and operators are rest-assured that the roulette systems from Amatic Industries offer real player value, maximising machine use and uptime.

## Server –Based Gaming / VLT Solutions

Server-based gaming / video lottery terminals are much in demand in international gaming. This popularity is set to rise as governments have real time access to all VLT data. Good to know that Amatic Industries has developed a wide range of solutions that have been proven

in the market place for years now. The MLT™ - Multi Lottery Terminal perfectly combines security, transparency, simplicity and flexibility. All features and mathematics are performed by the server, leaving the gaming machines to simply portray the game from the server. The game server handles the complete process online in real time, including the machine payment management system. A customer-friendly platform caters for increased customer acceptance. A wide-ranging jackpot system ensures the complete benefits come to fruition of server-based gaming.

## The Right Solution for Each Gaming Requirement

Such a wide product range has to be linked together for operators to gain optimal returns. Again, Amatic Industries shows that operators can source all their requirements from one supplier – namely Amatic Industries. The Casino Floor Management System COS is this answer. This allows operators to make real online use of all information available from the gaming solutions from Amatic Industries as well as all other SAS machines that are available in the operation. The integrated floor casino management system can be operated on a multitude of different gaming locations – all linked together for ease of reporting and configuration via the central MultiSite server. Naturally this system runs optimally with Player Tracking and cashless gaming solutions.



## Play-for-fun mobile gaming

Amatic Industries has already gained experience in play-for-fun mobile gaming with the introduction of the popular game Billy's Gang that is available as an App on iTunes. Since its introduction, this game has already been downloaded thousands of times. As this is not a free App it shows just how popular Amatic games are.

# Italy's number one choice for change machines: VNE

## VNE in pole position at ICE

Italy is currently probably the largest market in the world for change machines. Competition is thus very strong. VNE is the clear market leader in Italy. VNE is the clear choice in the home market due to a strong product range based on excellent quality and service, great Italian design and simplicity to operate and use.

Such innovation and flair must be shared with the international market. Thus, VNE will once again be exhibiting at the ICE in January at the Earl's Court in London in pole position – at stand number 4200 right in front of the main entrance. The best position for the most preferred manufacturer of change machines.

A complete choice ranges between simple notes-to-coins change machines such as Compact Change right up to complete VLT change machine solutions such as Super Change VLT and Queen Change. VNE

provides the simple answer to the increasing complexity in operating change machines in various market segments such as VLT. Real time, online information on a wide range of features is just a mouse click away for operators. This gives operators a complete overview of the VNE change machines – regardless of where they are. Furthermore, online support from VNE means that almost immediate help can be offered on the service side.

Mr. Lorenzo Verona, General Manager of this family-owned and family-managed company, notes, "The fact that we are the most successful supplier of change machines to the Italian market demonstrates the excellent level of quality and service we offer. We have solutions for the every requirement. We take great pride in what we do and support our customers throughout. We welcome all visitors to our stand 4200 at the ICE".



# DRGT powered by SiP at ICE 2012

Exciting Belgian technology company brings its superb systems products to London after purchasing Systems in Progress in the summer

**D**RGT will be exhibiting for the first time as DRGT powered by SiP at the forthcoming ICE. It is only a year since DRGT announced its entrance into the international systems markets after many years of successful operations in the home market in Belgium.

The innovative prowess has created such a strong demand for DRGT systems – the new systems company – that the purchase of the Austrian Systems in Progress [SiP] could be added in the summer. This has provided great synergies. SiP has many years of international experience with proven reliability. DRGT is very much player focused, bringing systems in the field of marketing as well. Systems can now be adapted to each individual player on each individual slot machine.

The friendly and professional team of DRGT powered by SiP will be presenting a whole world of systems choice, including:

## drFast

Traditional reel-based slot machines often still enjoy a strong following amongst certain players. Thus, many operators wish to keep them on their gaming floors. The question is how to update these mechanically based slots to an integrated cashless solution. drFast is the answer. drFast is the simplest and most cost-effective way to transform your slots to cashless operation. It incorporates iButton or RFID card technology from DR Gaming Technology.

## drPulse

Another addition to the product range confirms DRGT's commitment to connect all your slots: drPulse. As an option to any of their solutions it enables accounting and/or cashless on machines with no or a limited serial protocol. This product brings cashless to all markets, where traditionally there was no possibility.

## drTouch

drTouch has been designed for video slots which have a single touch screen monitor. When the iButton is activated, the drTouch information is displayed on the screen giving the player complete visual control over his/her account.

## drTouch<sup>2</sup>

drTouch<sup>2</sup> is the ultimate, top of the range solution for slot machines with two or more displays. When the iButton is activated, the

drTouch<sup>2</sup> information is displayed on the lower display, while the game reels are moved to the secondary display. This gives the player complete visual control over their iButton account while allowing the player continued, uninterrupted gaming fun.

## drTicket

The Ticketing solution from DRGT is unique as it runs without a server! This removes a very expensive single point of failure as common found in competitors solutions. DRGT's team works closely with you as an operator to provide a mechanical and technical solution to connect all your slots, even the ones with no SAS ticketing support.

## drReelScreen

drReel Screen from DR Gaming Technology is a revolutionary way to update traditional reel-based games to the optimal possible systems solution. drTouch offers the distinct advantage of displaying the credit status of their account on the gaming screen and giving the player the choice of transferring a certain value from the account to the game credit meter. Also player tracking information, odometers, marketing messages and the original payable glass can be showed on a vivid 19 to 22" wide Touch Screen!

## drJackpot

The integration of SiP made a full range of progressive and mystery jackpots available to

DRGT's customers. Again a unique solution that does not require servers or controllers, enhancing the reliability and return on investment!

Hook drScreen or drReelScreen up and there is no need to place large and expensive jackpot signs above the slots. Players keep their eyes and focus on the slot monitors anyway. This is exactly where the jackpots are shown – on the before hardly used second screen of the video-based slots. Reel-based slots can be updated with drReel Screen to make use of this true benefit.

## New for ICE:

### drScreen

Be amazed on the further developments for systems. Systems has now suddenly entered the domain of the marketing departments. The screen can now be completely tailored to – and that means every individual screen. Imagine having a system that shows messages according to the player on the machine at that moment. Picture the real benefits of targeting that individual player in real time. Video content, ad streams, focused messaging – all on the slot monitor right in front of the player's eyes. That is drScreen.

### drSMIB Casino

Purple is the colour of DRGT. Thus it is only fitting that the premier solution from DRGT comes in purple. It offers the complete solutions as explained in this text. DRGT works on all slots!

### drSMIB Arcade

Completely new to the ICE – the drSMIB Arcade. The AWP world is fast progressing to network integration. This brings a whole world of challenges and complexities to the operators. DRGT is your partner to bring your arcade machines into the networked systems world. Make use of all the advantages DRGT offers now in the arcade world.

The entire team of DRGT powered by SiP is looking forward to greeting visitors to their stand 3010, including Jurgen De Munck (CEO), Michiel van Dam (COO), Georg Steiner (Senior Business Development Director), Christian Eder (Director of Professional Services) and Franz Lechner (R&D Director).



Left: DRGT executives: Georg Steiner (Senior Business Development Director), Michiel van Dam (COO) and Jurgen de Munck (CEO)

# Elo brings new monitor to ICE

**TE Connectivity** will showcase their latest innovative **Elo TouchSystems** products for gaming applications at the ICE

**T**he main Elo TouchSystems product highlight at the show will be a new 22" gaming LED touchmonitor 2244L, a wide viewing angle version of the recently released 2243L 22" open-frame monitor, alongside a new 55" model in the Interactive Digital Signage (IDS) family featuring multi-touch, and a small 7" LCD display.

The new 2244L 22" monitor features a 16:9 aspect ratio high-definition display with LED backlight technology, providing true HD interactivity for the latest gaming applications. The wide viewing angle of 178° x 178° allows colours to remain sharp and graphics to retain their integrity – which adds to the gaming pleasure – while the LED backlighting reduces power consumption and allows for slimmer dimensions enabling cabinet manufacturers to produce thinner and more aesthetically pleasing kiosk designs. The 16:9 wide-screen format displays provide for extra content on the screen and are quickly becoming preferred in casino gaming, amusement and entertainment settings due to the high-definition cinematic-like experience.

Like the 2243L, the Elo TouchSystems 2244L monitor is available with either the innovative TE Touch Solutions APR (Acoustic Pulse Recognition) or IntelliTouch surface acoustic wave touchscreen technology. These pure-glass touch solutions provide superior image quality to ensure that colours and optics of games are preserved.

As with all Elo TouchSystems products, gaming manufacturers benefit from TE Connectivity's commitment to long product life cycles – ensuring cabinet designs do not need to change simply because a panel changes – as well as fast, high contrast panels and multiple mounting options.

Also on show will be the latest product in the Interactive Digital Signage (IDS) family – the 55" model 5500L. This large-format touch display is useful for interactive advertising and visitor guidance in casinos and hotels and combines IntelliTouch touchscreen technology with commercial-grade, large format LCD panels in a sleek true-flat design. The 5500L will also be available with an optical touchscreen technology, which is designed to allow up to four simultaneous touches to be detected. No activation force is necessary and image quality is high while it can be touched with any type of stylus. The 5500L will also feature a LED-backlit LCD panel making it slimmer than existing models and with narrower borders.

Another novelty is a small 7" LCD display – the Elo TouchSystems 0700L. The screen is typically applied as a second display, facing the customer in POS and

retail environments. It can also be set-up to be the main display for applications requiring a small screen, for example personal gaming screens as part of a larger interactive gaming table.

The company will also be exhibiting touchmonitors with projected capacitive touchscreen technology – PCAP. Fast and sensitive response, zero-bezel design and multi-touch are some of the advantages of this technology. Also on show will be desktop monitors and all-in-one touchcomputers featuring glass-to-edge iTouch surface acoustic wave touchscreen technology, the zero-bezel version of IntelliTouch, comprising a true-flat seamless glass touchscreen.

TE Connectivity's Elo TouchSystems is exhibiting on stand number 4252.



# APEX Gaming – the perfect gaming mix

APEX gaming introduces new land-based and mobile gaming innovations at ICE 2012, on **stand 3070**

**A**PEX gaming will once as ever be exhibiting at the ICE in Hall 2 of Earl's Court at stand 3070. Major new land-based and mobile innovations strengthen yet further the company portfolio:

## THE PINNACLE GAMING CABINET SERIES

The success story of the Pinnacle continues. The design, shape, attractiveness make these upright Pinnacle and slant top cabinets Pinnacle SL stand out immediately at any operations. The technology and proven quality mean that the Pinnacle is built to last. Which is an essential thing given its popularity. Combined with the great games selection, it is no wonder that the Pinnacle is the talk of the industry.

The Pinnacle upright gaming machine is equipped with two 22" monitors and the slant top Pinnacle SL has two 26" monitors. Both are equipped with the finest components and a patented cooling system which has the dual benefits of keeping the components not just cool but also clean (by continual air circulation) ensuring their longevity. This ensures optimal game uptime and so maximises player satisfaction.



## EVEN MORE GAMES

APEX gaming will be releasing a brand new Multi Magic games package of 20 brand new games. This games package adds to the existing games packages Multi Magic I, Multi Magic II, Multi Magic III, Magic Fruits, Hot Magic Fruits, Hot Magic Fruits XXL and Multi Magic Classic.

APEX gaming therefore has over one hundred games – one hundred and ten to be exact – of proven games to choose from.

## EVOLUTION: THE MAJOR NEW APEX GAMING PLATFORM

Having introduced the concept at the previous ICE, the APEX gaming research and development team has dedicated itself to perfecting this major new platform to enable 3D games. The feedback was so great at the last ICE that it was clear where the focus would be. APEX gaming is proud to release the new platform called Evolution to the international gaming market. The first 3D games package contains five fantastic games:

THE ADVENTURES OF CAPTAIN NEMO

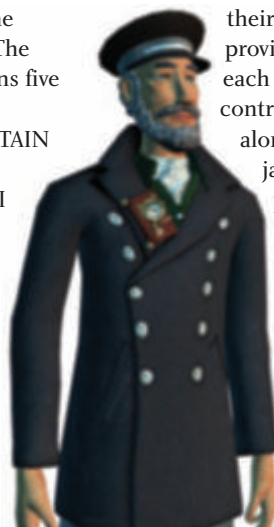
LEGEND OF THE SPHINX II

WONDERLAND

OCEAN TALE 2

ROYAL FRUITS

Both screens have been integrated to provide a full gaming experience. The gaming experience can move up, down and across both screens. Double HD definition at 1920 x 1080 provides for optimal graphics.



## WELCOME TO MOBILE GAMING FROM APEX GAMING

The ICE 2012 sees APEX gaming release its for-entertainment only mobile gaming platform. The new App has been designed to run on both Apple and Android devices. The App offers not just one game but a choice of the favourite APEX games.

Much time and dedication has flowed into the new play-for-fun APEX games. The popular features of smart technology have been integrated into the APEX App.

The Find Apex feature further strengthens the land-based gaming sector. Pressing here shows a range of gaming locations nearby that offer APEX gaming machines. Thus, players can

easily see the nearest gaming locations where APEX gaming machines are. This ensures that the App has a major marketing benefit. Players who enjoy the



App and want to play on proper gaming machines can see at an instant where they can be found.

## PRO LINK – THE APEX CASINO MANAGEMENT SYSTEM

PRO LINK is the name of the casino management system of APEX gaming.

PRO LINK gives operators full visibility on their slot machines on the gaming floor. It provides for an entire range of statistics of each slot machine. Online monitoring and control is available at a touch of a button alongside a full range of statistics. A jackpot system can be embedded so that progressive and wide-area progressive jackpots can further add to the possibilities of expanding the gaming experience.

PRO LINK has been further designed to be even more customer friendly. It is set up in a clear and easy way to understand. Different access levels can be set between the accounting management, jackpot management, machine management, site management, ticket management and user and role management.

This is rounded off with a 24-hour service line that is open every day, 365 days a year.

## SHUFFLE KING

Having made its debut at the previous ICE, lots of things have happened since then for the Shuffle King. It is asserting its royal title already. A host of new features have been integrated into the Shuffle King making it even more regal. The Shuffle King has already been integrated by major casino groups and has become the chosen shuffler – for example at the recent European Poker Tournament at King's Casino in the Czech Republic.

## QUIKKER

The electronic Quikker and Poker Table will naturally be on prominent display at the ICE. APEX gaming is proving that operators can choose new paths and offer their players a major new gaming idea. Operators can offer players the traditional Hold'Em Poker alongside the unique Quikker game. Interest for Quikker continues to grow and the APEX team looks forward to explaining this great game to all interested persons at the ICE.

# Astrosystems: Committed to Cash

Cash handling specialists bring top brands **Microcoin** and the **Global Bill Acceptor** range to customers at ICE - visit **stand 4044**

**B**ased in the UK, Astrosystems Ltd is the European regional office of Astrosys International, which specialises in the design, manufacture and distribution of currency handling products under the following brands: Microcoin electronic coin validators and the Global Bill Acceptor range of bank note validators.

Both the Microcoin and GBA acceptors are well established products, with a strong presence in various markets across the world.

The past few months have been eventful for Astrosystems



with the introduction in to the gaming market of the GBA GV1 bill acceptor.

The GV1 is a vault style secure note stacker, designed to fit the gaming industry footprint for bill acceptor units. One of the key features is the simplicity and ease of servicing. With all parts modular and replaceable in seconds, down time of the host machine is significantly reduced.

Having visited the key industry exhibitions over the past months, Steve Priest, Sales Manager at Astrosystems said:

"Feedback from customers and potential clients has been very encouraging, and we are

currently working on a series of trials with key operators and manufacturers".

In January 2012, Astrosystems will be seen displaying their range of note and coin validation product at both the ICE exhibition in Earls Court (Stand No 4044) and EAG International at the Excel Centre (Stand No 550).

[www.globalbillacceptors.com](http://www.globalbillacceptors.com)



# GBA GV1

## GBA GV1

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ICE Totally Gaming: Stand 4044  
EAG International: Stand 550

# Fournier's pre-shuffled deck a hit

**Fournier** to exhibit their widest ever range of live game products at ICE 2012 on **stand 3250**

**F**ournier and its sister company, United States Playing Cards, Co. (USPC), manufacturer of the "Bee" and KEM playing cards will exhibit once again at ICE London, the most consolidated gaming exhibition in Europe.

From the 24th through the 26th of January Fournier and USPC will show in their booth # 3250 what will be undoubtedly their widest range of products and solutions for live gaming operations ever shown by this company. This will include the Fournier, Bee and KEM playing cards, leaders in casinos around the world. The Pre-Shuffled cards, one of the most acclaimed products in 2011 and conceived to maximize the profitability and security for the operator will be also present at Fournier stand. These playing cards provide a truly random shuffle from the factory, being the process fully automated, patented and with the certification of Gaming Laboratories International (GLI).

Additionally Fournier will exhibit their range of long lasting and smooth touch layouts (Dura + by Fournier) and the Bee dice, acknowledged for meeting the highest standards of precision and security.

# Quixant: 3rd Gen AMD Fusion

**Quixant** to preview **3rd Generation AMD Fusion Technology** at ICE

**Q**uixant will be showing its latest "all in one" gaming boards and platforms at the upcoming ICE 2012 show at London's Earls court exhibition center on 24th-26th January 2012.

Quixant strongly believes in delivering the latest and best technology to our customers. If we are able to utilize the very latest chipset technology to give our customers more powerful products at a lower price point then we have achieved our goal" commented Gary Mullins, Quixant Sales Director.

"Quixant's unique position as the only "Elite" member of the AMD Fusion Partner Program means we have priority in receiving advance access to new AMD products, which enables us to deliver finished gaming products before any of our competitors. Excellent multi-screen graphics performance is key in gaming, and AMD continues to dominate in this critical area. AMD Fusion APU technology combines this leading graphics technology together with

multi-core CPUs onto one chip."

"While Quixant launched mass production of its first AMD Fusion based gaming product at ICE 2011, other vendors will be headlining their competing products at ICE 2012. For ICE 2012 Quixant will be previewing to select customers complete gaming solutions based on the upcoming third generation AMD Fusion technology. That's how far ahead of the competition we are."

"Third generation Fusion technology delivers multi-screen performance never before seen on an integrated gaming board, and all without the need for problematic and expensive plug in graphics cards. This is coupled on-board with the latest discrete graphics technology that works in harmony with the Fusion APU graphics to provide support for more than six simultaneous monitors and exceptional levels of performance."

"This unique focus on delivering the benefits of the very latest technology to gaming manufacturers means Quixant has by far the best products available in the industry."

# Eurocoin aims to MELT the ICE!

See **stand 4045** for Eurocoin's hotter-than-ever product array...

**S**ales Director Colin Veitch is eagerly anticipating the show. "There is already huge interest in our European launch of the Epicentral Couponing software system, and we can add to this the new 3M Multi-Touch solution, our market-leading range of Epic Printers plus the new iVIZION bill acceptor from JCM. Together with the advanced wide angle HD TFTs from Kortek, we really do have the perfect solution to all VLT and Gaming needs!"

Eurocoin's Epic range of gaming and lottery printers are established world leaders. The **Epicentral Print System** enables promotional coupons and other messages to be printed to casino guests while they play at slot machines - allowing the casino to communicate directly with the customer to create multiple promotions and incentives. The entire range of TransAct Epic printers will be available for demonstration at the Eurocoin stand.

ICE will see the launch of **brand new touch technology** from 3M that is designed to replace the traditional push-button on games

with a single panel projective capacitive touchscreen TFT. The 3M Projected Capacitive Technology has been specifically engineered to offer players a more intense player experience. The full multi-touch solution enables 10 finger



touch performance and is available for demonstration at the Eurocoin stand.

**JCM iVIZION**, already widely adopted as the preferred bill acceptor in its class in USA, this exciting fast, new, secure validator is now available from Eurocoin. iVIZION uses Contact Image Sensor Technology to scan 75 times more data points than any competing bill acceptor and captures a full image of each banknote or ticket.

Eurocoin are a leading European supplier of open frame industrial TFT LCD displays with or without Touchscreen. Their European Partnership with industry market leaders **Kortek Corporation** ensures the very latest display technology is available to European manufacturers, together with an excellent after-sales structure - on their stand Eurocoin will be displaying their full range of Kortek HD TFT's.

So, to see Europe's hottest products at ICE, visit Eurocoin on Stand 4045 - please email [sales@eurocoin.co.uk](mailto:sales@eurocoin.co.uk) to pre-book an appointment with a member of our specialist sales and support team.



## World Class Solutions for Casino and VLT Operations - See us on Stand 4045 at ICE



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The International Source for Casino Slot Machine Tickets



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# More than just a VLT: Merkur

The most recent gaming products 'made in Germany' will be showcased on **Merkur Gaming booth #4070**

German MERKUR GAMING will be once again participating at ICE 2012, January 24-26. "ICE is the most comprehensive gaming exhibition in the world and we will not miss this opportunity to present our complete product portfolio, offering an individual solution for every specific market. All industry players are cordially invited to visit us in London and to experience the proven German quality of our products", says Thomas Niehenke, COO of the GAUSELMANN GROUP.

"As the major attraction we will introduce the novelties for such highly developing segments of the international gaming markets as VLT and server-based gaming. Success of our VLT and SBG range of products is guaranteed by the winning combination of well-founded know-how in this part of gaming business, the advanced ADP technology alongside MERKUR's huge library of game content to be continually extended", comments Rolf Falke, Spokesman of the Executive Management at MERKUR GAMING.

Furthermore, MERKUR GAMING will exhibit a big variety of multi-games under the popular umbrella brands "Games Unlimited" and "Casinoline", specially designed to offer maximum game diversity for international markets. "The gripping features of our games ensure maximum player satisfaction and customer-connectivity. We are confident that among our great number of games every player can find his favourite one. All game packages are available in the ergonomic Slant Top cabinet as well as latest casino-style cabinet WB5 for optimal comfort", comments Peter Amling, Managing Director at MERKUR GAMING.

Spanish guests will be surely excited about Merkur's new reel-based AWP "Cards West" with its enthralling cards feature. For those in Spain who prefer the video-based games, MERKUR GAMING will demonstrate the high-class multi-game "Merkur Magic" combining numerous breathtaking features in the club-game for even more fun.

Italian visitors will also have the possibility to

admire Merkur's exceptional product line for Italy including single and multi-games to meet the requirements of the comma 6a market. In particular the fantastic multi-game line "Merkur Mystery" has already won over the Italian operators at the last exhibition in Rome.

The MERKUR GAMING product presentation will be complemented by the famous 'Merkur International Dispenser 100'. Up to now this unique product for the improved cash-handling is available with a ticket-in option.

As in the previous year the other proud members of the GAUSELMANN GROUP, BLUEPRINT GAMING and CASH POINT, will show their recent products on the booth of MERKUR GAMING, too.

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# totallydiverse



**Jens Halle, Managing Director, Austrian Gaming Industries GmbH**

“ ICE is the stage on which Novomatic annually shows the best innovations. Our customers expect to see our latest products in style and ICE is where that happens.



**Craig Churchill, IGT, Senior Vice President of International**

“ ICE is the most important international show of the year for IGT and allows us to showcase our world-class gaming solutions, including our market specific games that resonates with local players and suite of global services that only IGT has the scale to offer. Year after year, ICE sets the stage for success.



**Eduardo Aching, Senior Director, International Sales, Konami Gaming, Inc.**

“ ICE is the definitive European Gaming show. Exhibiting gives us a great opportunity to launch new products to the European market while providing an effective venue for us to meet with our current customers as well as generate new leads.



betting



bingo



casino



lottery



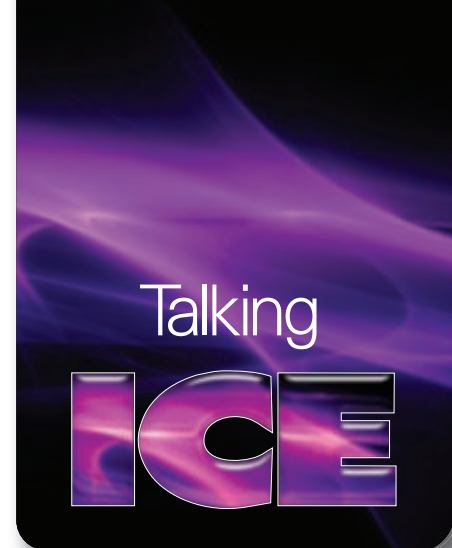
online



mobile



street



**Fabrizio Alberici,  
CEO, Alberici SPA**

“ We would never miss the ICE Show: to us it is the most important B2B event, where we usually launch our new creations, sense the mood of the gaming industry and meet with existing and future partners.



**Peter Naessens, Head of  
Regulatory Advice Unit,  
R&D, Belgian Gaming  
Commission**

“ The ICE show is simply great because it offers so many B2B, B2C, B2G & G2G opportunities.



**Ron Goudsmit, Chairman,  
European Casino  
Association**

“ The ECA recommends ICE as the most important and influential gaming industry event in Europe to all its members.

**totallyice**

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# Suzo Happ: The right choice at ICE

See **stand 4150** to discover a staggering selection of product

**T**he Suzo Happ Group will once again be proudly exhibiting at the ICE in London in January. Visitors are invited to come to stand at the customary position as ever at number 4150.

The theme for 2012 revolves around the term 'The Right Choice'. The global leader in component solutions will be displaying its extremely large product range. The Suzo Happ team from around the globe will be at the stand to welcome visitors. The strength in depth that Suzo Happ offers with so many market-leading home-designed and manufactured products combined with the distribution of the best products in their field from partners such as FutureLogic, MEL, ELO and Talaris leads to the correct conclusion for the industry – choosing Suzo Happ is making the right choice.

**The Celebration Topper** creates a new level of excitement on the gaming floor. It interfaces into the 'SAS Jackpot' line of the slot machine and when the selected level of a jackpot is achieved the topper triggers a 'Celebration Event'. The

celebration event includes customisable video messages on the 15.6" LCD display, light pipe LED's rise out of the top of topper, flashing LED's on sides of LCD, confetti launcher throws out a burst of confetti from the topper and loud audio alarm celebration sounds. The goal of this 'Celebration' is to create a new level of excitement on the gaming floor for players and therefore stimulate more game play. The Celebration Topper will be sold in multiple configurations including a unit that uses a backlight graphic panel instead of the 15.6" LCD.

The Celebration Topper is yet another addition of the made-by-Suzo-Happ toppers. They come in a whole range of shapes and sizes. They can be linked together to highlight how a bank of gaming machines belong together. Cascading and other ways of linking the toppers can be programmed – Suzo Happ delivers the entire solution. Suzo Happ invites visitors to find out which toppers fit their needs best. The strength in depth of the Suzo Happ portfolio is reflected in the topper range. The depth of innovative solutions covers LCD,

video, disc and reel toppers. The latest range of toppers can be integrated into the game play and thus provide slot machine manufacturers a further gaming level. The Suzo Happ topper range includes the Reel Topper, the Round Video Topper, the Round Disc Topper, the Tower Light Topper, the Ellipse Compact Topper, the Shield Topper, the Ringo Compact Topper, the Mini Ellipse Topper, the Xenon LED Topper, the Ellipse TFTopper, the Upright Topper, the RGB Pill Topper, the RGB Polygon Topper and the Synchronised RGB Topper.

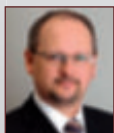
The recent innovations will also be on prominent display, including the Flow Hopper (coin payout), the Flip Card Unit (for poker machines), the RGB Handle Mechanism (adding style to slot machines) and a whole range of new buttons. Suzo Happ prides itself on working hand-in-hand with the industry to develop the right products – leading to the right choice.

Come and see optimal gaming solutions from the industry-leading component manufacturers for whom Suzo Happ acts as distributor and service partner.

## **Dallmeier** casino competence team

### From 100 to 10,000 cameras, we plan and build the optimal security solution for your needs!

Our Casino Project Team is a group of internationally experienced experts and specialists. They support you right from the start of the project planning and up to the technical implementation. Moreover, they are available to answer questions and offer advice at any time beyond the project closure!



**Konrad Hechtbauer** is the Director of the Project & Application Development Team and as such has been heading the planning and realisation of casino projects around the world for more than ten years. "Dallmeier has planned and realised the world's largest video surveillance systems for casinos. The experience we have gained through those projects is continuously used in our product development. Therefore, also small casinos are able to benefit from innovative and proved solutions."

#### Other members of the casino competence team:



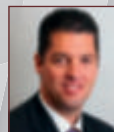
Craig Graham



Oliver Koch



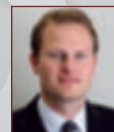
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# Bally goes interactive



**Marketing:  
Land-based vs. Online**

**Capitalizing on Mobile  
Web Opportunities**

**All the latest news from the  
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LAND BASED



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**CASH  
SPIN**



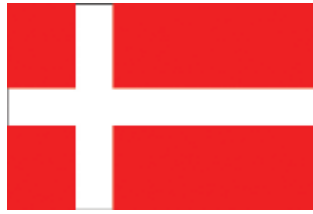
ONLINE



SYSTEMS

## Danish tax laws approved

EU regulators have approved Danish online gambling tax laws following complaints from land-based operators who argued that the laws applied to online were far lower than in the land industry. In response, the Danish betting industry issued a statement calling it a 'landmark' decision, and said that in effect it clears all EU member states to apply lower taxes for online operators. As a result a 20% flat tax rate will be applied on gross revenues from the online industry, and Danish online operators are now allowed to offer real-money poker, casino games, sports-betting and bingo, but not the lottery



## Pokerstars breaks Guinness record

PokerStars.com celebrated its 10th anniversary by setting a new Guinness World Record on Sunday December 4th when 200,000 people paid \$1 to compete in an online tournament.



Guinness adjudicator, Gaz Deaves, was on hand to certify the new record as celebrations kicked off at the Hilton Prague, venue for the latest stop on the PokerStars.com European Poker Tour. After only 18 minutes some 25,000 players had been knocked out, and after an hour's play only half the starting players remained. Russian online player "sokoluk1991" went on to win the \$40,000 first prize after just over seven hours of play



## Betware passes compliance in Spain

Betware's gaming platform has passed all the tests necessary to receive a certification for the application process of general licenses in Spain. The tests,

performed by BMM, are part of the new gaming regulations, introduced recently in Spain and are a mandatory requirement for each gaming operator applying for a general license.

BMM International's European laboratory, BMM Spain, has been accredited to test and certify iGaming platforms for the Spanish Gaming Authority. BMM's detailed evaluation process revealed that Betware's Central Regulatory Storage (CRS) system complies with requirements set forth by the regulator. This ensures that Betware's CRS is the appropriate solution for any operator applying for a



## Virgin Casino goes mobile

Having worked with leading mobile marketing agency, Somo, to develop the mobile offering, Virgin Games has announced the launch of Virgin Casino Mobile. The mobile product is integrated into the company's bespoke-built gaming platform and will be developed into a multi-content proposition with games from a range of content partners.



The mobile product has been developed as a web application, allowing it to be instantly available to customers without the need for App Store approval. Virgin Games has attached its single wallet system to the new mobile product, meaning its players use the same account to play at Virgin Casino, Virgin Bingo, Virgin Poker and now mobile casino.

At launch, the mobile site will initially offer Microgaming's mobile games content, including Thunderstruck and Tomb Raider slots through the game developer's Quick Fire integration process. However, Virgin Games plans to launch additional content suppliers into its mobile casino in a similar fashion to its internet offering, which provides a variety of games from a number of developers.

Simon Burrige, CEO of Virgin Games, commented: "With Smartphone penetration now exceeding 40% in the UK, customers want and expect to be able to do on their phone what they do on their PC. With the launch of Virgin Casino Mobile we're simply responding to this demand."

...in related news, Virgin Games has signed up vzaar as its video content technology provider. The company will use the vzaar technology to serve videos on all its casino, bingo, poker and mobile sites. The new functionality provided by vzaar follows a complete re-launch of all Virgin Games websites in September of this year. All Virgin Games sites, which include Casino, Bingo and Poker, were redesigned to be more engaging for the user. The latest introduction of video technology enhances the interactive and user friendly experience by allowing Virgin Games customers to see video previews of slot games before having a go via the demo play option.

license in Spain. Stefan Hrafnkelsson, Betware CEO, said: "Our major goal is to offer products that allow our customers to focus their efforts on marketing and selling games to their players with Betware ensuring all regulatory requirements."

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[www.greentube.com/en/casino](http://www.greentube.com/en/casino)



# Mandalay chooses QuickFire

QuickFire, powered by Microgaming, is to supply its casino software solution to Isle of Man-based Mandalay Holdings' latest bingo site, XBingo. This outer-space themed website offers a variety of bingo experiences with a strong emphasis on community and social media.



Through QuickFire, XBingo players will have access to a huge selection of gaming content as well as bigger jackpots, and new bonuses and incentives. Players will be able to enjoy renowned Microgaming games such as Thunderstruck, Tomb Raider and the multi-million progressive jackpot game, Mega Moolah.

Alex Holt, Co-Founder at XBingo commented: "Having innovative casino games to supplement the bingo action is a real priority for us and we're confident our players will react well to Microgaming's huge suite of games."

# Facebook: real money gambling

According to industry observers Facebook is in talks with a number of gaming operators



about opening its platform to real money gambling in the UK. The company is reportedly looking at ways to develop the social gaming and credit system, although discussions are at an exploratory stage.

Earlier this year Facebook amended its UK gaming policy to allow gambling companies to launch non-money applications as long as it was made clear that it was not traditional cash gambling, while guidelines specify that 'ads that promote or facilitate online gambling, games of skill or lotteries, including online casino, sports books, bingo, or poker, are only allowed in specific countries with prior authorisation from Facebook'.

## GTECH G2 partners with Xorti

GTECH G2 has signed a partnership with Xorti to launch two new gaming sites, Pokerleaders and SpinWinners. GTECH G2 will provide Xorti with its Poker and Instant Casino products as well as its Gaming Management System (GMS), providing a range of gaming services to aid the successful deployment and operation of its partner's portals.

Olivier Douce, Director of Xorti, said: "As a company we are passionate about iGaming and wanted to invest in the very best technology and services. GTECH G2 has provided us with the perfect partnership for our entry into the market."

## IOM operators awarded

It was a successful night for the Isle of Man and its e-Gaming sector at the e-Gaming Review Operator Awards (EGR), where Isle of Man companies picked up no less than four awards. Isle of Man licensed Paddy Power collected three awards for Affiliate Programme of the Year, Social Networking Operator and Customer Relations, demonstrating their high level of performance all round. Isle of Man licensed



JenningsBet won the coveted Best Website Performance award, the winner of which is determined by measuring key metrics of response time, availability and consistency of the website using the Gomez Last Mile.

Garth Kimber



Garth Kimber, Head of e-Gaming Development, Isle of Man Government's Department of Economic Development commented: "Once again the Isle of Man has demonstrated its ability to support and regulate world-leading companies in the e-Gaming field. The Best Website Performance award particularly demonstrates the unparalleled network performance which is available from the Island and JenningsBet's commitment to evolve their site to meet their customers' needs and expectations."

## Rank calls for single tax rate

The Rank Group has issued a statement calling on the UK Government to 'level the playing field' and set a single tax rate for online and land-based gambling. Rank chief executive and chairman Ian Burke said in a paper published by the Group that an even tax rate for land-based operators would benefit the economy through job creation and more sustainable tax generation.

In the statement, Rank reminds the coalition government parties of their pre-election pledges to bring the taxation of bingo in licensed clubs in line with other forms of gambling, including online bingo, from 20 percent to zero percent or 15 percent.

## Online Gambling: \$46.1 billion by 2015

According to a new paper from Research and Market - "In Global Online Gambling" - the global online gambling market will have a value of over \$46 billion by the end of 2015. The report says the market had total gross gaming wins of \$29.8 billion in 2010, representing a compound annual growth rate of nearly 14 percent between 2006 and 2010. The paper revealed that sports betting was the most lucrative sector with total gross gaming wins of \$12.2 billion, equivalent to 41 percent of the market's overall value.



# Set Your Business Free!

Betware's Gaming Platform offers you the freedom of choice

Choosing the right strategy and games to offer can be the difference between success and failure and in today's market, operators no longer need to be locked into a contract with just one gaming provider. Betware's Gaming Platform offers a seamless integration with 3<sup>rd</sup> party gaming vendors and terminal systems, whilst also providing the operator with limitless flexibility.

**For more information** on how your business can thrive with Betware's flexible and robust platform contact us at [info@betware.com](mailto:info@betware.com)



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- the best bet

## Aristocrat Passes 100,000 Downloads

Casino games and systems technology developer, Aristocrat, is celebrating more than 100,000 downloads of its popular play-for-fun mobile app games from the App Store.



Aristocrat Americas President, Nick Khin, said: "We are thrilled to have achieved this important milestone. We create the world's best gaming experience every day, and what this download milestone clearly says is that players love playing our games in their favorite casino, and love them so much that they want to take the play-for-fun versions with them

everywhere they go on their iPod, iPhone or iPad."

Several of Aristocrat's most popular titles from land-based casinos are available now on the App Store, including Dragon Emperor, Fire Light, 5 Dragons, Geisha, Imperial House, Miss Kitty, Sun and Moon and Wicked Winnings II.



## BetStone boosts analysis

BetStone Ltd has introduced a range of new enhancements to its business intelligence and management software – XGS System. This major upgrade will enable operators have greater profitability through optimal insight into the gaming floor and operations.

This enhanced system offers a number of modules including its core modules: XGS Cashier, providing a cash management system; XGS Security for monitoring and centralized control, and XGS View for real time reporting and game play analysis.

Avron Goss, Betstone's Director, commented: "We have an aggressive release schedule over the coming months with many Operators eager to implement our system to manage their operations. We are committed to delivering innovation to our customers and partners and this enhanced system does just that."

## Golden and pregnant

Golden Palace have released never-seen-before shots of Anna Nicole Smith, the curvaceous blonde Playboy pin-up, jeans model, oil tycoon bride and reality-show subject, who passed away in February of 2007. Famous for being famous, Anna Nicole had agreed to become a spokesperson for GoldenPalace just prior to her passing having been a fan of the brand, especially liking the outlandish marketing efforts that were made with the Virgin Mary Grilled Cheese Sandwich.

The extraordinary "golden" pregnancy photo shoot was also her idea, but with her death coming so soon after the photo shoot the campaign was immediately shelved. The never-before-seen photos from 2006 are now being shared as a tribute to her "free spirit and zany sense of humor". The Anna Nicole slot machine, featuring all of her favorite items including: glitz, glamour, diamonds, shoes, tiny dogs, bright lipstick, and all things pink will be available soon, exclusively at GoldenPalace.com



## Reely poker launches

Leander Games has announced the launch of one its first games on Playtech's EdGE games platform. Following the partnership agreement with Playtech's Gaming Technology Solutions (GTS) subsidiary, it has launched a title from the 'Reely' series: Reely Poker.

The highly-anticipated Reely Poker has been fully integrated to the GTS EdGE platform, with a long list of operators ready to release the game to players. Reely Poker is part of the Reely Series of slot games, designed to appeal to both mainstream slot and table game players.

GTS's open platform solution enables Leander to reach new operators worldwide, including Bet 24, and the BetClic Everest Group.

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# Bally goes interactive...

When the oldest slot manufacturing company in the world says it's going 'Interactive' you'd better pay attention, as **Matt Broughton** discovers...

Mike Daly



Very few of today's big online players can say that they've been around since 2002 let alone 1932. Such is the history and legacy of Bally Technologies, inc. who, in October of this year, announced a new business division – Bally Interactive. Through this new division Bally would offer casino operators the ability to augment their land-based casino gaming with mobile and online play-for-free and wager-based games. At the time of the announcement the Company's Chief Executive Officer, Richard M. Hadrill, said: "As gaming expands outside the casino floor, our technologies will enable casino operators to reach their patrons wherever they are, bringing the casino to the players, and bringing players back to the casino."

Casino International Online caught up with Bally Technologies' Senior Director of Business Development, Mike Daly, to talk about this exciting new development for the global giant.

**Casino International Online (CIO): How long has the new division been 'under construction'?**

Mike Daly (MD): We've been developing our interactive strategy for some time now, watching the industry and the trends, discussing with our customers, and being very thoughtful in our decision making. We decided to announce the week of the 2011 Global Gaming Expo because the time was right and we were going to be showcasing some of our interactive products at the show.

**CIO: What will the new division be responsible for?**

MD: Bally Interactive will encompass the company's Mobile, Internet, and Social initiatives, complementing our traditional games and systems business lines and supporting our customers as they expand their marketing and gaming offerings to the online world.

**CIO: What was the catalyst for this new division's creation?**

MD: The catalyst was the acceleration of mobile and online gaming, and gaming-related online marketing across the globe, and our desire to give gaming operators a "single view of the player" and enable casinos to deliver a powerful experience to their patrons, giving them a "single view of the casino" across all platforms, whether they are on the casino floor, at home or on the move. We've been developing our interactive strategy for the past couple years, watching the industry and waiting until the time was right for us to announce. Part of our Bally Interactive strategy was the acquisition of MacroView Labs, a company we bought last July. MacroView was - and Bally Mobile is now - the world's leading provider of custom mobile apps for the casino industry.

**CIO: What do you see as the most exciting repercussions of this move?**

MD: We're obviously thrilled about Bally Interactive. Through this new division we'll be able to





offer casino operators the ability to augment their land-based casino gaming with mobile and online play-for-free and wager-based games, as well as online social experiences that keep their players engaged with the casinos when not on property. And we'll be able to integrate our mobile and Internet solutions with our core casino-management systems, player-tracking systems, and business-intelligence solutions

to give our customers a single view of their patrons.

**CIO: Why hasn't this happened sooner?**

MD: Bally has been very strategic and thoughtful in the way we launched Bally Interactive. We wanted to make sure that internally we were ready for this. With the acquisition of a mobile company, the completion of some key technology milestones, and some other important steps we took regarding getting personnel, resources, and structure in place, we felt like we were ready to formally launch.

**CIO: What do you think Bally brings to the interactive sector that isn't already fulfilled in the market?**

MD: We are one of the world's leading gaming systems companies, and as such our systems provide the back-end accounting, slot monitoring, and player tracking for some of the world's largest casino operators. We feel this is really a true



differentiator when it comes to Bally Interactive versus other providers. We can integrate our mobile and Internet solutions with our core slot-management and casino-management systems and Bally Business Intelligence to give casinos a single view of their player. This integration will enable casino operators to reach their patrons

wherever they are, bringing the casino to the players, and bringing players back to the casino. It's very exciting.

This integration will enable our customers – the



casino operator – to stay connected to player trends and behavior, as well as give their patrons access to player's club accounts when they are at home or on the go.

**CIO: What are the first products people can expect to see from Bally Interactive?**

MD: Well, the mobile facet of Bally Interactive is already going full steam, providing custom apps and complete mobile-marketing solutions to casinos for a number of different mobile platforms. This market-leading, cloud-based solution will soon be integrated with our slot and casino-management systems to offer players 24-hour access to their player's club accounts, and to also offer play-for-fun versions of popular Bally casino games.

Over the next year you'll see us offer a complete cross-platform solution to casino operators that will encompass land based, mobile, online and systems. This will include both online and mobile play-for-free as well as wager-based versions of popular Bally casino games that we'll make available to casino operators to offer their patrons. We will never compete with casinos, but will be here to provide them the ability to offer such solutions to augment their land-based offerings.

# Marketing: Land-based vs online

Online and offline casinos: two worlds colliding or two giants standing hand-in-hand? **ComTrade's Ales Gornjec** discusses.

**T**he land-based gambling industry is rich in history having played an important role in the lives of its customers for decades. The online gambling sector only came into being around the mid-to-late nineties, and to land based gambling operators - where casinos date back to hundreds of years - the online industry is just a mere drop in the ocean. So where do the similarities lie with these two very diverse sectors with different levels of maturity and experience, and do

marketing and customer service where focus on player acquisition and retention is key.



Promotions and how a land-based casino attracts its player versus online hold very different principles, but the most widely used by both sectors are welcome bonuses in order to build relationships. Land-based operators have more options as resorts can offer a variety of services and therefore attract players with package deals that include discounted rooms, playable promotional credits and free tickets; these can also add up to loyalty bonus points for regular use. Additionally junkets are used to increase visits and are very similar to the online affiliate model. Both sectors also create special promotions specifically for the affiliate or junkets for easier player acquisition.



## ComTrade

they have more in common from a marketing and CRM perspective than is currently recognised?

As both are present in the same industry the two seem relatively similar. Both offer the same variety of games such as slots, table games, poker and multi player games, and both use independent agents to help with customer acquisition, run loyalty schemes and provide bonuses. Also, from a player perspective both industries strive to deliver the best player experience as each sector has a strategic focus on customer loyalty and churn rates.

But by taking a slightly closer look at how both sectors are managed reveals some differences. For example, land-based operations are far more complex compared to online and therefore require a greater investment in manpower and infrastructure. However, what both sectors strongly depend upon is purpose-built software that should never limit the support of the operator. This is especially important in

### Technology & Redemption

From a technological standpoint tracking of spend is much simpler online as the affiliate is mapped to the player account. In the case of junkets land-based





players have to use a given rating card by the junket agent in order for the casino to evaluate the deposits of the player on a particular slot machine. For table games wagering is monitored manually by casino personnel based on averages and not actual amounts making online tracking more accurate.

Once the player has been acquired both sectors use a very similar approach for player retention and customer loyalty. Loyalty programs are mostly used to award players and almost all operators leverage loyalty points. However few have centralised loyalty or bonusing systems to run a promotion across multiple platforms or at different locations. This is a major opportunity for the land-based casinos that have launched online as this is where the two industries do combine. In the past - and as an example - operators have used cross-point, bonus build-up or cross-redemption campaigns to give players the opportunity to 'buy' items such as holidays using loyalty bonus points secured in either an online or offline environment.

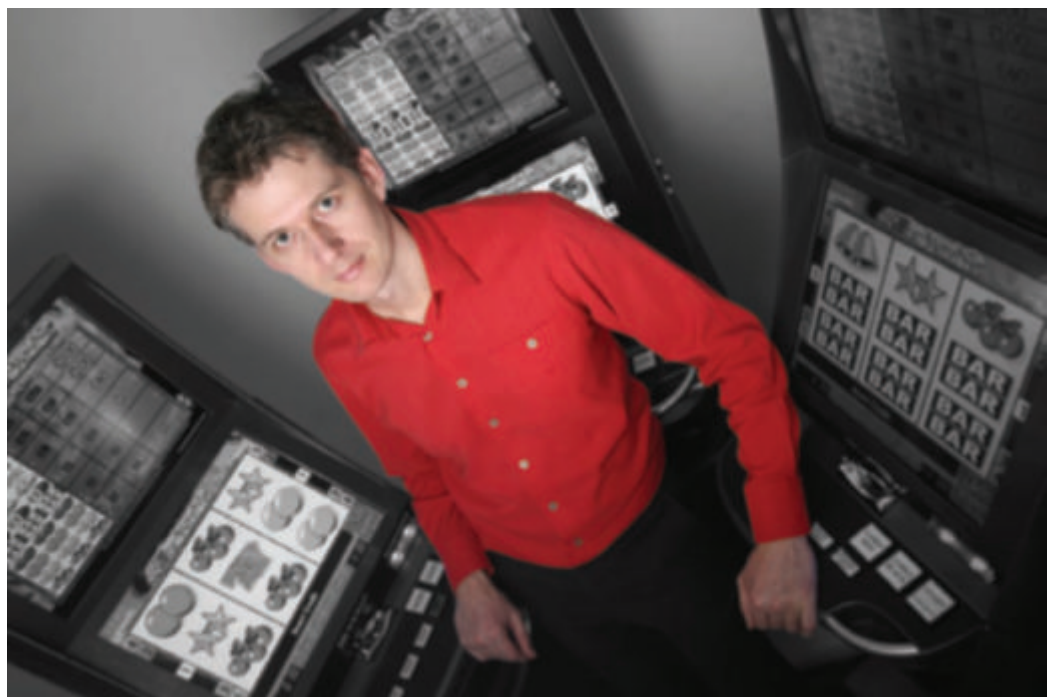


Redemption is also much easier for the land-based industry as it has more options with several shops and shows on site that can be linked to a promotional campaign where

points can be exchanged for drinks, gadgets, gifts, food or accommodation. It's much harder to redeem offline promotions through online operations due to its virtual nature and third-party requirements.

Another difference between these sectors is that traditional marketing is rarely used in the online sector due to its high costs. However, this form of communication is very popular amongst land-based operators and direct mail campaigns are frequently used.

Back-end data collation is one area that is important to both the online and land-based sectors and plays a vital role in the success of the business. Although some land-based games are hard to track due to the anonymous nature of the game, land-based casinos can still collect player data through tracking club visits. Alternative tracking methods are



also used for other games and these include points based systems or player rating tables.

Both sectors want real-time information and for land-based this is only possible on slot machines. The online sector uses a very similar approach but players are tracked in real-time due to the online nature. This also means that the online operator is able to launch a reactivation or retention campaign quicker than a land-based casino.

### Cross Promotional is King

To conclude, the land-based industry is cottoning on to the value of cross promotional activity so that players can earn points in a land-based environment and simultaneously see the same status online and vice versa. Those land-based operators who leverage and integrate in to an online society will also have the overall advantage as they are able to offer a complete player experience regardless of how the player plays or in which location.

However it is the player experience which is the ultimate factor in running a successful casino operation whether this is land-based or online and we believe that the two sectors could and are learning from one another.

#### Ales Gornjec Director of Gaming, ComTrade

Ales Gornjec is the Director of Gaming at ComTrade, formerly HERMES SoftLab. Ales launched the ComTrade Gaming Division and is responsible for 200 engineers fielding the area of online casino, casino management, sports betting, online poker and live casino software. He joined ComTrade in 1996 as a software engineer and designer after graduating from the Faculty of Electrical Engineering and Computer Science at the University of Maribor.

# Capitalizing on Mobile Web opportunities

The mobile revolution rolls on whether you're prepared for it or not. **David Flower, Compuware APM's EMEA VP**, offers some suggestions on how to make the most of the imminent opportunities.



David Flower



**A**lthough mobile gambling still accounts for less than one per cent of all global gambling, advances in technology mean that the mobile revolution is truly moving ahead. For land-based bookmakers, mobile gaming represents a very big risk – or opportunity, depending on your point of view. With the number of smartphone users expected to outstrip desktop Internet users by 2014, consumers can place bets on a poker game, play the odds at a sporting event or even spin the virtual roulette wheel from wherever they happen to be. The desktop Internet is yesterday's news for many web-savvy consumers, and for that reason alone land-based bookmakers should at the very least be considering their mobile options.

However, as mobile opportunities increase, so do customer expectations. Unfortunately many companies racing ahead with the mobile revolution are stumbling across a number of obstacles along the way to their goal of a consistent mobile web presence that satisfies customers and encourages business growth.

So what considerations should be made? Here are some best practice measures to get you started...

## 1. Your customers are from Mars, but you're from Venus

Do you know your mobile customers – really? Should you rely on a 'regular' site, offer an optimized mobile website or create a mobile application? In order to arrive at the right answer you need to know what devices your customers are using, what networks they are on and where they are based.

## 2. Your mobile content is out of sight – and out of mind

If your customers can't find your mobile website, you've lost their business. For starters this means automated redirects that recognize mobile users and instantly lead them to the appropriate mobile

content, and then when they reach the site ensure that you are providing content and functionality that supports what your customers are trying to achieve. Betfair's mobile website is a great example: the site uses a simple layout that ensures the "priority" elements of its site fit onto a single mobile screen.



## 3. You're not ready for prime time

It's not good enough to be prepared for 'ordinary' business conditions. After all the expense of driving traffic and promoting your mobile service, you have to be ready for peak traffic conditions when interest and expectations are at their height.

## 4. You're falling short – way short – of expectations

Mobile users expect to make sacrifices in content depth and presentation in exchange for 'any time, any place' convenience. The one thing they won't sacrifice, however, is speed. 58% of mobile phone users expect websites to load as quickly on their phones as on their desktops.

## 5. You don't see your mobile service from your customer's perspective

It's too easy to feel warm and cozy behind the comforts of your firewall where everything from web servers to load balancers appear to be running okay but as many as two-thirds of all performance failures occur outside the firewall. No matter where the problems arise, the blame – and the consequence – will fall on you.

The mobile web offers tremendous opportunities. Businesses looking to exploit the full marketing power of the mobile web must leverage best practices and put performance management squarely at the top of their to-do lists. As the old saying goes: failure to prepare is preparing to fail.



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[philip.barton@reedexpo.com.hk](mailto:philip.barton@reedexpo.com.hk)

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# Identity crisis

E-gamers dislike waiting for identity verification, and persuading them it's beneficial could be a tough proposition, writes **Barnaby Page**

**W**e've written before, in this column and in Casino International's news pages, about the rapidity with which frustrating interfaces or poor help systems repel people from an e-experience. Now comes yet another piece of research into the subject, this time focusing on consumers' views of the time eaten up by identity verification.

And the survey, by Experian and the International Fraud Prevention Research Centre at Britain's Nottingham Business School, found that gaming is the online application where a long wait is least acceptable.

Said Nick Mothershaw, Director of Identity and Fraud at Experian: "The message for providers using older forms of identity verification and other security procedures is to make the checks faster and less onerous." Fair enough. But it's not easy to detect a clear pattern in the Experian findings that explains why acceptable wait times vary markedly among sectors.

Gaming was the application where consumers had the least tolerance for a wait, losing their patience after three minutes; next came retail, at four minutes. Both these tend to involve relatively low-value transactions with rapid gratification (particularly if one presumes that some of the pleasure of shopping is in simply having bought the product, rather than physically receiving it, a moment which e-commerce postpones).

At the bottom of the list, meanwhile, were three applications where consumers would wait twice as long, tolerating a six-minute delay: in-branch banking, insurance, and travel. Online banking came in close at five minutes.

The delay before gratification on these is rather mixed. Banking may be a matter of making a transfer that needs to be executed today, or of setting up a standing order that won't take effect for a month. Insurance is something that, if you need it, you

probably want right away. Yet travel is usually booked weeks or months in advance.

However, what they do have in common is that the sums involved will often be a lot more than those staked in a session by a casual gamer.

Also worth a five-minute wait for identity verification were, the polled consumers reported, dealings with telecommunications and transport companies, and much the same comments apply to these as to the six-minute bunch. The delays before gratification are mixed – for example, topping up a pay-as-you-go phone is an instant requirement, buying a new handset is not. But again, the amount of money involved may be much more than the impatient gamer plans to spend.

So, it seems that the raw minutes figure for the delay which identity checking introduces before the gratification of the transaction may not be the most important factor.

Instead, is it that consumers are happy to put up with a level of identity checking that they feel is *proportionate to the value of the transaction?*

Instead, is it that consumers are happy to put up with a level of identity checking that they feel is proportionate to the value of the transaction? After all, waiting more than a few minutes to, say, place a £5 bet on a football match does instinctively seem disproportionate. And, further, is that *because they erroneously believe that the transaction value is all that they are risking?*

If so, we could address this by considering the issue of waiting time another way. Of course we should try to minimise the "time cost" to the consumer while identity checks are performed, but we should also encourage them to look at an alternative scenario: the possible monetary cost if those checks are not performed.

So the crucial thing to stress here, when explaining why they can't proceed immediately to the game, is that that monetary cost could be far greater than the transaction value if there weren't identity-related safeguards in place (obviously, I'm not suggesting we

should phrase it in that rather abstract way). For example, if we didn't perform thorough checks, it would be much easier for the bad guys to use stolen credit-card information on our e-gaming services.

But, and it's a big but: that's a difficult benefit to sell.

It reminds me of a dilemma from medical ethics. Given a certain amount of resource, it may be more cost-effective (in terms of lives saved per unit of resource) to cheaply immunise 25,000 people against flu than to give expensive courses of chemotherapy to ten cancer patients. (These figures are within the ballpark, but please don't quote them as accurate.)

Which should we do? Many people would balk at expending the resource on the immunisations, even though it may seem the most rational policy; and one of their principal arguments will be that we don't know for sure that any of the 25,000 will die without the immunisations, whereas we can be certain the cancer patients will die if they are not treated. Even if epidemiology makes us pretty confident that there will be more than ten flu deaths in an unimmunised population, we lack the technology to predict which individuals will be affected, so it's still undeniable that the overwhelming majority of the vaccines have no medical benefit to their recipients!

What this has to do with e-gaming (honest) is that when we are trying to persuade the consumer to accept time-consuming identity checks, we are making an argument for immunisation; asking them to spend their time resource on a process that probably won't benefit them personally, rather than on more immediately pressing issues. We cannot argue that if we don't run the check, this particular individual will have their credit card or bank account compromised, because they almost certainly won't. We can only hope they understand that if we didn't run the checks on everybody, some people would (probably) be ill-affected.

And that's not going to be an easy message to communicate, is it?



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