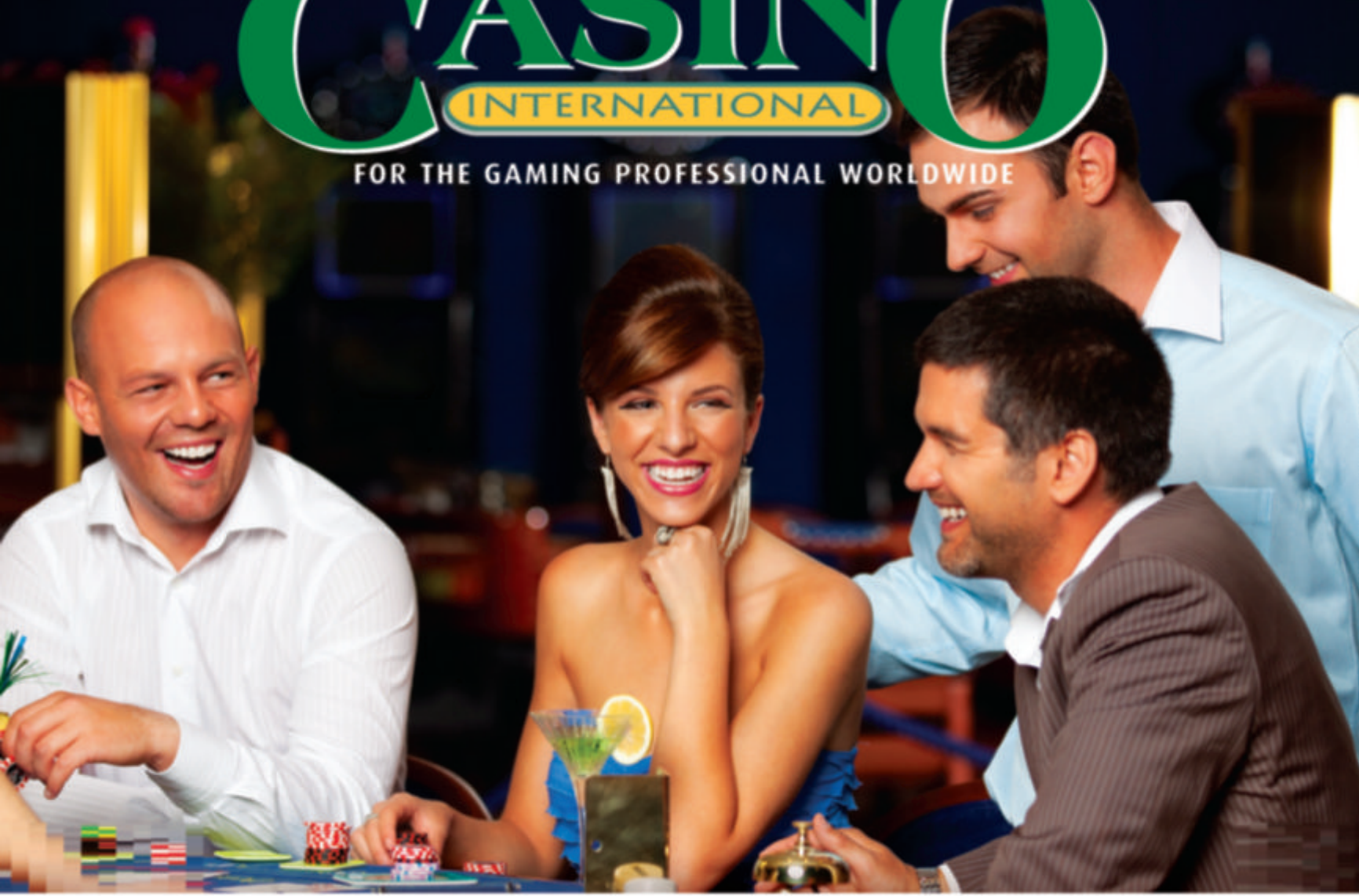


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# CASINO

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### Editor's letter

**W**ow. Ice was fun, wasn't it? The buzz was more pronounced than it has been for some time, but we'll have to wait and see if it's an upswing generally that the show caught the benefit of, or if it was relief at being away from Earl's Court next year. I know, people are sentimental about the place. But let's be realistic: as an exhibition venue, it's not great. The hotels around it are dreadful, the building look great from outside but feels antique within... It can't compete with custom-built venues. And ExCel is a terrific venue, make no mistake. The only problem with it is there aren't many places to stay close by, and what there is is stupidly expensive. Transport links are not as good as Earl's Court either, but I think when it's had a year there, we'll all be looking back and saying "Earl's what?"



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## Bally readies its systems for e-gaming migration

New tech will help land-based casinos go online

Everyone talks the convergence talk. But not all vendors seem to have a detailed strategy in place to enable the much-predicted melding of the land-based and online sectors, now a particularly pressing issue as legalisation of e-gaming by more US states appears imminent.

Bally Technologies, however, is one supplier of casino systems that's committing in a big way to the mixed-platform world. It's launched a new Remote Gaming Server, enabling online and mobile operations to access its library of games; acquired an online gaming platform from France's Chiligaming; and signed a development agreement with Comtrade.

"The Bally Remote Gaming Server allows new and existing customers to seamlessly integrate Bally games into their online portals," said John Connelly, Bally's Vice President of Business Development. "When

combined with Bally's systems, the Bally Interactive products will deliver a single view of the player – on the casino floor, at home, and on the move. The way in which these products will be integrated across multiple platforms will provide powerful cross-marketing tools for operators and dynamic bonusing benefits for their players."

The server, which will allow operators to offer pay-for-free as well as wager-based games, will be enhanced over the next year with the integration of other Bally systems such as those for accounting, player ratings and loyalty programmes.

Meanwhile, the gaming platform that Bally has acquired from Chiligaming is likely to be used first for Poker in Nevada, where the US firm has an application pending with

regulators. Said Deutsche Bank gaming analyst Carlo Santarelli: "The deal provides Bally with a key element towards advancing its mobile and online player tracking and bonusing initiatives while still ultimately benefiting its end user."

**The server will be enhanced by other Bally tools for accounting and loyalty programmes**

## They won – like, totally Holland Casino, 888 get gongs as top operators

Winners of this year's Totally Gaming Awards, presented in London, were:

- Best Casino Operator of the Year: The Lido Club by Holland Casino Amsterdam.
- Best Online Casino of the Year: 888.com.
- Best Street Supplier of the Year: JCM Global.
- Best Lottery Product of the Year: raff.me by Raff.
- Best Betting Product of the Year: Inspired Gaming Group.

- Best Land-Based Casino of the Year: Casino Cosmopol.
- The Media Award: Novomatic – The World of Gaming.
- Best Mobile Gaming Product of the Year: Betfair for iPhone.
- Best Bingo Product of the Year: Jackpotjoy from Gamesys.
- Best Manufacturer of the Year: Austrian Gaming Industries.
- Best Marketing Campaign of the Year: Casinos Austria.
- Best Online Gaming Product of the Year: 888poker.com.

### IN BRIEF

**TRIBAL PIONEER** Nisqually Red Wind Casino in Washington state is the first US user of TransAct's Epicentral Print System.

**DOWN SOUTH** Gaming revenues in Mississippi are down for the fourth year in a row. The state's 19 casinos brought in \$2.24bn during 2011, 6.3 per cent lower than in 2010.

**A LOTTA SLOTS** Pechanga Resort & Casino in California hosted the world's largest slot machine tournament, verified by Guinness World Records. Bally Technologies' iView software was used for the tournament, which involved around 2900 players on 100 machines.

**AGEM MEMBERS** Six companies have joined the Association of Gaming Equipment Manufacturers (AGEM). They are Grand Products Nevada, Kontron, Litemax Technology, Tech Results, Video Gaming Technologies, and Warrior Gaming Associates. All except the Taiwanese Litemax are US-based.

**PENN. UP** Gross revenue from table games in Pennsylvania during January reached nearly \$53m, according to regulators, 22.3 per cent up on last year. There were an average of 962 tables in operation.

**VERY REWARDING** Members of MGM Resorts' M Life programme now receive rewards for "virtually every" dollar they spend at the 15 participating locations in Las Vegas and across the US, including expenditure on f&b and shows. Also new is a link-up between M Life and Ameristar's Star Awards/Plateau Players Club programme, allowing members of either to earn rewards at both MGM and Ameristar casinos.

**PINNACLE PEAK** Revenues for US casino operator Pinnacle Entertainment rose 7.8 per cent year-on-year to to \$1.14bn during 2011.

**TROP IDEA** Tropicana Entertainment is to expand its Lighthouse Point Casino in Greenville, Mississippi, and rename it Trop Casino Greenville. However, it is closing its Jubilee Casino in Greenville in April.

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# Global gaming tops \$400bn

**Lotteries, casinos take the lion's share; but economy poses worries**

Annual global gambling revenues now top \$400bn, says Global Betting and Gaming Consultants (GBGC).

It cites a provisional total of \$419bn for 2011, up 5.6 percent on the previous year.

The biggest share of that, 28.4 per cent, went to lotteries. But casinos are close behind at 27.7 per cent thanks to growth in gambling centres such as Macau and Singapore, and GBGC expects them to overtake lotteries in 2012. The figures exclude U.S. tribal gaming.

"There are numerous new casinos under development in Asia that are due to open in the next few years, whilst Singapore's integrated resorts are still only in their second full year of operations," said GBGC Director Lorien Pilling.

Internet gaming revenues grew less than might be expected, from eight per cent of the total to 8.4 per cent.

GBGC expects the \$500bn figure to be reached by 2014. But, cautioned Pilling, "the global economic situation will be a major influence. If China's economy does have a crash landing it is difficult to see Macau's gaming growth rates being maintained. A strong economic recovery in the U.S. would help gaming revenues that have been hit hard in recent years. In Europe, the gambling industry needs the eurozone crisis to be resolved because the uncertainty is really hurting the gambling sector in the likes of Greece and Spain."

# Magic Dreams eyes Asia markets

Europe, LatinAm remain core, but it's next stop Macau for the games firm

Italian game maker Magic Dreams has its eye on new territories.

"We've recently expanded our presence into Africa thanks to the excellent performance that our Double Draw Poker generates, and we now plan to achieve great targets in this area," said General Manager Luca Gerardini.

"We do plan also to enter in the Asian market, which doesn't just mean Macau but also the surrounding countries. Of course Europe and South America are always the markets where our activity is well-established, and for these territories our intention is to be strengthened and consolidated by offering innovation, flexibility and great dynamism."

New products for Europe on show at the ICE Totally Gaming event in London included the upright Wow cabinet; the Time Voyager jackpot system with a three-game library consisting of Back to Jurassic, Back to Rome and Back to Rinascimento; and High Voltage, a standalone progressive jackpot series.

Said Gerardini: "Our established customers immediately noticed the great innovation we showcased, but we are also extremely happy that, thanks to our new launches, we grabbed the attention of several new operators. This year's exhibition brought outstanding business opportunities that we are looking forward to pursue."

## IN BRIEF

**INCREDIBLE NEWS** Minnesota regulators have approved Incredible Technologies as a maker of gaming machines. "Minnesota is a thriving market with high demand," said Elaine Hodgson, the firm's CEO.

**JOLLY G G** Casinos were among the strongest performers for Britain's Rank Group during 2011, the company says.

**TOMORROW THE WORLD** JCM Global predicts that its PayCheck 4 thermal printer will this year be installed in 40 per cent of all North American casino games.

**ILLINOIS LICENCE** American Gaming Systems has been granted a licence for the supply of video gaming terminals in Illinois, as well as a riverboat licence for the state.

**MORE LEAPS** Leap Forward Gaming (LFG) won the Technology Startup of the Year Award from Nevada's Center for Entrepreneurship and Technology and the Reno Gazette Journal. Separately, TransAct Technologies' Epic 950 printer and Epicentral Print System have been integrated with Leap Forward's SaffariNet.

**HAWAIIAN CASINOS?** Three bills have been submitted to the House of Representatives of Hawaii enabling the creation of a state lottery, the licensing of land-based casino operations, and the establishment of a state e-gaming corporation. Hawaiian law-makers are looking for ways to address a large deficit.

**GSA NEWBIES** Arcade Game Regional Innovation Center (AGRIC) of South Korea and Tipping Point Gaming of Nevada are joining the Gaming Standards Association as silver members. Station Casinos of Nevada, the British Group of Newfoundland, and Grand Vision Gaming of Montana are also joining at GSA's bronze membership level.

**NOT GOOD** Parx Casino and Mount Airy Casino Resort in Pennsylvania have been fined by regulators. Parx had allowed under-age gaming, while Mount Airy had worked with a firm whose licence was suspended.

# German MP hits out at "favouritism"

Law-maker says street gaming operations should share casinos' privileges

A senior German politician has criticised his own government's treatment of state-run casinos, saying it unfairly favours them at the expense of street gaming.

Speaking at the opening of the IMA exhibition in Dusseldorf, Siegfried Kauder – a member of the Bundestag, the German parliament, and Chairman of its legal committee – said: "Why is table gambling and gambling through gaming machines, which are actually the same as those at amusement arcades, allowed at state-run casinos, which do not have to comply with the restrictions applicable to amusement arcades? The same law applies to all of us.

"About 10m people per year visit amusement arcades to enjoy themselves. I don't know how many people per year visit state-run casinos. I did that for the first time two days ago, and there were a few things that caught my eye.

**"Never have I heard a more dishonest argument"**

"The cloakroom fee is just €0.25. You get a

voucher for a free alcoholic drink. So people are lured into state-run casinos to make them spend their money there. That's okay. However, the same right has to be extended to amusement arcades.

"The case law has developed the requirement that casinos must combat 'gambling addiction' because this is the only justification for the monopoly of the state on operating casinos to be upheld. Ladies and gentlemen, never have I heard a more dishonest argument.

"If somebody can explain to me why state-run casinos are a better place for 'gambling addicts' and for combating 'gambling addiction' than private amusement arcades, I will be happy to change my mind. This argument is not even logical on its own terms. If you prohibit gambling at amusement arcades, pathological gamblers will resort to the Internet because, on average, each of them engages in five different forms of gambling.

"If you bar one of them, the other four remain, and a fifth one readily offers itself on the Internet. This shows that the argument that 'gambling addiction' needs to be combated, and amusement arcades therefore need to be tightly regulated, is dishonest and cannot be accepted."

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# US casino industry puts one cent in every dollar

The gaming sector remains a major player in the American economy, its trade association argues

While attention continues to be lavished on the Asian casino hot spots of Macau and Singapore (see story, p6), the US industry is still a major contributor to that country's economy.

That, at least, is the argument unsurprisingly put forward by the American Gaming Association (AGA), basing its assertions on a report it commissioned from consultancy The Brattle Group.

Looking not only at direct expenditure in casinos, but also at the knock-on effects, Brattle came to the conclusion that in 2010, the 566 casinos across 22 states supported about \$125bn in spending and nearly 820,000 US jobs in 2010. That figure is equivalent to roughly one per cent of US gross domestic product.

However, in terms of both dollars and jobs, less than half was the direct impact of casino activities – they generated a shade under \$50bn in consumer spending (some \$15bn of it being non-gaming expenditure), and provided about 350,000 jobs. The rest was indirect.

**“The industry supports economic activity that stretches far beyond the places that host casinos”**

“There is no doubt the commercial casino industry is a significant and vital part of our nation's economy,” said Frank J. Fahrenkopf Jr., President and CEO of the AGA.

“The industry generates and supports economic activity that stretches far beyond the communities that host casinos and into the greater American economy.”

But not always that far. Of the \$125bn headline figure that includes the indirect effects of the casino industry, two thirds was generated in the county where a casino was situated or in surrounding counties. The remaining third was further afield.

What may be shifting, though, is the pattern of where those cash-spewing casinos are located. For example, the Las Vegas Strip will not get back to its previous 2007 record of \$6.8bn gross gaming revenue until 2014, according to predictions from Global Betting and Gaming Consultants (GBGC).

Said Warwick Bartlett, GBGC's Chief Executive: “The recovery started toward the end of 2009. In spite of a nine per cent uplift from 2009 to 2011 Vegas has a long way to go.

“On current growth rates and the prospect of some Federal budget-balancing after the Presidential election, we predict that 2014 will be the year when Vegas is back to where it was in terms of revenues from gambling.”

Meanwhile, Pennsylvania has snatched New Jersey's spot as the second biggest gaming market after Nevada, with revenue topping \$3bn for the first time in 2011.

That figure was more than 20 per cent up on the previous year, and should grow noticeably as more casinos are developed in the state to exploit still-unused licences.

## GAMING PEOPLE

**AMERICAN GAMING ASSOCIATION** American Gaming Association (AGA) President and CEO Frank J. Fahrenkopf, Jr. is to be keynote speaker GLI University's 11th North American Roundtable in Las Vegas this month. Separately, the AGA board has elected Richard Haddrill, CEO of Bally Technologies, as Chairman for the next two years. Previously Vice Chairman, he follows Keith Smith, President and CEO of Boyd Gaming, in the position. James J. Murren, Chairman and CEO of MGM Resorts International, replaces Haddrill as the AGA's new Vice Chairman. Adam Rosenberg, Managing Director and Global Head of Goldman Sachs' gaming group, has joined the board as a Director.

**ARISTOCRAT** Jeffrey J. Connors is the new Senior Director of National Accounts and Business Development, returning to the firm after a seven-year stint as Vice President of Regional Sales at Bally Technologies.

**COZY GAMES** Tim Green has been appointed Chief Operating Officer of Cozy Gaming's Isle of Man-licensed business.

**FUTURELOGIC** Ted Grevelis is now Business Development Director for the US Midwest region at FutureLogic. He was previously with IGT, where he rose to become Director of Sales, and before that was with Silicon Gaming.

**GAMING LABORATORIES INTERNATIONAL** Rodney Arsenault and Murray Lee have joined the professional services team of Gaming Laboratories International (GLI) in Moncton, New Brunswick. Arsenault has most recently worked for Atlantic Lottery Corporation, where he was Process Improvement & Standards Specialist for the Atlantic Lottery Corporation; Lee's most recent position was as IT Security Coordinator for McCain Foods. GLI has also added four new team members to its development staff in the US. They are Melissa Aarskaug; Jason Krause and Teri LeBaron, both from Bally Technologies; and Lauren Roberts-York, previously in customer services for GLI.

**INSPIRED GAMING GROUP** Ron Babini is Inspired Gaming Group's new Casino Sales Director for Europe, joining from IGT Europe, where he was sales manager. Jurate Bitinaite, previously Regional Sales Manager at Bally, joins as Corporate Partnership Manager for the Americas.

**JCM GLOBAL** Payam Zadeh, formerly EMEA Director of Sales for JCM Global, has been named General Manager. Joining the firm's EMEA operations is Nobuyuki Sato, previously at the Tokyo headquarters, as Managing Director.

**MARYLAND LIVE!** Sonnette Kotze is the new VP of Finance for Maryland Live!

**MICROGAMING** Dominic Harrison, former CEO of the Gala Coral Group and Interim Chief Executive of the British trade body Business in Sport and Leisure, is taking up the role of Chairman of the Microgaming Poker Network's network management board.

**NEWAVE** Management software supplier NEWave has formed a new professional services division, led by Senior VP of Professional Services Claudia Winkler.

**RESPONSIBLE GAMBLING TRUST** Marc Etches has been named as CEO of Britain's Responsible Gambling Trust, the new organisation created by the merger of the Responsible Gambling Fund and The Great Foundation.

**TCSJOHNHUXLEY** Tim Klok has been promoted to Senior Business Development Manager with TCSJohnHuxley in the UK, responsible for sales to mainland Europe. He started at the firm in sales before moving to operations.

**TROPICANA ENTERTAINMENT** Tony Radio has been promoted to President and Chief Operating Officer of Tropicana Entertainment, but will also remain in his current position as President and CEO of Tropicana Casino and Resort Atlantic City.

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# Baccarat revenue surpasses Blackjack in Las Vegas

March 2011 saw a devastating earthquake ravage Japan, shocking the world and leaving thousands missing, homeless – or dead. In the midst of a massive reconstruction effort, is now the time for the country to introduce casinos? **Innovate Gaming** asks the question

**L**as Vegas welcomed scores of Asian tourists to its casinos in January as the city lined the strip with Chinese New Year celebrations. Wagers on baccarat were unparalleled and highlights the impact the game and Asian patronage has in Sin City.

Casino revenue at baccarat tables has easily surpassed blackjack in Las Vegas and now represents almost 60 percent of MGM Grand's yearly table games revenue. VIP rooms with unlimited stakes baccarat attract high rollers especially from Asia, with many tables starting at a minimum \$10,000 per hand.

Macau, the world's biggest gambling destination labelled the "Monte Carlo of the Orient" is built on the back of high stakes table play. The enclave's 33 casinos generated \$33.5 billion revenue in 2011, compared to \$10.4 billion across all Nevada's casinos.

The VIP sector reportedly accounts for more than 70 percent of gaming revenue in Macau. This is controlled by junket operators who bankroll high-end gamblers from mainland China to play table games in plush, secluded rooms in the back of top casinos.

Baccarat is the game of choice in Asia and accounts for approximately 88 percent of total Macau casino winnings, according to the Macau Gaming Inspection and Coordination Bureau (DICJ).

Asia's economy shows great signs of strength during these harsh financial times and continues to benefit the gaming industry. Players have large disposable incomes allowing them to travel and wager on high stakes casino games.

Blackjack has long been the top performing game in Las Vegas, but casinos are now seeing a noticeable shift towards baccarat. Casinos are working hard to increase international visitation from Asia and offer year-round baccarat tournaments with large prize pools.

LV Sands, who operates 4 casino resorts in Asia and 3 in the US won \$6.87 billion revenue from baccarat for the first 9 months of 2011, whilst Caesars Entertainment, the largest US casino operator but with no facilities in Asia, produced a smaller \$6.66 billion across its 52 US casinos during the same period.

Baccarat is popular amongst high stakes players



due to its glamour appeal and sheer simplicity. The game also moves at a relatively slow pace producing a lower house edge and giving players time to place larger bets and additional side bets.

Nevada currently has 258 baccarat tables across 24 casinos, which has almost doubled over the past 5 years. According to the Nevada Gaming Revenue Report, casinos statewide won \$1.27 billion from baccarat last year, compared to \$1.03 billion produced from Nevada's 2,810 blackjack tables across 151 casinos.

Figures show total revenue generated from baccarat has been on an upward trend over the last 10 years in Nevada, as blackjack slowly declines.

With Asian tourists favouring the glitz and glamour of Las Vegas as the number one gaming destination in the US, blackjack remains popular throughout the rest of the country and amongst local players.

Atlantic City, which recently slipped into third position behind Pennsylvania in terms of casino revenue, has poor links to major airports and mainly draws customers native to the US. The city's 11 casinos won \$9.1 million from baccarat in 2011, compared to \$335.2 million generated from blackjack.

Casinos do not need to replace the still profitable blackjack tables for baccarat. Instead, they should provide exclusive baccarat facilities with high stakes play to attract Asian players. With baccarat producing large, unpredictable swings in revenue from quarter to quarter, blackjack remains consistent and helps casino to balance the profit sheet.

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# Stateside

Sharon Harris reports back from the US...

**H**istorically playing defense, gaming again confronts notoriety. Las Vegas Sands owner/operator Sheldon Adelson, 78, and worth about \$25 billion, has remained relatively unknown. He is now the “rich guy” face of super political action committees (PACs). These groups may raise unlimited outside election campaign funds, but must technically avoid the candidate.

In January 2010, the US Supreme Court ruled (5-4) that free speech permits super PACs. The minority feared potential corruption from unlimited private money. Really...corrupt politics?

President Barack Obama publicly denounced the decision, as several justices attended, in his January 2010 State of the Union address. He has labeled it “a major victory for big oil, Wall Street banks, health insurance companies and the other powerful interests that marshal their power every day in Washington to drown out the voices of everyday Americans.”

In 2012, Obama’s reelection campaign is less disgusted, forming Obama’s Priorities USA Action super PAC. Claiming he must “level the campaign’s playing field”, senior White House officials now routinely pass the collection plate among wealthy donors.

Team Obama makes reversing course on their grand public pronouncements into an art form. In 2008, they pledged to only accept public campaign financing, but flipped upon realizing their historic fundraising potential.

Republican primary candidates aren’t innocent either. They claim to distance themselves from super PACs, but clearly make their opinions known. Adelson’s \$11-plus million super PAC donations has prolonged Newt Gingrich’s candidacy. Can anyone, including Obama, just tell the truth?

During interviews, the media calls Adelson the “billionaire casino mogul”. So, how mainstream America views him and gaming? Will this scrutiny affect gaming executives? Sure, they earn plenty, but they directly and indirectly employ millions.

Raised in poverty, Adelson insists his fortune comes from hard work, taking risks, vision and savvy business acumen. Although rarely publicized, Adelson donated hundreds of millions to charities despite losing billions when stocks plunged in 2008.

Adelson and Republican candidate Mitt Romney, worth about \$200-plus million, symbolize the rich and super rich “one percent” in America. To last year’s

Occupy Wall Street protestors, the “one percent” is public enemy number one. What defines “rich” is unclear, but they allegedly live too large, pay inadequate taxes and prey on the remaining 99 percent.

The United Auto Workers (UAW) union may coordinate a springtime protest of 100,000. Most union workers earn more and retire wealthier than their private sector counterparts. Ironically, union leaders may well be in the one percent group themselves.

When did the American Dream of working hard for financial rewards turn criminal? Congratulations to those entrepreneurs and professionals whose ambition surmounted their humble beginnings. I learned early on that sacrifice, smarts and hard work usually results in success.

Obama fuels this class warfare. He wants millionaires and billionaires like Warren Buffet, who often publicly laments his own secretary’s higher tax rate, to pay their “fair share”. Yet, with half the population paying no federal income taxes at all, what exactly is fair?

New Jersey Governor Chris Christie responded, “Buffet should just write a check and shut up...If he wants to give the government more money, he’s got the ability to write a check.” I agree.

Blame an uninformed public. Like Buffet, Romney earns millions from capital gains dividends on corporate stocks, paying the current 15% tax rate.

This is the process. American workers are taxed up to 35% – based on salary – on their original employment income. They may invest their net dollars in stocks. These corporations pay up to 35% in taxes before returning one dime in dividend interest to investors, who then pay another 15% rate on that net figure.

For individuals earning \$200,000 a year, or \$250,000 a couple, Obama proposes increasing dividends taxes to match the higher 39.6% personal income tax rate, effective in 2013. With scheduled deductions and exemption phase outs, the rate hits 41%. By adding 3.8% ObamaCare investment tax surcharge, the 2013 dividend tax rate triples to 44.8%. Since millions of “regular folks” buy corporate gaming stocks, will demonizing and raising taxes negatively impact investing?

Steve Wynn thinks so. He called Obama a business “wet blanket” in July 2011. But, the Republican candidates haven’t “wowed” the public either.

So, we’re a ship off course. Hopefully, the fall campaign will debate America’s economic health and future. Hey, candidates... Are you listening?

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...senior White House officials now routinely pass the collection plate among wealthy donors

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# Latino America

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

**L**atinoamerica sigue a la vanguardia del desarrollo de la industria del juego global en volumen de operaciones, con la construcción y remodelación de casinos y salas de juego en países como Panamá, Nicaragua, Colombia, Perú, Argentina, entre otros. Sin embargo, de todos estos, es Colombia donde la mirada de empresarios e inversores esta puesta por la emisión de los decretos ejecutivos que cambiaran la estructura del sector con la creación del nuevo ente regulador COLJUEGOS.

Es posible decir que casi toda incógnita sobre la implementación del programa de trabajo de COLJUEGOS vera la luz publica durante las Conferencias Casino Compendium en FADJA 2012, durante los días 11-12 de abril, con la presentación oficial de las personalidades de esta organización y de las organizaciones que reúnen a los operadores del país sudamericano.

Este mes, sin embargo, Elizabeth Leiva persiste con la presentación del Caribbean Gaming Show en Santo Domingo, República Dominicana, como informamos líneas abajo, pero lo hace por última vez en este destino. En el 2013, el CGS lleva su desafiante y alegre formato a otro destino del lujoso Caribe, donde el volumen de expositores no son muchos, pero muy importante para la industria, eso si. ¡Nos vemos en el Marriot Jaragua de Santo Domingo!

Saludos,  
Ricki.

## **El Caribbean Gaming Show 2012 en Santo Domingo**

CGS2012 se realizará por cuarta vez en Santo Domingo, el 21-22 de marzo, agrupando a visitantes y expositores de más de 24 países del mundo. Los cambios que ha sufrido el mercado y el reordenamiento gracias a la gestión y cumplimiento de objetivos de la nueva Comisión de Casinos de República Dominicana,

**L**atin America continues at the forefront in the development of gaming properties, per numbers, whether they are newly built or refurbished, in countries such as Panama, Nicaragua, Colombia, Perú, Argentina, amongst others. Nonetheless, it is Colombia where operators' and investors' eyes are turned as the country awaits significant changes to the industry, which will be brought by the Executive creation of new regulatory agency COLJUEGOS and the new regulations it will implement, starting on April the first.

It is possible to say that almost all that is not known about the implementation of the COLJUEGOS work programme will be made public during the Conferencias Casino Compendium at FADJA 2012, during 11-12 April, when the official presentation of the main officers of this new organization, and the operator associations that group most of the gaming industry players in this South American country.

This month, however, Elizabeth Leiva continues with the region's first industry expo, Caribbean Gaming Show in the Dominican Republic, as reported in the next item below, but for the final time in this country. In 2013, the CGS moves its challenging and exciting format to another sumptuous Caribbean destination, where the exhibitor volume might not be large, but always being of great relevance to the regional industry. With all things said, see you at the Marriot Jaragua in Santo Domingo!

Cheers,  
Ricki.

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invitan a clientes y visitantes a viajar una vez mas al país para actualizarse sobre estas mejoras y las futuras oportunidades de negocio y retos que plantea un mercado en consolidación, reordenamiento y crecimiento.

Se suman a la lista de empresas ya participantes, MEL, Avigilon Surveillance, Table Trac, Meridian Bet Malta, Grand View Products, GLI, Betstone, Sky Gaming, Visionary I Gaming, etc.

“El formato de las Conferencias cambió”, comenta la organización; el día 21 de Marzo se realizará un Desayuno de trabajo organizado conjuntamente con GLI al cual asistirán Autoridades, Fabricantes y principales Operadores para discutir temas de actualidad. El día 22, se realizara la Conferencia de cierre del CGS2012, manejando los temas de mayor interés en la región y contando con la presencia del Sr. Manuel de los Santos Jiménez, nuevo Director de Casinos de Republica Dominicana.

La celebración por primera vez de la Miss Gaming International – República Dominicana, organización a cargo de la empresa del Sr. Carlos Seminario, ya con más de una docena de hermosas participantes de los principales casinos de todo el país. Gracias al apoyo del Mercado local, representando a los Casinos Cirsa, Comar, V Centenario, Dreams y Meliá Diamante, bellas chicas Dominicanas lucirán sus encantos y exaltarán los valores femeninos que distinguen la participación de la mujer en el mundo del juego. El desfile y premiación se realizará la noche del 21 de marzo en medio de un ambiente de fiesta, con la presencia y participación del Mercado local así como visitantes nacionales y extranjeros del CGS2012.

La cobertura de la prensa especializada se llevará a cabo a través de los medios oficiales: Casino Internacional Americano, Casino International, Games Magazine y Casino Compendium.

CGS2012 siempre pensando en detalles ha organizado con American Airlines y American Eagle un descuento especial para los visitantes al Show, el mismo que es valido para viajar del 17 al 26 de marzo, y debe usar como código de autorización A5732DH. La actividad integra se concentra este 2012 en el Marriot Jaragua de Santo Domingo. Hotel 5 estrellas localizado en el Malecón de la ciudad, con fácil acceso a restaurants, casinos, night clubs y todos los servicios que esta magnifica ciudad ofrece.

El CGS2012 ha negociado tarifas especiales para el grupo asistente. Para ayudarlos con sus reservas comunicarse con el Sr. Peter Stephens al mail [info@caribbeangamingshow.com](mailto:info@caribbeangamingshow.com) o Srta. Kattie Miller al mail [assist@caribbeangamingshow.com](mailto:assist@caribbeangamingshow.com)

## The Caribbean Gaming Show 2012 in Dominican Republic

CGS2012 will be held for the fourth time in Santo Domingo, in March 21-22, bringing together Exhibitors and Visitors from more than 24 countries. The changes that this market has suffered and its new order pushed by the efforts and job of the new Gaming Commission invite all visitors to make this trip one more time to be updated on said improvements and new business opportunities that this market in its consolidation and growth process is developing.

Increasing the list of participants, we have recently increased as exhibitors companies such as: MEL, Avigilon Surveillance, Table Trac, Meridian Bet Malta, Grand View Products, GLI, Betstone, Sky Gaming, Visionary I-Gaming, etc.

“The Conferences format has changed,” the organizer said. “On March 21, GLI and CGS will organize a working breakfast for the gaming authorities, manufacturers and main operators to discuss the latest topics of the international market. On March 22, the closing Conference will have main Speakers discussing topics of major interest for the region, including Manuel de los Santos Jimenez, the new Dominican Republic Casino Director as one of our guest Speakers.”

Among all these activities for the very first time Miss Gaming International – Dominican Republic, the organization under the charge of Carlos Seminario, will highlight all the beauty and enthusiasm of Caribbean young ladies representing the major Casinos of the country, such as Cirsa, Comar, V Centenario, Dreams and Meliá Diamante. This event and the final will be held on the night of March 21st in a lounge and party environment having the support of the local market as well as Dominican and foreign visitors of CGS2012.

The official industry magazines that are sponsoring and supporting CGS12 are Casino International Americano, Casino International, Games Magazine; plus the daily online journal CasinoCompendium.

CGS2012, always taking care of little details, has organized with American Airlines and American Eagle a special discount for all Show visitors, which is valid to travel from March 17th through 26th, and must be referred with the following Authorization Code A5732DH.

All the activities are going to be in one place, the Jaragua Marriott Santo Domingo. This 5-star hotel is placed in the main street of the city, with easy access to restaurants, casinos, night clubs and all services that this magnificent city offers. CGS2012 has negotiated special rates for the assistants. In order to help you with the hotel reservations please contact Mr. Peter Stephens at [info@caribbeangamingshow.com](mailto:info@caribbeangamingshow.com) or Miss Kattie Miller at [assist@caribbeangamingshow.com](mailto:assist@caribbeangamingshow.com)

Finally the organization remarks “this is a magnificent opportunity to give the Dominican Republic a final visit. After our first experience in Aruba and 3 editions in this country we are ready to celebrate our 5th anniversary in a new Caribbean destination”.

Elizabeth Leiva, said: “Caribbean Gaming Show format must be understood as an encounter point, the perfect place to do contacts and reinforce commercial relations in a relaxing and wonderful environment, where the typical stress of huge Shows is left behind giving space to a cordial, relaxed attitude between vendors and buyers. CGS2012 is not a big Show; but it is the best commercial space to start or consolidate the business and challenges that your company has planned.”

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Finalmente agrega la organización, “esta es una magnífica oportunidad para darle una última visita a República Dominicana con este Show. Luego de la primera experiencia en Aruba y 3 ediciones en este país, estamos listos para celebrar nuestro quinto aniversario en un nuevo destino del Caribe”.

Puntualizó Elizabeth Leiva, organizadora del Show: “El formato del Caribbean Gaming Show debe ser entendido como un punto de encuentro, un lugar para hacer contactos y fortalecer lazos comerciales en un ambiente distendido y maravilloso, donde el estrés que origina un Show se deja de lado para dar paso a una actitud relajada, de camaradería y familiaridad entre clientes y proveedores. El CGS2012 no es un Show grande, pero es el mejor espacio comercial para iniciar o consolidar los negocios y retos que su empresa se ha planteado”.

## Avances de la Conferencia Casino Compendium en FADJA 2012

El día 10 de febrero, en las instalaciones de la Federación Colombiana de Empresarios de Juegos de Azar, FECEAZAR, se reunieron los señores Baltazar Medina, Presidente de FECEAZAR, Ricki Chávez-Muñoz, Director de Casino Compendium, organizadores de las Conferencias FADJA 2012, y José Aníbal Aguirre, CEO de FADJA 2012.

En el encuentro, se confirmó el apoyo institucional de esta importante asociación al ciclo académico del encuentro colombiano, que en su edición No 14 reunirá a la gran mayoría de operadores colombianos, fabricantes y visitantes, provenientes de muchos países de todos los continentes, principalmente de América Latina y el Caribe.

Se oficializó el Programa General de las Conferencias FADJA 2012, que se llevarán a cabo los días 11 de Abril entre las 14:00 y las 17:00 Horas y el 12 de Abril entre las 9:00 y las 12:00 Horas. Las Conferencias FADJA 2012, también contarán con el apoyo institucional de la Federación Colombiana de Empresarios de Casinos y Bingos, FECOLJUEGOS, quienes en anterior oportunidad manifestaron gran interés en el temario académico.

A la fecha, febrero 10 de 2012, los expositores líderes globales confirmados para la XIV edición de FADJA, que tiene el auspicio del fabricante colombiano Mundo Video, son: Bally Technologies, MEI Group, Boss Gaming, Ainsworth, Spielo International, CN Cortar S.A, CDM Equipos, Automated Transactions, International Currency Technologies - ICT, El Espartano, Industrias Cattán, WMS, Professional Computer, Gold Club, Transact Technology, Heal Technologies, IRT - Gaming Camelot S.A, Merkur Gaming GMBH, Novomatic, Kupidon, Casino Estereo, Starlight Sign, Gemaco Inc., Paula Ltda, Codelux S.A.S, Diminter Gaming Services, Dollarobet, Belatra Games, Odrex Ltda, DRGT, JVL, APC & Cia Ltda, R. Franco America S.A., e Inspired Gaming Group – PMV S.A, entre otros.

El Programa General de las conferencias sigue afinándose, y se ha asegurado la Presentación formal de COLJUEGOS, la nueva entidad reguladora y recaudadora que reemplaza a ETESA tras su liquidación, ante la industria colombiana de juegos de azar. También se presentará una Mesa empresarial y de asuntos operativos en la industria del juego en América Latina, incluyendo los sistemas online, nuevos productos y responsabilidad social.

Siguiendo su marcha en innovaciones para la industria, FADJA 2012 ha logrado la participación vía teleconferencia del Ing. Manuel San Román, Director de Casinos y Máquinas Tragamonedas del MINCETUR, quien expondrá toda su Experiencia de evolución de la industria de juegos de azar en el Perú.

## CasinoCompendium at FADJA 2012 Conference update

Last February 10, at the offices of the Federation of Gaming Operators (Federación Colombiana de Empresarios de Juegos de Azar - FECEAZAR), in Bogota, the organizers of the Conferencias CasinoCompendium at FADJA 2012, met to streamline the items on offer during the 1-12 April event, in Bogota, Colombia.

Baltazar Medina, President of FECEAZAR, met with Ricki Chávez-Muñoz, CasinoCompendium Publisher and José Anibal Aguirre, CEO of FADJA, and during the meeting, FECEAZAR confirmed its institutional support for the academic programme to be featured during both days of the

leading Latin American event. In its 14th year, FADJA 2012 has ensured the support of the regional gaming operators, manufacturers and visitors from most of the Americas and the Caribbean.

At the meeting, the conference programme was finalized and the timetable set for day 11 April, when the set of conferences shall take place between 14:00 and 17:00 hours, and on 12 April, between 9:00 and 12: hours. Additionally, the Conferencias CasinoCompendium at FADJA 2012 also received the official support of FECOLJUEGOS, the Federation of Colombian Casino and Bingo Operators, who had already shown great interest in supporting this event in the South American country. Both, FECEAZAR and FECOLJUEGOS are institution sponsors of this event.


To date, many leading global companies have confirmed expo participation at the 14th edition of FADJA, which is being sponsored by local gaming machines manufacturer Mundo Video, and they are: Bally Technologies, MEI Group, Boss Gaming, Ainsworth, Spielo International, CN Cortar S.A, CDM Equipos, Automated Transactions, International Currency Technologies - ICT, El Espartano, Industrias Cattán, WMS, Professional Computer, Gold Club, Transact Technology, Heal Technologies, IRT - Gaming Camelot S.A, Merkur Gaming GMBH, Novomatic, Kupidon, Casino Estereo, Starlight Sign, Gemaco Inc., Paula Ltda, Codelux S.A.S, Diminter Gaming Services, Dollarobet, Belatra Games, Odrex Ltda, DRGT, JVL, APC & Cia Ltda, R. Franco America S.A. , Inspired Gaming Group – PMV S.A, amongst others.

During the meeting, the organizers received confirmation that the new Colombian regulators, FECOLJUEGOS, would address the Conference delegates on the first day of the event, with an official presentation of its programme and executive brief. Following on this presentation, a Business Round Table will have leading regional operators discussing new online systems, products and social responsibility issues.

FADJA 2012 has also assured innovating industry communications by presenting via teleconference Manuel San Roman, chief regulator from Peru's Mincetur, who will address the event with his experience at the centre of the evolution of regulated gaming in Peru. Additionally, leading specialist and certification laboratories from global testing companies will



Above: Ricardo Chávez-Muñoz, Baltazar Medina y José Anibal Aguirre



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Un elemento importante de las Conferencias Casino Compendium, es un panel de expertos sobre laboratorios de homologación, con participación de ejecutivos y especialistas de las principales firmas globales en certificación de dispositivos y sistemas de juegos de azar; adicionalmente, entre otros temas se presenta "Las 4 P del Marketing para Casinos" por Roger Thomas, y "Contabilidad para Casinos", por Víctor Tapies.

Las inscripciones a las Conferencias FADJA 2012 se harán a través del sitio web:

<http://www.casinocompendium.com/spanish/conferencias/index.html>, con una tarifa de US \$100.00 por participante. Los afiliados a FECEAZAR y FECOLJUEGOS, tendrán un 50% de descuento.

### ¿Porqué FADJA y porque Colombia?

La Feria Andina de Juegos de Azar que se realizará en Bogotá, Colombia, el 11 & 12 de Abril, es especialmente atractiva para fabricantes y distribuidores dadas las favorables condiciones que presenta el país en cuanto a estabilidad política, seguridad jurídica e indicadores económicos, principalmente.

Se destaca un reciente informe del BID en el cual el Banco Interamericano de Desarrollo, elogia la situación del país dentro de un contexto de crisis financiera internacional. La entidad conceptúa que en Colombia se tomaron las medidas correctas en el momento apropiado. El manejo fiscal y monetario y el incremento del recaudo tributario muestran que la fortaleza de la economía colombiana es real.

Según datos del Banco de la República, las cifras de inversión extranjera directa en el país alcanzaron en 2011 un monto récord de US\$10.800 millones. El panorama en la industria de juegos de azar es muy alentador a partir la creación de COLJUEGOS, el nuevo ente regulatorio que reemplaza a la recién liquidada ETESA. Colombia aspira a pasar de \$400.000 millones de pesos (US \$220 millones) de recaudo anual por concepto de explotación de juegos de azar a \$2 billones de pesos (US\$ 1.100 millones) por anualidad a favor de la salud de los colombianos.

Esta nueva etapa conducirá a la adecuación y modernización de la industria nacional a las tecnologías actuales que imperan en el mundo y promoverá el control de la ilegalidad. Permitirá la creación de nuevas empresas y la expansión de las que operan actualmente, despejando el panorama para la inversión de los próximos años.

El proceso de implementación de los sistemas de control online y la necesidad de reposición de cerca de 80 mil máquinas, hará mejorar los estándares de calidad de operación en Colombia. La importante industria de la Región Andina, se convertirá en protagonista del cambio que se avecina.

shed light on the current developments in the industry; and consultants Roger Thomas and Victor Tapies will present two seminars prepared exclusively for this event.

Conference registration is available and has a fee of US \$100 for the 2-day event, at the site"

<http://www.casinocompendium.com/conferencias/index.html>  
Operator members of FECEAZAR and FECOLJUEGOS are offered a 50% discount on registration fees.

### Why FADJA 2012 and why Colombia?

The Andean Gaming trade Show, which will take place in Bogota, Colombia on April 11 and 12, is especially attractive for manufacturers and distributors given the favorable conditions that the country presents mainly due to political stability, judicial security and economic indicators.

A recent report by the Inter-American Development Bank praises the situation of Colombia within the context of the international financial crisis. The entity believes that correct measures were taken in Colombia at the appropriate time. Tax and monetary management and the increase of tax collection show that the strength of the Colombian economy is real. And according to information from Banco de la Republica, the direct foreign investment figures in the country reached a record amount of US\$ 10,800 million in 2011.

The scene of the gaming industry is very encouraging in Colombia since the creation of COLJUEGOS, the new regulating agency that replaces former gaming supervisor ETESA which is being phased out. The intention of the Colombian executive is to substantially increase gaming levies that go to the Health services, from \$400,000 million (Colombian pesos), about US \$220 million, to something like US\$ 1.1 billion per year.

This new stage in the development of the Colombian gaming industry will lead to the adaptation and modernization of the national industry to the new technologies that prevail in the world, seeking to eradicate any form of illegal gambling in the country, allowing the creation of new companies, expansion of existing operations, and more important, enabling new investment in the industry during the years ahead.

COLJUEGOS has the task of implementing online control systems in Colombia's gaming operations that will see the need to replace in excess of 60 thousand gaming devices thereby improving the quality operation standards in Colombia. These and other changes in the development of the gaming industry in Colombia and other Andean countries consolidate FADJA 2012 as the leading regional trade show.



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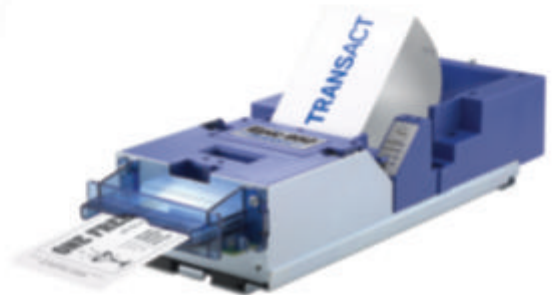
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by Ray Chan

# Bright prospects

Results season has started, with good news coming from Sands China Ltd.

**M**acau gaming stocks have started the year on a positive note, as investors bet on a good performance by the city's casinos during the Lunar New Year holidays. There was a correction in the last two days of January, as the first estimates of the month's casino gross gaming revenue fell short of investors' expectations. Eventually, that was not the case, with January's revenue number ending towards the higher end of analyst estimates.

This month kicks off the results season, which is expected to drive stock performance.

Morgan Stanley analyst Praveen Choudhary says in a note to investors he expects Macau's casino industry to report annual growth of 55 percent in earnings before interest, taxes, depreciation and amortisation (EBITDA) for the fourth quarter of last year, and quarterly growth of 12 percent.

Sands China Ltd. (1928.HK) reported its fourth quarter results early this month, through its parent company, Las Vegas Sands Corp. (LVS.US). The Macau casino operator reported adjusted property EBITDA of US\$430.1 million (MOP3.4 billion), 29.2 percent more than a year before. Its net profit rose by 43.8 percent to US\$306.7 million.

Also early this month, Wynn Macau Ltd. announced a profit of US\$239.9 million for the last quarter of 2011, up by 15 percent year-on-year. Net revenues reached US\$995.5 million, a 9.1 percent year-on-year increase. Adjusted property EBITDA in the fourth quarter of 2011 was US\$313.1 million, up 5.5 percent from US\$296.8 million in the fourth quarter of 2010.

Mr Choudhary expects MGM China Holdings Ltd (2282.HK) and Galaxy Entertainment Group Ltd. (0027.HK) to post double-digit quarterly growth in EBITDA for the fourth quarter. MGM China Holdings Ltd. will have the best growth rate, 29 percent, giving it EBITDA of HK\$1.42 billion, Morgan Stanley estimates. Its estimate for Galaxy Entertainment Group Ltd. is HK\$1.97 billion, an increase of 10 percent.

Melco Crown Entertainment Ltd. (6883.HK, MPEL.US) is expected to post EBITDA of US\$224 million, 7 percent less than in the third quarter but 68 percent more than a year before, according to Morgan Stanley.

Ticker	Name	Share price performance (HK\$US\$)			Change (%)
		52-week high	52-week low	26/01/2012	Year-to-date
0880.HK	SJM Holdings Ltd.	21.00	10.22	14.26	12.46
0027.HK	Galaxy Entertainment Group	22.45	8.69	17.94	25.98
1128.HK	Wynn Macau Ltd.	27.48	14.81	21.00	7.69
1928.HK	Sands China Ltd.	27.50	14.90	26.95	22.78
0200.HK	Melco International Develop.	10.76	4.30	6.91	19.76
6883.HK	Melco Crown Entertainment Ltd.	29.35	22.40	29.35	19.80
MPEL.US	Melco Crown Entertainment	16.15	6.46	11.29	17.36
2282.HK	MGM China Holdings Ltd.	18.20	8.05	11.92	17.32
HIS.IND	<b>Hang Seng Index</b>	<b>24,468.64</b>	<b>16,170.35</b>	<b>20,439.14</b>	<b>10.88</b>
LVS.US	Las Vegas Sands Corp.	50.65	36.05	49.74	16.41
MGM.US	MGM Resorts International	16.05	7.40	13.11	25.70
WYNN.US	Wynn Resorts Ltd.	165.49	101.02	120.42	8.99
PENN.US	Penn National Gaming Inc.	44.29	31.68	40.56	6.54
UNDU.IND	<b>Dow Jones Indus. Avg.</b>	<b>12,876.00</b>	<b>10,404.49</b>	<b>12,756.96</b>	<b>4.41</b>
SPX.IND	<b>S&amp;P 500 Index</b>	<b>1,370.58</b>	<b>1,074.77</b>	<b>1,326.06</b>	<b>5.44</b>

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Share price performance of Hong Kong-listed gaming stocks

(Rebased as HK\$100)



SJM Holdings Ltd. (0880.HK) is forecast to post EBITDA of HK\$1.77 billion, also 7 percent more than in the third quarter.

New best idea

Morgan Stanley says it now prefers companies with exposure to Cotai, namely Sands China, Galaxy Entertainment and Melco Crown. Its analysts expect slower growth for companies with casinos on the peninsula. As a result, Morgan Stanley has replaced SJM on its "Best Ideas" list with Sands China.

Late last month Sands China declared its first dividend. Wynn Macau and SJM are the only other Macau casino operators to have ever paid a dividend. Sands China told the stock exchange it expects the interim dividend of HK\$0.58 per share to be paid on February 28 to shareholders on February 20.

Sands China says it "has sufficient reserves, after the payment of this interim dividend, to finance its operations and the expansion of its business, including the development of additional integrated resorts in Macau". The company is expected to inaugurate its Sands Cotai Central project next month.

HSBC Global Research analyst Sean Monaghan says the first phase of the development is on schedule to open between March 22 and 27. The first phase will include a 9,850 square-metre casino with VIP gaming areas. When work is complete, the development will have more than 5,800 hotel rooms.

Mr Monaghan estimates that Sands Cotai Central will account for 28 percent of Sands China's EBITDA in 2013. He also expects Sands China to be the stock that dominates this year.

Share price performance of U.S.-listed gaming stocks

(Rebased as US\$100)

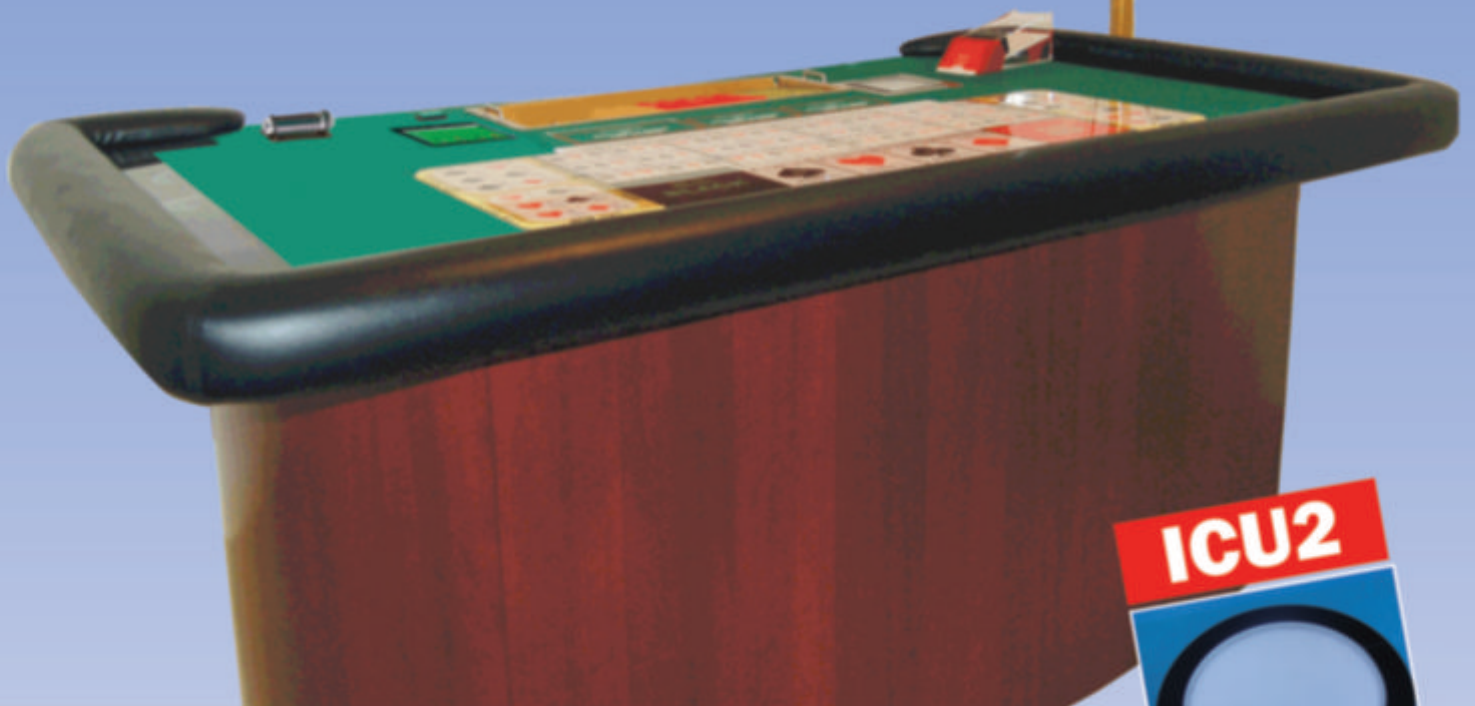




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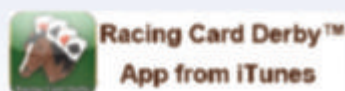
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## Melco Crown looks for money

**M**elco Crown Entertainment Ltd. is looking to borrow up to US\$2 billion (MOP16 billion) to pay for its Macau Studio City project in Cotai, unnamed sources have told Reuters. The company will seek a loan of US\$1.25 billion and also issue bonds, one of the sources said.

The government last month stressed once more that it has yet to approve the inclusion of a casino in the Macao Studio City project. "The approval is not completed," said the secretary for transport and public works Lau Si Io.

Mr Lau denied the existence of any "secret deal" on a casino between the government and Melco Crown, which acquired the majority stake in the project last year. Melco Crown has said several times that it is confident that it will be able to include a casino in the project.

Melco Crown is also working on big changes for City of Dreams, starting with a re-branding of the development, a source in the company told Macau Business. "The re-branding is still very secret but will go ahead this year," the source said.

On February 5, the signature restaurant at City of Dreams, Horizons, closed for a two-month renovation. When it reopens it might offer a menu by French chef Guillaume Galliot that could come into consideration for a Michelin star. The new Horizons will feature a new entrance and private dining rooms, and a bar that will introduce guests to fine dining.

City of Dreams is also aiming to open another Chinese restaurant in July.



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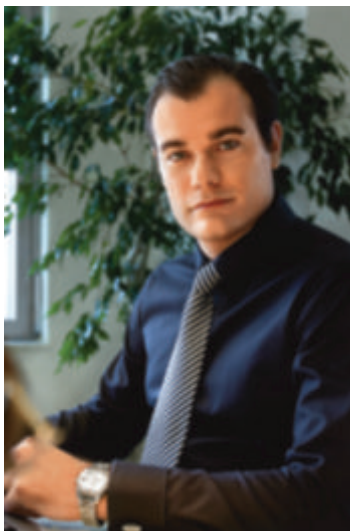
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# Something old, something new

Successful table games today are those that blend the old with the new in ways that pay off for casino operators and their customers alike. **Barnaby Page** reports



Tomaz Zvipelj, CEO of Elektroncek

**T**he challenge that table games pose to casino operators – and, by extension, to suppliers – is delivering fresh appeal while retaining the tried and tested elements of play that made the games successful in the first place. And it's one to which a host of vendors, including Alfastreet, Amaya, Cammegh, Copag, DigiDeal, Gold Club, GPI, and Shuffle Master, are all responding in different ways.

Says Tomaz Zvipelj, CEO of Elektroncek/Interblock in Slovenia: "Historically, traditional table games such as Roulette, Dice, Blackjack, Baccarat, Poker and so on meant the start of the gaming industry as we know it today. It is quite interesting that even with new technology and all the possibilities it has enabled they still represent the core of the industry today. But what has changed in last decade is the fact that people nowadays see technology as their friend and companion making things easier for all of us, so this has to be taken into consideration.

"I still remember my early days in gaming when our electro-mechanical multiplayer machines were seen as a novelty without a particularly bright or long future ahead of them. Today, however, they are seen as a perfect combination of traditional games played for centuries and the possibilities that integration with the latest technologies offers."

For example, the firm debuted its G4 Organic Live Pulse at ICE this year, a system mixing live dealers with electronic play, and shown in a configuration comprising two live games of Roulette and Baccarat with 32 play positions.

"Casinos and players both see this combination as a win for them. Players appreciate the privacy, speed of play, the possibility of playing several different games without having to relocate around the casino floor, and so on, whereas the casinos recognise improved security, reduction in labour costs and floor

space, and layout optimisation. So the future looks pretty bright," says Zvipelj.

At TCSJohnHuxley, Marketing Manager Tracey Cohen agrees: "The development of live table gaming has evolved at a dramatic pace in the last ten years. As a manufacturer of both traditional live gaming products and cutting-edge electronic gaming products we have been ideally positioned to harness our core skills to develop future gaming technologies ourselves. The introduction of electronic multiplayer products has made a massive impact on table games. Operators can make available any combination of live,



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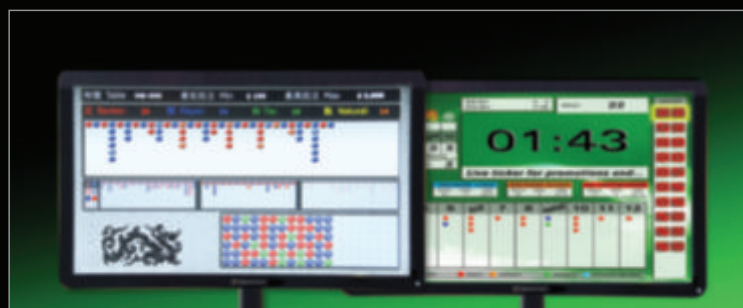
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automated, virtual casino multiplayer games on traditional-style tables or via individual electronic player terminals.”

Applying new technologies to table games can be doubly beneficial in that it not only gives old favourites a boost of novelty, but also contributes to operator revenue in other ways, for example by reducing costs and increasing the number of games per hour because of faster dealing and play.

Says TCSJohnHuxley’s Cohen: “Changing demographics and player preference have driven

developments in many of our products, but particularly hybrid games, which fuse together state-of-the-art technology with traditional elements of the games, such as retaining the dealer, live wheel or cards, and so on. This allows players to enjoy all the excitement of the live game but substantially increases the number of games played per hour, which adds momentum. The operator also benefits from total game security and reduced costs.

“New advances for us have included Tablet Roulette, a server-based Roulette solution offering tablet gaming in a live environment. The system allows gamers to play live Roulette tables on a touchscreen tablet device throughout the gaming venue. Tablet Roulette is the perfect Roulette solution for delivering extra capacity and gaming to traditionally non-gaming areas such as bars, restaurants, and smoking terraces. It enhances your electronic revenue by giving flexibility during busy periods, offering increased player positions without the need for additional staffing levels. Its small size also makes it ideal for card room players to enjoy live Roulette action during their quiet periods.”

### The iFactor

Cohen continues: “The introduction of new games is being driven by the new younger demographic visiting casinos, who are more technologically astute. These new players, who are familiar with everyday devices such as the Web, iPhones, tablets and video consoles, migrate much easier to new products and demand something more interactive.

“Casinos will want to continue having products that satisfy the craving of the table game player whilst enhancing the playing experience and simultaneously driving cost and error out of the operator’s business. These types of products enable the dealer to interface with the player more and create a much better playing experience than just ‘sitting at a table’. It is this kind of technology that operators are demanding to ensure accuracy, better returns on valuable floor space and secure

## Here to stay?

Continual change in the table games market can make it difficult to separate out temporary fads from the long-term trends with legs. But Abbiati Casino Equipment, the Italian Roulette specialist, has zeroed in on the major points to consider when choosing new casino tables.

The big developments in the last decade, it says, have included:

- Progressive games.
- Winning number displays.
- Laser technology in wheels (Abbiati patented).
- Proprietary games.
- Hybrid tables.
- LED table technology.
- Table and wheel online reports and controls.
- RFID technology (total control over chip movement and verification).
- Automated wheels.

And what’s coming up over the next few years? According to Abbiati:

- The gaming area will remain basically the same as the dealer still has to deal and players still have to play.
- Ergonomically table designs and materials will be ongoing as new materials become available and designs become more experimental.
- Synthetic durable materials.
- More online information and reporting back to senior management.
- Player tracking.
- More electronic gaming (all table games).
- Cashless systems.
- Camera card recognition.
- RFID technology on all tables.

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player retention.”

Table gaming may also be feeling the effects of a more fundamental change in the ways that people play and interact. As Elektroncek/Interblock's Zvipelj puts it: “What we are observing is two worlds colliding: on one hand the Internet, computers and technology are transforming our traditional habits and make people less social, on the other hand there is still the appeal of the live environment and the social or community factor ('us against the house').

“My personal prediction is that neither side will completely take over – Internet gaming will not cause casinos to die out, but there will be a synergy between them, meaning that people during the week will use the technology to create those magic moments for them without actually going anywhere, but they will still want the live experience whenever

they have the chance. We are watching both sides closely and are already well into the development of a single gaming platform that will offer the best from both worlds.”

At Spain's Fournier, the supplier of playing cards, Export Director Javier Berasategui also sees some more specific trends emerging in table gaming. “During the last decade we have seen a few changes in the table games market. On the one hand we have seen new games introduced such as the now ubiquitous Texas Hold 'Em and different variations of poker games against the house.

“On the other hand, casino operators have also brought more attention to security, game protection and game speed in the last ten years. For instance shuffling machines and deck checkers are now more widespread than a decade ago, especially in larger casinos, and pre-shuffled cards are more and more demanded. Baccarat games are also better protected now with the introduction of devices such as our Intelligent Shoe.

“We believe that the need to make the game more secure will bring new devices and applications that will help to eliminate human error and potential cheating. These devices will help and guide the dealers in their job so the level of qualification required from a dealer will not be that high. On the other hand, we expect more and more land-based casinos to complement their offer with an online operation so a customer that cannot go to a certain casino will at least have the opportunity to live a virtual experience.”

But in common with other vendors, he agrees that technological developments will not overwhelm the essence of table gaming. “Some people thought in the beginning that electronic tables would replace traditional gaming but after some time we can tell that rather than being a replacement it has been a complement, as the majority of the players prefer the atmosphere of the traditional live gaming with real dealers, chips, cards – which give to a casino the unique and joyous ambience that no other gambling place can offer to a customer.”

### Racing Card Derby

As table games go digital, one perhaps unanticipated side effect is the potential for generating extra revenue from player-facing screens. It's an opportunity that's highlighted by Australian firm Racing Card Derby, which produces the game of the same name – unusual in that it is an original table game, not based on a classic.

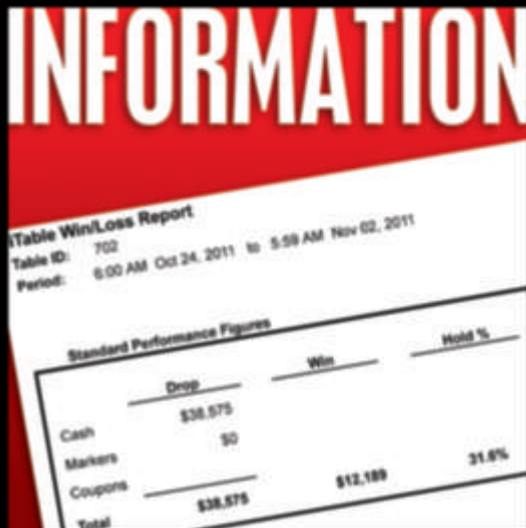
Says the company: “Advertising non-casino related products and services within casinos until now has been virtually impossible.” But with Racing Card Derby, there are two advertisement slots built into the game's animation and displayed in the background on players' screens.

Casinos can use these to promote their own offer – including non-gaming elements such as food and beverage – or sell the advertising positions to third parties.

The game has regulatory approval in the Philippines and Nevada, and also has applications in progress for Macau, Mississippi, New Zealand, Puerto Rico, and Queensland as well as US tribal territories.




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# Nearly there

A huge amount of man hours have gone into renovating London's Hippodrome Theatre to transform it into the **Hippodrome Casino**, a gaming environment that will be completely unique in the UK – and possibly the world

**W**e've visited the Hippodrome site a few times over the past couple of years and each time, significant change has occurred. We visited the Hippodrome again in January to see a building transformed, and to witness the shell of a unique gaming venue come to life. Simon Thomas, Chairman of the Hippodrome Casino, talked to Casino International about the project's closing stages.

**Casino International: When will the casino actually be finished?**

Simon Thomas: We will have the building finished in May and then we have to get all the commissioning sorted – our philosophy is to not open until we are completely ready as the day we open our front door we are going to be absolutely rammed with people, which we have to be able to deal with. And obviously there are still the learning curves that you have to go through like putting systems under pressure, so we'll do plenty of soft running before we open the full operation.

**CI: How will you market the project just before you open? With no firm opening date, is it possible to keep things really fluid on such a huge project?**

ST: There's massive excitement already and we have a good idea of our timetable, but we've been careful not to reveal the opening date, partly because it is a project of considerable size and complexity and things may have to change, and partly to keep the competitors guessing! In terms of marketing, we have an exciting pre-launch programme planned and we'll use all of the traditional methods, but we will also use digital and social media extensively. But our biggest marketing tool has to be our location. We have a quarter of a million people walk past our front door every day. At the second door directly into Chinatown we have tens of thousands of Chinese walk past every day and Leicester square tube station underneath means 40 million people a year pass by in front on Charing Cross Rd. So with stunning signage on the outside, the building will market itself pretty effectively.

Many parts of the building are now at the decoration and fitting-out stage. The new build part of the building, which is the infill of the lightwell that joined Cranbourn Mansions to the Hippodrome theatre, is largely complete and decoration starts shortly. Then the main Theatre atrium is about two weeks behind that for decoration. The challenge of the 60 ft atrium was we had to have a scaffold deck below it to allow its restoration and decoration; now that is down the space is complete and we are installing the floor and the woodwork. So the next six weeks or so is mainly decoration, and then the fittings and furniture will go in. All the bars, furniture and a lot of the fittings are made off site so everything is ready to come in. Lots of things are happening very, very quickly. We have 220 men on site so there's a lot of man hours going in to this huge building and progress is rapid. The outside of the building is currently scaffolded because we are finishing off all the window decoration and the external lighting scheme.

**CI: What restrictions have you had to deal with regarding the exterior of the building? I know your plans are quite bold.**

ST: In Westminster there is a restriction against high level illuminated signage, but we successfully negotiated with the Council that given the historic nature of the building, the fact that we have retained a theatre within it and that it has always had strong signage on it, they should allow us decent signage. And they have! They've allowed us to put high-level vertical signs on the three main corners: one each into Chinatown, Leicester Square and Charing Cross Road, plus vertical uplighters the whole of the way round the building; 7 External electronic screens, another sign above the Cranbourn Mansions entrance and coloured LED light changing strips right around the building on two levels so we can turn the building red, white and blue if we really want to. So you won't miss us as you go past. Obviously it's done tastefully but it will make the building stand out.



**CI: What will be the Hippodrome's point of difference?**

ST: London casinos historically are split into two types. You've got the smart Mayfair casinos which are discreet and elegant and target a small specific market. Then you've got the mass market casinos of the 1968 gaming act era when you weren't allowed to advertise, promote, have live entertainment etc. At one stage you were even taxed on your ratable value, so typically these are in less pleasant locations - often in basements.

We have designed the Hippodrome to make the most of the new regulations. We are on the busiest street corner in whole of the country in an iconic building known by 60% of Londoners already. We have five bars, a 150 cover restaurant, four private dining rooms, three gaming floors, a 200-seat cabaret and entertainment space, a poker deck, a two-level smoking terrace and events spaces throughout the building.

So it is not so much that we have one point of difference, but many.

**CI: What's the management set-up? I gather it's a little different...**

ST: The management is interesting. Going back to the 1990s the bingo industry went through very similar deregulation and it ushered in the era of big bingo halls with lots of facilities. We had the largest one in the country in Cricklewood and at 60,000 square feet we did the same business of five or six average bingo halls. To make that work we had to have a management team that was the equivalent of a regional set up, with a regional manager, and six or seven actual bingo hall managers; we got a huge premium from that because the quality of management was excellent at all times. It also led to some brilliant brain storming as a result of the concentration of management and a lot of the innovation in bingo came from there.

What's happened in the casino industry is that a very similar change has taken place and we need to develop lots of new skill sets to make the most of the new regulations. Having a site the size of the Hippodrome justifies a management structure that is



the equivalent of a regional structure in traditional casino operations. So we have one venue manager, the equivalent of a regional manager, and then four full casino managers beneath him, so that all of our three casino floors will have a qualified Casino manager and will be able to run as a stand-alone casino at all times.

The run on from that is that we have a very high level of management experience that brings new and innovative ways of running the Casino and its products. As a result we will have one of the strongest management teams in one site in the UK.

**CI: What have you got in terms of the food and beverage offering?**

ST: Lots. With all the bars, restaurant and private dining rooms, plus the entertainment spaces, we can do anything from a two-person private dinner high up overlooking the gaming atrium, to a 500-person film premier. And with the experience of the OneGroup, a top NY hospitality operator running that side of things, we will have a world class operation.

The bars will all have distinct identities. In the basement is the Baccarat Bar, which will be serving the Baccarat customers. On the ground floor there will be the very opulent Atrium Bar, which will serve the main casino. On the first floor there are two bars - the restaurant bar which is the glamorous centre of the restaurant and a large theatre bar in the newbuild area between Cranbourn Mansions and the theatre, with a lounge next to it. And on the top floor we have a bar that serves the smoking terrace and the higher stake gaming rooms. In this area there are lots of bars but they generally have music and are targeted at a different profile of customer. The casino bars are more entertainment and hospitality led, so it'll be a more sophisticated offer. We are targeting the more

premium customers. The bars will be sophisticated yet accessible, with an excellent mixologist.

**CI: You've mentioned before being absolutely delighted with your suppliers listening and adapting to your needs... I know you've cited Interblock, Novomatic and TCS/JohnHuxley as stand-outs.**

ST: The commercial aspect is one thing and they have all been very sensible on the pricing. But we are not after just the best financial deal from a supplier, we also want a good business relationship and they have all been very responsive. For example, we have worked out some interesting new ways of playing electronic Roulette, so we needed some software modifications. Both Interblock and TCS got straight onto it and modified the software, so we should be able to run a lot more efficiently than existing casinos.

**CI: What is going to be on the floor?**

ST: The main live casino tables will all be TCS. The games mix will predominantly be Roulette, Baccarat and card tables, and starting with 36 tables we have the flexibility to offer a wider range of games. On the electronics side we have two stand-alone rigs, one Novomatic with Novo2 terminals which can play Baccarat and Roulette.

The other an Interblock setup which is a slightly more flexible product and we will offer Craps, Sic Bo, Roulette and Baccarat. With around 120 terminals in total, in dedicated areas with big plasma screens, it should generate quite a lot of interest. Plus slots from Atronic, Novomatic and IGT. We will also have machines from Franco that are groundbreaking for English Casinos, offering much faster roulette style games.

**CI: All along you've been excited by the potential for newer technology in gaming, you've certainly backed that up with your actions...**

ST: There are two sides to it: The traditional gaming side is a great product and we are doing a few things differently but will primarily make sure it's operated better than anyone else and the whole environment is better for the customer. In terms of the electronic side, I think we will be very different as we purpose-designed around it where most casinos have it added in. A lot of the inspiration came from the two Casinos in Singapore, where they've got some superb installations for electronic gaming with fantastic showmanship, big plasma screens and a far more dramatic approach, which make it feel quite a different product. Given the space we've got, we've been able to do something similar. For example, our Interblock machines are all in an almost semi-circular area, dedicated to them, with five very big plasma screens on the walls, all the showmanship and style of the place will make it feel...well, really 'electric'.

We have so much to offer and a great management team raring to go and can't wait to open the doors early this summer!

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# “More people playing our games than ever before, anywhere, any time, on any thing”



**Walter Bugno** has overseen the merger of Atronic and Spielo to create **Spielo International**, and is now combining it with GTECH G2 to bring an exciting multi-channel content provider to the industry. **Casino International** caught up with Walter at the ICE show in London...



Walter Bugno

**A** year is a long time in gaming, as the industry is simply never still, and with ‘convergence’ a keyword for many at recent exhibitions things seem to be moving faster than ever. The companies that know their relative weakness and work with partners who have complementary strengths will thrive in the new multi-platform gaming environment; those that fail to understand the changing nature of gaming risk being left behind.

Overseeing Spielo International’s drive into new waters is Walter Bugno, who shared his thoughts with Casino International at ICE 2012.

**Casino International: Since the last time we spoke – just prior to the official unveiling of the company’s new identity at G2E Vegas – has there been any further streamlining or operational changes for Spielo International?**

Walter Bugno: When we brought together the two businesses, stepping back in time, we brought them together to do two things. One was to leverage the capabilities and skills that the Spielo and Atronic teams had, bringing them together for a common purpose; the second thing was to transform that common purpose into acceleration of innovation and growth. They were our two primary objectives. The resultant 12 months after that saw some fabulous success stories – doubling our profitability, securing new markets and customers, the ramp-up and launch of new games, the improvement in performance of existing core games, - 2011 was a very good year for us. The reason we can’t stay static is because the market is never static, and our competitors are never static. Economic conditions make it so that different priorities go to the top of the list at different times of the life cycle of a business. Right now those priorities are online gaming and VLTs.

That’s what is hot in the market right now. VLTs are a source of revenue for governments and online is bringing the next generation of players into the gaming world. Furthermore the opportunity of

combining offerings between land-based and online as well as the regulatory changes that are happening. As Lottomatica Group we looked at how to best take advantage, play and grasp opportunity in these current conditions. That was when the decision was made to bring Spielo International and GTECH G2 together into a unified business across all gaming segments and channels. At ICE 2012, we are representing our combined portfolios, demonstrating how online and land-based gaming can mutually generate traffic and attract new players. For example, we’re showing our first common game Book Of The Sphinx TM, which is the first game that encompasses our vision to have players be able to play anytime, anywhere and on anything.

**CI: Has the job lived up to your expectations? What were they, before you joined the gaming industry?**

WB: Well, I’m not new to the industry – though I might be new to the supplier side of the industry! From 2006 to 2009, I was the CEO, Casinos, for Tabcorp Holdings Limited, Australia’s premier gambling and entertainment group. Expectations? I feel we have met expectations as we continue to grow the business. Twelve months into the journey, we started floating the idea of convergence, and the best way for us to play in that space is to bring our businesses together between land-based and online. This part of the business, the gaming division, will be a significant growth driver for Lottomatica on an ongoing basis. My personal expectations? We set a five-year task internally and we think we will deliver it next year, which is two years ahead of plan.

**CI: Where do you see Spielo International in the medium- and long-term? What is the path to take you there?**

WB: We – as an integrated company – want to be seen as a consistent, reliable innovative supplier of solutions and content to the market. It’s not about grandeur or size, or being number one. We recognise

there are players bigger than us, or that have entrenched positions in various markets or geographies. We can peel the onion back as much as anyone else can and say that in some microcosm of a much larger industry, we're number one! But that doesn't mean anything. What we want to do is run the 100 metres faster every time we're on the track. So this year better than last, next year better than this. How we are rewarded is by being able to set new targets and new records year after year, so it's up to us to structure the business accordingly.

**CI: What are the company's plans to increase its online presence as a game content provider? What's the online strategy?**

WB: Our online strategy has changed significantly as we are integrating with GTECH G2. On the G2 side, we are one of the B2B platforms on which people base their online operations. As we are combining the businesses we can approach B2C operators with a package of content and a game management system with the ability to integrate across platforms and distribution channels, so it's a very positive enhancement to our position in the marketplace. The unification of the two groups will enable us to deliver more content and better technology combined with a faster time-to-market across all channels. But beyond that, I've been consistent since the day I started in saying that slot manufacturers, if they continue to call themselves slot manufacturers, will be losers in the marketplace. If we change our mentality to being content providers, and have the flexibility and agility to go across platforms, across suppliers, across channels, suddenly the market opens up in a different way. We can all develop great content, we just don't always have the means to get access to everything; as a sole provider, you can never get access to everything, so you have to learn to play in the sandbox with the other kids. We've been a strong proponent of that and we're starting to see that happen more and more, where people are willing to sit down and talk about doing things together; I am 100 per cent in favour of that.

**CI: Presumably the attitude of being a content provider is going to change the direction of your R&D focus? Is becoming a multi-channel provider a direction you're going to head in?**

WB: Absolutely. For us – in the most simplistic terms – what we have defined as our internal mission statement, is: 'more people playing our games than ever before, anywhere, any time, on any thing'. What this communicates is that it's a focus on the end user, the players –and what do they play? They play games! So we want more people playing our games across channels and applications, it talks about a seamless experience for the player to be able to move from playing a game in a casino while they're out with friends, socialising, then they go home and can continue playing the same game, perhaps even on the same jackpot. Or, as we launch episodic gaming, being able to continue playing the actual game you



were playing in the casino, where you reached a certain level – and picking it up from that point at home. The interesting challenge is, it will open our market up to a whole array of new competition. Suddenly, it's not about being closed by technology, it's about being opened by creativity.

**CI: Convergence is a key term for many companies in the industry now...**

WB: The market today says, if you're not willing to talk to someone else, chances are someone else is, and you'll be overtaken. There are too many applications, potential channels and opportunities for you to be able to develop core capability in every one of them, Unless you're open to key alliances and learning all the way, you're not going to win anything. If you're a rigid supplier or manufacturer, you might remain successful... you might not.

I always say there's a company that used to make the best steam trains in the world. That was their mission statement; and to the day they closed their doors, they were indeed the number one steam train manufacturer in the world, but they only made one a year.



# The buzz is back

Gaming is in a state of recovery – well, that's certainly what visitors to ICE 2012 left thinking. If exhibitions are a guide to the health of an industry, ours is looking good

**W**e've always been fans of ICE at Casino International, mainly because the layout of the show itself works better than any of the other international exhibitions. Smaller exhibitors are in amongst the bigger names, there's a greater sense of equality and of community as a result; it all adds up to more buzz and more excitement. Throw in the absolutely vibrant online gaming community, and you really have an infusion of energy. ICE 2012 was a return to form; it felt busier, the quality was there, and great product greeted visitors.

**Abbiati** was celebrating the announcement of GLI 25 approval for its Live Roulette Wheel with patented laser technology, as well as approval granted by the Nevada Gaming Board for their chips, plaques and jetons. Plenty there to celebrate, but that's not the end of the story by any means; the Italian chip and Roulette specialists were also awarded ISO 9001:2008 status, showing they meet ISO quality requirements for their customers.

To describe Abbiati as Chip and Roulette specialists perhaps does them a disservice, but that is what they are best known for. However, visitors to their stand would have enjoyed the presentation of a wide range of displays,

including the more traditional LED style, and LCD versions with full animation and wheel analysis.

Of the tables on show, notable were the dedicated poker table, and the attractive bean-shaped Baccarat table; the RFID 13.56 MHz PJM Poker table was also attracting attention, as of course such a table speeds up the deal by calculating rake and wins for the dealer.

The company said after the show that they had a very successful ICE 2012, with enquiries from existing and new clients; many of these were European, but customers from Asia, Africa, Australia and the Americas were also present, backing up the exhibition's truly international claims.

**MEI's** portfolio continues to gain traction around the world, and a recent installation in Italy's Casino di Campione following a Value Added Trial further cements their reputation. The casino now specifies CASHFLOW SC bill validators in all new slots and refurbishes.

Front and centre for the company is the MEI SC Advance, boasting improved recognition system, faster bill-to-bill speed, expanded memory, comprehensive barcode recognition, and an upgrade to USB 2.0. Perhaps best of all, SC Advance can work with CASHFLOW SC units already installed, as the enhancements

are all in the acceptor head, so it's win-win for customers.

Another notable product on show in London was the EASITRAX Soft Count, an integrated software-hardware solution that extends the security and acceptance found with CASHFLOW SC and SC Advance to the soft count room. It allows quick and easy access to information on what's in the cash box without the insecurity of requiring staff to open the box; it can tell soft count staff what is in the box, acceptance rates, and much, much more.

The star of the show for **Hess** was the Scorpion 411 Casino System, a standalone multifunction machine, designed for 24-hour operation that breaks bank notes for change, accepts, loads and issues player cards, accepts and prints out tickets and much more. With a 300-card capacity, can operate in multiple languages, and is even usable remotely, so stock can be managed and information analysed in real time from the back office!

**Alfastreet** had a real surprise on their stand – a boat. Well, a model of a boat, but the concept is real, as the company have diversified into marine. Albert Radman explained: "It's an electric boat with solar panels, the Energy 18. It's a 5.4m-long boat with either a 2kW or 4kW

## TCSJH sees success outside again

Despite not exhibiting within ICE – excepting an information booth and a rather large Limo Lounge outside one entrance of Earls Court – TCSJOHNHUXLEY enjoyed another successful show, with customers proving again that they are willing to travel to see quality.

On show at the Roof Gardens for the very

first time was the new Infinity Auto Dealer – a revolutionary utility device that offers continuous, full-automated real time card shuffling and dealing using standard casino playing cards. The Infinity Auto Dealer is a fantastic new opportunity for casino operators to dramatically enhance the performance of their electronic gaming terminals through card games such as Blackjack or Baccarat. With fresh developments for 2012, Supernova Table Bonus System was creating a stir. The floor wide progressive and game bonusing

system can now be used on all live table games, linking them all together. The system drives increased revenues by adding higher levels of player excitement and loyalty to all live table games including Roulette. Another exciting release was the new Tablet Roulette system, a server based solution that offers tablet gaming in a live environment. The system lets players roam the gaming floor and continuously enjoy live Roulette in what have previously been non-gaming areas.

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electric motor, and the boat is an all-fibreglass construct.”

Of course, they were also showing gaming product, with the highlight probably the Derby game, a virtual horseracing product designed for Asia. Albert said: “It’s already certified and we’re bring it slowly into the major casinos in Asia. We’re signing some deals in Europe as well.”

The SL terminal was also a standout, an addition to the company’s multigame series of products. Players using SL can play any Alfastreet game – and even bet on two games at a time.

**Casino Technology** staged the launch of their new Penthouse slots at ICE, with three games ready to be launched into casinos. As Roy Student told reporters: “Penthouse is a world-renowned brand, and for many years it was looking at entering the gaming industry. They met with Casino Technology and made the decision to enter the worldwide gaming industry with Casino Technology as their vehicle on a global basis, with the rights to develop the slots, artwork and games they are developing.”

The slots are certainly eye-catching, and outside of the UK the Penthouse license is a strong one. The slots’ furniture is also well-made, with a glossy lipstick-print icon the main attention-grabber. The first European installations will be happening very soon, subject to finalising the certification process.

Elsewhere for CT, the systems side is capturing their attention. The company is launching its server-based solution this year that will allow operators a fully integrated environment and to launch games across platforms including video lottery terminals, mobile gaming, and online.

Rossi McKee said at the press conference: “We’re planning to launch a casino management module which will provide one common management environment for casino operators across all platforms. Players that use the system will use it to log into one common account no matter where they play or what platform they use. For the operator, all this activity will be visible.” Exciting stuff.

**JPM** made a big splash at ICE, reiterating its commitment to the UK market in both the casino and AWP sectors. JPM’s Sales and Marketing Director Simon McCarthy revealed that JPM had enjoyed its best-ever ICE show: “The launch of our new platform utilising the Quixant QXi-200 PC based gaming controller



has opened up huge opportunities, not least in the international casino sector.

“This year JPM will be celebrating its 40th anniversary and as you can imagine, in addition to our new games development, our back-catalogue boasts many classic games which can now be enhanced with the added dimension of stunning video.”

The first incarnation of the new platform is Video Max Power, a localised or remote gaming system featuring some very exciting player bonus features. Video Max Power was exhibited in the popular three-machine configuration, topped with an eye-catching TFT bonus display screen.

Video Max Power is a multi-currency system, configurable to meet local regulatory requirements and player preferences which premiered in the Czech Republic, where it became an instant success and plans are in place to launch in a number of markets.

An exciting development for JPM is in the shape of JPM Interactive, the company’s online content division which presented an array of exciting games for the online market, including Casino 5ive Liner, Full house, Big X, Turbo Gold and A Pot of Gold.

JPMi Director Andrew Davies explained: “With its portfolio of AWP games, JPMi has brought something new and refreshing to the online sector. The games all offer a high level of interactivity and have been successful in attracting and retaining a new breed of player to the online environment.”

**Quixant** launched their new QX-40 board, featuring the brand new AMD chipset, and it got them a lot of attention – even down to securing an order at the show, something quite unusual on the component side of the business. Gary Mullins enthused: “The level of interest in the chipset from the industry is phenomenal, and our product is already ready – we’re first out of the blocks with this, and

that means a lot. We’re talking to gaming companies who are designing games with this chipset, before it’s even released, which is unheard of. Their products will coincide with AMD launching the chipset, which is toward the middle of 2012. Our early adopters of the QX40 are going to be a year ahead of their competition; the new chip is more powerful than a graphics card, so it means you don’t need a graphics card. It saves manufacturers a lot of money, generates a lot less heat in the slot machine, the benefits are huge.”

Quixant will be sad to see the back of Earls Court though, with Gary lamenting: “It was a cracking show, but then it always is; it lived up to expectations and was a good farewell to Earls Court. The venue has worked well for us, we’ll miss it!”

**Spielo International** had an amazing array of product on show, with VLT, slots, AWP, systems, and fresh ideas within those distinct areas. The company’s merge with GTECH G2 means even more for the future, as Spielo explores how to leverage that grey area between online and land-based gaming. With the changes of the last couple of years, we suspect that Spielo will be one of the companies leading the charge into this largely unexplored area of revenue- and loyalty-generation.

Spielo International unveiled their first progressive link using Episodic Gaming at ICE. As the player progresses through the game during one session, they can save and reactivate their achieved status during the next play session. The player unlocks more features and additional bet options for more action become available.





Mermaid's Spell is a rapid hit 8-level linked progressive multi-game that features three distinct titles – Great Reef, Magic Lagoon, and Bay of Fortune. Players can choose their volatility by seeking their favourite progressive level. An attractive merchandising package, including a jackpot overview meter and hit history, makes Mermaid's Spell quite a lure for players.

SPIELO's successful multi-game solution, diversity, expands further 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 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.



On the systems side, products include cash wallet, a new smarter, 'greener' and affordable cashless payment method that provides more flexibility and choice for commercial casinos. At only 10% of the cost of a smartcard, it provides enormous savings to casinos. And the player will enjoy all the benefits of a 'virtual wallet,' so if he loses his card, he doesn't lose his cash!

Roulette specialists **Cammegh** are the kind of company that keeps these exhibitions running, bringing with them a passion and energy that infects all around them. This year, they arrived after picking up an award at the IGA the night before. Andrew Cammegh told us: "The show was very busy; for us it was exciting and we arrived on the back of being awarded the Traditional Casino Equipment Supplier for 2012 at the IGA the night before. That recognition was for the highly focussed work we do on Roulette, with displays, support, innovation; it was for the whole package. It was great to start the show on the back of such an award."

The company exhibited the Aurora Roulette and Double Shot Roulette, which uses a slot-based feature generated by the ball and the rotor on the wheel to create a side bet on the Roulette table.

There was also EyeCard, which is a camera mounted above the display which recognises cards as they are dealt and show results automatically on the screen, which removes the need for an intelligent card shoe, and allowing operators freedom to use whatever card they

want, albeit with jumbo index. There is great potential for this, as Andrew elaborated: "We've got an order for 110 displays for Crown, and only 16 are for Roulette – the rest are for different card games. We've also incorporated a camera housing module for the top of the display so surveillance technology can be brought to the table top."

Inspired's star right now is Sabre, their standalone electronic Roulette terminal which recently earned GLI approval – and which has sold more than 1,000 terminals in the last year already. Inspired's Lucy Buckley told CI: "Sabre is already installed in the UK with Genting and Gala, live in Asia with SHL and Sanum, and we're about to go live in Macau, Argentina, North America and hopefully a few places in Europe as well. Expansion of the product is going brilliantly." Among its strengths is that the player can bet simultaneously on games, depending on the legality of that in their territory.

Also of note is their impressive new marketing and rewards 'ecosystem', CORE VIP. A server-based rewards system, it can be used on any game, and Inspired tailor the bonuses to the game – it's not umbrella bonusing, it's tailored in-game rewards. It's also very, very impressive – more on this in a future issue.

WMS arrived in London with more than 80 new gaming machines designed to engage current players and attract new ones, while enhancing loyalty and

driving performance for casino operators. One of the buzz-phrases for this show was 'Cloud services', and WMS were certainly on that train – but cloud products will be featured in another issue, as it's too detailed to go into here.

Of particular interest were the new Wizard of Oz game Journey to Oz, an addition to the Monopoly family, and the great-looking license, Battleship, a five-reel slot with two base themes.

Arguably most exciting was WMS's online casino platform, JackpotParty.com, and at ICE



visitors could see its business to business potential, as a games provider for their expansion from bricks and mortar into online, for example.

WMS also showed their first participation games – the Super Team and Aladdin & The Magic Quest themes – that leverage the capabilities and functionality made possible by their proprietary, next-generation CPU-NXT3 platform.

Exciting times at WMS!

**Giesecke & Devrient** did not have their own stand, but had staff and product on a distributor's stand. Jim Goodwin, Market Segment Director, Casinos, Giesecke & Devrient explained their star product at the show to Casio International: "We came to ICE to support our regional distributors, with our product the BPS C1. It's a one plus one currency counter, and this is our gaming launch for it. One plus one, in currency counting, is where there is a counting pocket plus a reject pocket. It's basically a high-speed currency and ticket sorter, on a smaller scale. For smaller casinos, that small footprint will be attractive. It can run up to 1500 notes a minute, though it's adjustable from 600 notes a minute up to 1500.

"It also reads and images TITO tickets at 1500 per minute, which is quite unusual. It counts it, reads the number, and send the information into the accounting system. Right now, it doesn't do mixed currency with tickets, but we're working toward that in the near

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future. It can handle up to ten currencies, which in European and Asian markets would be a big boost.

"The BPS C1 could sit at the cash desk, count rooms in smaller casinos... The machine does have a LAN connection on it, and also you can have two tellers using the same machine, so you can switch between users. It's a very clever, flexible device."

Online was a big part of everyone's ICE, and outside the online section of the hall, the big names in gaming were realising that there was great value in their game libraries. Dan Savage, Vice President Marketing, **Bally**, explained to CI: "Last year was the year of the cabinet introduction, the Pro Series, the iDeck; this year we're adding to our portfolio the internet games, we have about 14 games online that we're showing, as well as the mobile apps. About six months ago we purchased a company called MacroView, and they've been making our casino apps, for 20 or so casinos globally – the Bellagio, MGM, et cetera. We're getting into that B2B relationship with casinos a little deeper; we're not looking at targeting players directly, we're trying to offer casinos solutions for when internet gaming comes live in North America, and how we're going to offer our assets in Europe, for example."

On the slot floor, the star of the show was the Michael Jackson slot, closely followed by another evergreen license, Grease. Both look absolutely terrific even on a slot floor as crowded as ICE; watch out for their impact in casinos worldwide this summer. As Dan said, "Michael Jackson is probably the biggest licence we have ever purchased; it's a big summer release for us." That may prove to be one of the show's understatements.

**GPI's** message was simple: RFID is not just about security, it's about efficiency on your casino floor. Nicole Grauzer, Marketing Manager, GPI, told us: "Operators are often looking for ways to save money and to bring more players into the casino to increase revenues. Our RFID Poker Solution is a good example of a way RFID can be used to generate revenue, as Poker is so popular here in Europe. Poker Solution actually works in both ways, allowing the casino to save on manual processes that may involve error, and improve player experience too. By using RFID-enabled chips, the system will automatically calculate the pot at all times during the hand, and at the end of the hand it calculates the casino rake. So the dealer no longer has to sit and count the pot, or make potential errors working out the rake. There are more rounds per hour too, because it saves so much time. This year what's new is our optional progressive, which is an incrementing jackpot the player can win based

on whatever hand is predetermined. So if they get a Straight Flush, for example, and the jackpot is nice and high, it's a good perq for the player as well. It can be linked on multiple tables or just one; we've installed it at the Sun Casino in Monaco quite recently, with around eight tables. They have one of the most reputable poker rooms in Europe, so that's exciting for us." We're sold.

GPI has many other product developments too, which we'll go into in a future issue.

**Crane Payment Solutions** had, for the first time, all of its brands on a single stand, and it made for an impressive sight. Last year you may remember that the acquisition of Money Controls had only happened a month or so before the event, so MC were on their own stand; this year the company presented a united front, and a line-up of great product for visitors.

Of course, Money Controls' Ardac Elite and the CashCode one bill acceptors took centre stage. Ardac Elite, says CPS, is the first and only field-proven imaging bill validator. State of the art imaging technology and a four-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.

CashCode one boasts 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. CashCode one also has advanced sensor technology which scans both sides of the bill, 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

**FutureLogic** are gradually repositioning themselves as a gaming solutions provider, says Annette Jauch, Sales and Marketing Manager, EMEA. "At this year's ICE we are launching two



new systems products that really highlight FutureLogic's new aim in gaming. Instead of being a hardware supplier or printer supplier, FutureLogic now aims to be a gaming solutions provider. Our core product is obviously still our printers, but we have accessory products to support the printer range.

"We have PromoNet, which we showed in Las Vegas, which we are now really launching in Europe; starting in the second quarter of 2012, we will have field trials in place for that here in Europe, so we're really pushing into the market. It has GLI and BMM compliance approval so the time is right for that product. As you are probably aware, PromoNet is a promotional couponing system designed for use in casinos.

"We are also launching a ticketing product for the AWP market as well, called Ticket2Go. It's geared for the street market, smaller arcades, pubs and bars, service stations and the like. One key benefit is there is no need for a network, or additional power as it draws it from the machine."

"The product portfolio on display at ICE this year clearly underlines FutureLogic's intent to play a dominant role in all gaming markets", added John Edmunds, FutureLogic's Vice-President International Markets. "It highlights the company's transition from a printer supplier to a solutions provider."

**GLI's** big story was their new mobile application, available through the App Store, which allows the regulator to take the lab with them on the gaming floor on tablet or iPhone. If you have the app, you can customise your entire experience, and take the lab everywhere with you. You can search advisories, certifications, everything right from the floor, by type, jurisdiction or status. You can also check the latest advisories, so you know you're looking at the latest updates and everything for your devices and systems. A simple idea but when you combine it with their GLI Access suite, it becomes pretty special. More on this in

a future issue...

JCM unleashed iPRO on its international audience – it's a bill validator with a difference; when coupled with JCM's recycling technology it creates the iPRO Recycler, or RC. When a player is using the device, certain denominations are designated for recycling, and they go into recycling chambers. When the player cashes out at the end of the session, the notes from the recycling chamber pay the player. It's a huge efficiency for route operators, helps keep uptime on the device, and keeps players happy.

JCM's Tom Nieman told CI: "For the last decade, UBA has been the number one bill validator in Europe; iPRO has a more advanced sensing package, and because it fits the rest of the UBA it's just a head swap-out. It's 100 per cent retro-fittable, and has an even better anti-fishing package." Looks like it will be another hit for the company, then – and when last year's other developments (like the at-table note sorter) hit the gaming floor, it's going to be a good year for JCM.

**Shuffle Master** took a stellar product in the iTable and reinforced some of its less obvious strengths at ICE. It's long been clear to customers how good the table looks, how good the software is, but it's not always been clear what the back-office advantages of it are. Not any more, as John Strickland explains: "We've taken some of the key selling points from the iTable and demonstrated them for the customer here at ICE. We do a great job of displaying tables at G2E, but we're really focussing on displaying the actual table data here at ICE; after all, one of the main reasons an operator would want one is mining information and information reporting. So we can see what the cash in is, if there are any markers, total buy-in, cash out, total tips on the table – then it gets even more detailed with analysis and player habits."

Shuffle Master's other great strength is in intellectual property, notably in its range of unique table games like Ultimate Texas Hold'em and Let It Ride. John explained how these properties can create new revenue streams for the company and its partners: "We're really looking hard at maximising return from our intellectual property now, by offering our games to online and also to land-based casinos moving into the online space; so we offer the back end, with their casino 'skin', we don't take any player information at all – we literally just supply the game. Of course, the online versions that are in play now can be free to play if you're in North America, so the player logs in and plays, and the player collects time; when the player comes to 'cash out', the property providing the game can give the player some

kind of comp to bring them into the property to claim it, and perhaps play for real... We think this is going to be incredibly popular." We think you're right, John.

**TransAct's** partner in Europe, Middle East and Africa is Eurocoin, and TransAct's Tracey Chernay was effusive in her praise of the company. "We've received a very warm response from casinos that have evaluated the system; Eurocoin has done a fantastic job of penetrating the European market with the Epic 950. Customers who already have the Epic 950 can simply upgrade their printers, as it's entirely retrofittable. It's an easy process, and it means customers who have invested in the 950 have not lost that investment as we can upgrade it and go to the next level of ticket printing, which is coupons, so they can promote the casino or events directly into a player's hands."

The big news for TransAct though was the European launch of EpiCentral. Tracey told us: "At G2E last year we showed all of the modules we have added to the initial base system; this year we launch in Europe and we're preparing to make a big splash with our coupon printing system in Europe."

The show was a success for both parties, as TransAct supported Eurocoin with staff and product. Tracey concluded: "Fantastic exhibition. We've had a lot of pre-bookings of people who want to see the system, but also a lot of passing traffic that has come on to find out more. It's really been very vibrant and enjoyable."

This year's ICE was the premiere for "DRGT powered by SiP". It was only last spring that DRGT purchased Systems in Progress (SiP) from WMS. Indeed the ICE 2011 was characterised by DRGT offering excellent new features to the systems world on an international basis.

Systems has been somewhat of a second-tier side of gaming in the past – a necessity, something in the background. DRGT has changed this in a very short period of time. Systems is now affordable to all as DRGT ensures it can be provided to all slots. WORKS WITH ALL SLOTS is not only the company slogan but the philosophy that drives DRGT forward in the international gaming world.

Got a floor of older machines you'd like to upgrade cashless? Choose the right solution to fit your needs. The ibutton from DRGT places all the accounting details on a key. Integration is simple at a very affordable price. Need ticket-in, ticket-out but you don't have the room for the ticket printer in your machine? drSide Box is the answer. Want to make use of the great marketing benefits of drScreen on a reel-based slot? drReel Screen replaces the old pay table with an electronic monitor that replicates the

Jurgen De Munck, Georg Steiner  
and Franz Lechner of DRGT



pay table but allows much more. Thus, all the accounting and even jackpot information can be integrated.

Every gaming location can be modernised to make full use of the benefits of the systems solutions from DRGT powered by SiP.

It is important to stress that DRGT powered by SiP works on a serverless basis. The great benefit is thus that no server is required. The nightmare of the server failing – and all slots along with this – has now been banished. Furthermore, no expensive IT personnel is required – the software is simple to understand and use.

**Interblock** met their customers with their usual enthusiasm and backed by a dazzling array of products, beautifully designed and displayed. Oh, and of course they had a champion boxer on their stand too, in the form of Slovenian multiple IBF boxing champion, Dejan Zavec, backing up Interblock's 'Fight for the revenue' slogan.

Their booth was very large, and attracted a large amount of traffic from visitors lured by the G4 Organic Roulette, G4 Organic Virtual BlackJack, and G4 Organic Bartop to name a few.

Mr. Klemen Sitar, Regional Sales Manager at Interblock, said: "This year's company presentation with a renewed stand and twice the size stand of the last year's was in my opinion was absolutely stunning. Our client and distributors from Belgium and the Netherlands share the same thoughts with me. Our new range of Organic products, the Football shaped tables with attractive PID's, Virtual card table, Bartop terminals and especially brand new product, G4 Live Pulse are once again a new step forward for our

company. I have enjoyed every moment of the show.”

Mr. Bojan Dreven, Regional Sales Manager at Interblock, commented the show: “Interblock again catches an interest of Casino operators with introducing a new Organic concept, the G4 Organic Live Pulse.

“It is another new product in G4 Organic range of products, which completes multi terminal- multigame Organic portfolio offer with more ideas, which brings every casino floor to a new level, helping them to ‘fight for their revenues’ in difficult times.”

One of the newest and most attractive amongst the exhibited machines, the ‘G4 Organic Live Pulse or Pulse Arena’ is an impressive looking product, launched for the first time at this year’s ICE 2012. The version that was displayed at the show was in theatre layout and consists of 32 play stations and two live games, Roulette and Baccarat with the ability to place wagers electronically on a live wheel operated by a croupier or a live shoe being dealt for a baccarat game.

**Scientific Games** demonstrated the strength of its recently expanded Gaming division, which includes The Global Draw, Games Media and Barcrest, by flexing its combined muscle at ICE.

Following Scientific Games’ acquisition of Barcrest in September 2011, the ICE Expo presented the first opportunity for the three businesses to exhibit as one. The unified Gaming division presented its largest and most impressive display to date, which was visited by a record number of attendees and generated substantial new business opportunities.

The division’s new ‘one vision’ approach aims to provide customers with significantly enhanced products and services by fully integrating The Global Draw and Games Media’s sought after content with Barcrest’s expansive game catalogue across The Global Draw’s state-of-the-art network.

Innovation was high on the Gaming division’s agenda at ICE, with the Company showcasing an extensive portfolio of unique and entertaining products and services, including new and exciting B2 and B3 games which include premium-licensed content designed by its expert in-house development team - available exclusively to Scientific Games’ customers. These games featured dynamic customisable content using high-definition graphics as well as interactive game play and attractive, easy-to-use loyalty tools, in order to enhance player retention and extend the life cycle.

VNE is the number one manufacturer of change machines in Italy – the country with probably the highest requirements in the world

for change machines. The combination of AWP and VLT at single sites means that the demands on change machines are very high.

The VNE product range covers more than 20 different versions, with change machines from simple notes to coins changing, to the top of range Super Change VLT and Queen Change for VLT platforms.

VNE change machines stand out in a crowd, are attractive and elegant. They are also very strong and secure. Furthermore, the components are all integrated in a very precise manner, making use and support that much more easier. VNE uses the best components that the industry can offer.

The success in Italy led to the natural step of providing international markets with VNE solutions, and VNE exhibited at ICE in London with a well-sized stand. VNE was placed at pole position at the ICE – right at the entrance. The word is spreading more and more about the great, reliable and elegant change machines of VNE. Mr. Lorenzo Verona, Commercial Director at VNE explains, “We had several excellent conversation at both shows. We are noticing even more interest from international markets for our products. The fact that we are the number one manufacturer in the most challenging market in the world for change giving really sends the message home. We are so successful only because we listen to our customers and provide them what they need – reliable, strong, secure change giving solutions that work very well day-in and day-out and are optically very pleasing as well. We wish to thank all the visitors to our stands in Germany and England. We look forward to continuing to support our international customers”.

Looking back at a successful ICE, **Amatic Industries** products were very well received and many visitors enjoyed their time on the Amatic stand. Amatic Industries is a pioneer in multi-game technology and new innovations were on display.

Amatic’s Performer family has now grown by a new member – the Performer Slant Top. The unique design of the Performer Slant Top literally drew visitors to the stand. The Performer Slant Top is available with either two or three wide-screen 26” monitors.

The Performer cabinet family gives operators even more choice. Naturally the popular and well-known X3000 slot cabinets were on proud display at the ICE.

Operators are looking for the right games to fit into the best cabinets. Amatic Industries fulfils both requirements, with games like Aztec



Secret, Billy’s game, Eye of Ra, GrandX and Tweety Birds.

‘Made in Austria’ stands for the combination of clever innovations integrated into unique engineering. This is why the Grand Jeu electronic roulette range from Amatic Industries has been so successful. The elegant design made up of mahogany, the in-built security, the longevity, the many features allowing it to be combined with Satellite terminals, croupiers and much more – all this has placed Amatic Industries in the limelight. The lights will be shining brighter thanks to the further designed Roulette Grand Jeu Double. This dual-wheeled electronic roulette is a true eye-catcher with its four large screens and great side design.

The **Suzo Happ** stand was one of the busiest at the ICE. The sheer choice that Suzo Happ provides the market means that customers can find the right product and solution for each and every application; the number of items the Suzo Happ Group offers is approaching 40,000. Suzo Happ is truly the one-stop shop where customers can source all their requirements.

A real understanding of market trends has led to many innovations by the Suzo Happ Group over the years. This continued at ICE where the Celebration Topper was introduced. It can be loaded with two confetti launchers to give that winning player a real surprise. The confetti tubes are simple to integrate into the Celebration Topper – they just slot in either side at the top of it. The Celebration Topper is SAS approved so operators can control when that magical moment should happen – for example after a certain payout rate when a hand-pay is necessary. Tests in casinos have shown that players like not only the experience but to see the confetti around the slot – then everybody on the casino floor knows where the winning slots are. Furthermore, in this case it acts as a positive leverage to attract and keep

players in the gaming location - thus driving revenue.

**APEX Gaming** strives continually to take gaming to 'the next level'. At the traditional stand at the ICE, APEX gaming demonstrated yet again the strength in depth of the products and solutions available. APEX gaming has grown to become a major player in the industry over the past years with a strong operations division to match.

The Pinnacle upright and Pinnacle SL slant top cabinets continue to stand out through their elegance in design. Built in the finest way with first-rate materials (such as chrome) and incorporating the best monitors for each type of gaming machine (two 22" monitors for the Pinnacle and two 26" monitors in full HD resolution for the Pinnacle SL) – the Pinnacle gaming cabinet family is finding itself more and more in international gaming.

APEX gaming introduced 3D games on 2D screens at the previous ICE, and has now taken 3D gaming to the next level with five great games on display in 3D: The Adventures Of Captain Nemo, Legend Of The Sphinx II, Wonderland, Ocean Tale 2 and Royal Fruits.

The Quikker – the electronic 2-in-1 table game – once again stood out. The Quikker game is unique to the market and combines the best of poker and roulette. New gaming certifications have followed on from the ticket-in, ticket-out capabilities.

The Shuffle King is an electronic card shuffler. Having been introduced to the market last year, major casino groups have now integrated the Shuffle King as it combines reliability with economic pricing. Furthermore, it is GLI approved.

**Aristocrat** delivered a total gaming experience at ICE 2012 with a broad portfolio for casino, street, lottery, online and mobile



operators. The global gaming solutions developer is reporting high levels of interest and solid sales orders for its latest software and hardware products for each sector.

Stand 3415 at Europe's premier gaming trade show was the launch pad for a number of European and global firsts from Aristocrat with new games, game categories and cabinet options and extensions for traditional gaming floors.

Some stand-out games were Wonder 4, Aristocrat's first multi play offering for Europe, The Phantom, Queen of the Nile Legends and upcoming Feature Top Box games JAWS: Bounty Hunter and The Mummy.

The sheer breadth of exciting and varied new forms of gaming entertainment turned presentations into a whistle-stop tour at this year's London show, explained Damien Greig, Senior Regional Sales Manager.

"There was barely enough time for customers

to take in the entirety of the range, from the new games in the Mega Pay and Win Your Way series, through classic revivals and standalone progressives to the latest innovations," Mr Greig said.

"The ultimate star attraction was Aristocrat's range of VIRIDIAN Hybrid steppers, particularly the licensed Zorro games, with their unique shutter technology that allows for video overlays to mask the reels.

"These games proved universally popular, and Aristocrat is now prioritising their introduction into Europe following their launch in the USA," he said.

Following a first outing at G2E Las Vegas, Aristocrat also brought its Class III downloadable solution 'Aristocrat On Demand' to the London Show.

The **Novomatic** stand was, as ever, the sun which the show orbits around. Novomatic were





already on the crest of a wave, having announced unconsolidated statistics that, with Group turnover during 2011 of more than 3 bn. Euros, strongly suggested that this was the Austrian gaming giant's best year ever. The achievement had already been recognised before the show opened its doors, with Novomatic honoured as gaming's 'Best Manufacturer of the Year' at the inaugural 'Totally Gaming Awards'.

New cabinets comprised NOVO LINE Curve, an upright cabinet with a lovely curved monitor for reel display; Super-V+ Gaminator III and NOVO LINE INTERACTIVE cabinet, new machines with next generation cabinet technology for the top performing Novomatic gaming platforms and systems: Coolfire II and NOVO LINE. Extra wide screens for an in-depth gaming experience, elegant style and top quality design make the cabinets a sure bet on every casino floor.

Nineteen new games made their debuts at ICE and featured a wide range of themes and attractions. AGI's Coolfire II games combine innovative gaming concepts with outstanding game play and leading-edge technology.

So much to see on the Novomatic stand – they really never disappoint – and we haven't yet touched on the NOVO LINE server-based system and we're nearly out of space! We will mention the lovely evergreen license of the Marilyn Jackpot, a Mystery Progressive with Marilyn Monroe's iconic looks and charm coming from every curve.

In all, Novomatic enjoyed a sensational final ICE year at Earls Court. AGI Managing Director Jens Halle summed up the end of an era and eagerly looked forward to next year's new

direction: "This has been a tremendous ICE Totally Gaming. We can all feel somewhat nostalgic about this being the last gaming industry show to be held at Earls Court but we have so much to look forward to as we move to ExCel next year. We all must undertake a period of educating and informing our customers about the new venue and the new date: it is a process that, for Novomatic, starts right now and it will usher in a new period of growth; not just for the show but also for the great industry that it represents."

**International Brand Gaming**, specialist OEM solution provider, were pleased with the number of enquires and reaction to the Nitro and Nitro XL Gaming cabinets at ICE.

The Nitro brand of cabinets, in association with iBrand Gaming's partner Elite Casino Products (ECP), were both on display at the show. The Nitro (22" dual screen cabinet) and the Nitro-XL (32" touchscreen cabinet) slot cabinet series were well received and with their contemporary aesthetic styling, space-saving slim profile, and premium features sets them apart in the gaming market.

The NITRO Series' flexibility provides customers with a product that is easy for technicians to work with because of its easily accessible cabinet interior.

"We have worked and promoted the Elite Casino Products range for a significant time and having them on display at the recent ICE show exceeded all of our expectations," stated iBrand Gaming's Managing Director, John Malin. "The recently launched Nitro-XL cabinet was a great hit and we look forward to the coming months."



EGT proudly presented its latest innovation at ICE, the elegant and ergonomic P-22/22 cabinet from the Premier Series Gaming Products. Designed by EGT, the P-22/22 cabinet is a product of the company's 10 years' experience in combination with the latest developments in the field of ergonomics. By

designing this product EGT has taken into consideration different physical and psychological factors and have achieved perfection even in the slightest details. To make things even better, the software for P-22/22 is run by the technologically advanced platform Exciter II which allows brilliant graphics quality and faster performance. The Premier Series combination is completed by a Multigame with 20 attractive games – the Premier Multi-1. What is more, every consecutive Multigame will contain at least 40 Games.

Another brand new product showcased by EGT at the ICE Exhibition was the United Mystery Jackpot System. This system is a really valuable asset for every casino because of its multi-functionality. The United Mystery Jackpot System can be connected to more than 100 machines of ANY brand and features 3 levels of jackpot.

Concerning Multiplayer Solutions, EGT introduced the brand new STORK Terminal which demonstrates a new, more elegant, practical and flexible design combined with high-quality technology and user friendliness in every respect.

EGT was also proud to announce the absolute success of other new products like the attractive Cat4Cash Progressive Jackpot System and the Vega Vision+ Cabinets, also compatible with a wide range of P-Series Multigame products in combination with the Exciter II Platform.

Concerning the company's plans for 2012, Stanislav Stanev, Deputy Director Sales & Marketing observed "EGT is already well known brand not only on the European market but also in Asia and South America. We will do our best to further extend our position by launching new products and penetrating new markets. My expectations for the next ICE Show in the ExCel Exhibition Centre are that it will meet the demands of the Gaming Companies even better and will be even more attractive and profitable for both exhibitors and visitors."



**TE Connectivity's** Elo touch solution portfolio expanded at ICE with two of its leading touchmonitors now having projected capacitive (PCAP) touchscreen technology. In addition, customers could view three more Elo touchmonitors now available with iTouch zero-bezel surface acoustic wave (SAW) touchscreens.

The Elo TouchSystems 1515L and 1715L LCD desktop touchmonitors now offer multi-touch functionality and increased touch sensitivity for the demands of retail, hospitality and high-traffic commercial use. Adding PCAP technology to the 1515L and 1715L touchmonitors provides a unique, aesthetically pleasing seamless design resistant to water, impacts, scratches and other contaminants on the screen. The Elo TouchSystems 1519L, 1919L and 2201L wide-aspect LCD desktop touchmonitors are now available with the innovative iTouch zero-bezel SAW touchscreens. These new iTouch touchmonitors offer a seamless, glass-to-edge, frameless design while maintaining the fast, accurate and stable performance comparable to conventional SAW technology.

ICE 2012 was a special show for **Innovative Technology** as it marked the start of a year of festivity for the company who this year celebrate '20 Years of Innovation'.

Sporting a new stand design and two purpose built demonstration units the Innovative Technology stand was a hive of activity with a record number of visitors this year.

The complete range of bank note validators and payout solutions were on the stand where Chairman and Founder David Bellis MBE was

proudly demonstrating SMART Data. A new software program, SMART Data allows worldwide customers to manage their own data. For example add a new issue note, create a new dataset or improve the performance of an existing dataset.

Looking ahead to 2013 and the first year of ICE at Excel Innovative Technology have already secured their stand for ICE 2013, increasing their stand size considerably in the new venue to further demonstrate their product range.

**JENSIGame** – pioneer in internet gaming for land-based operators – used ICE as an opportunity to make a major announcement: JENSIGame has partnered with DirectSlot ([www.directslot.com](http://www.directslot.com)) and Yez Gaming of Malta to bring further new exciting opportunities to operators who wish to make use of internet gaming in land-based locations.

Internet Lottery Gaming is the perfect option for land-based operators to make use of the opportunities of internet gaming. DirectSlot / Yez Gaming has been successful in its application for an online gaming licence in Greece. Mr. Jens Göransson, founder and CEO of JENSIGame, notes, "This opens up great new chances to operators in Greece. We are discussing having Internet Lottery Gaming sited with over 400 operators in Greece".

**Magic Dreams'** General Manager Luca Gerardini said of ICE: "Our expectations have been totally surpassed, we are absolutely satisfied of the enthusiastic feedback and the positive opportunities we got during the exhibition".

In 2011 Magic Dreams had a year of great changes and evolution. During 2011 the saw growth and expansion in several high potential business areas; for this reason ICE exhibition offered to Magic Dreams the unique occasion to put into action the aggressive strategy planned for a profitable and ambitious 2012 and the first results have been immediately received.

"We are very proud of the high quality level we reached thanks to the exceptional investments we planned in order to set the grounds for a bright future," Gerardini stated. "Our established customers immediately noticed the great innovation we showcased, but we are also extremely happy that, thanks to our new launches, we grabbed the attention of several new operators. This year's exhibition brought outstanding business opportunities that we are looking forward to pursue".

There is real room for the Company to grow into over the coming 12 months. For 2012 Magic Dreams plans to enter into new countries as well as to increase its market share where it is already active.

"We've recently expanded our presence into Africa thanks to the excellent performance that our Double Draw Poker generates, we now plan to achieve great targets in this area. We do plan also to enter in the Asian market, which doesn't just mean Macau but also the surrounding countries. Of course Europe and South America are always the markets where our activity is well established, for these territories our intention is to be strengthened and consolidated by offering innovation, flexibility and great dynamism."



# Ron shows the way

Casino manager **Ron Patel** was recently voted **Citizen of the Year** by his peers – and is an example to everyone in the industry for good reason

**G**aming often gets a bad name, particularly in the press, so it's up to the members of that industry to prove doubters and critics wrong by example. Ron Patel, General Manager of the Black Oak Casino in Tuolumne County, in Northern California's foothills, was voted by his peers their Citizen of the Year – and it's not just good corporate responsibility practices, Ron goes a step further within his community to really engage with people and make a difference.

The casino Ron manages comprises three floors, with the 70,000 square-foot gaming floor in the middle. It boasts 1200 slots, 24 table games, an entertainment lounge, 24-hour specialty coffee bar, and 3 restaurants.

Unusually in a casino, the lower floor is the 'family' floor. In Native American culture, the family is a very important element, so the offering includes a 24-lane

bowling centre, a sports bar and grill, a 70-machine amusement arcade and a fast food outlet.

The top floor is taken up with administration offices, surveillance, and a fine dining experience called "Seven Sisters".

**Casino International: Ron, how did you end up as General Manager of such an operation, and becoming the area's Citizen of the Year?**

Ron Patel: We all make plans, goals and objectives in our lives and what I've learned over the years is that's although this is good to have, you also need to allow for the unplanned routes that we find ourselves on.

I started out in this business in 1973 when I first joined the Rank Organization with Top Rank Clubs, and thought at that time this would be my career; I'm destined to work with one company (as you did at that time) for the rest of my working days. However, after 15 years with Rank in the U.K., I decided that this was a little too narrow for me, and that I wanted to branch out. By the end of the eighties I had reached a senior executive position and Rank were looking to move overseas. They sent me to look at various countries, including Ireland, Denmark and North America. At that time we thought Canada was a place where casinos were about to start. It seemed a good idea to get a foothold in Canada ready for when casinos would take off there. So in 1989 I transferred with Rank to Canada to take up the position of President of their subsidiary company based in Toronto, together with my wife and two young children, who were five and nine at that time. We thought Canada was going to be our new home and we had no thoughts of moving to the U.S. at that time.

It turned out after a couple of years in Canada casinos weren't going to happen there so Rank asked me to transfer back to the UK. As we had already made a big move and commitment to North America I wanted to look at other options before doing that. So looking over the border into the U.S., Native American Gaming was just about starting. I thought, this looked like a good opportunity and certainly very different to anything I'd done previously. It was a different environment. The U.S. was not in Rank's plans at all, so I left them and joined a management company that was working with several Indian Tribes. For the first few years I worked with the Oneida

Right: Citizen of the Year Ron Patel



Indian Nation of New York, and thereafter with Tribes in Washington, Arizona and California.

In late 2000 I got offered a position on a six-month contract to set up and open Black Oak Casino in Tuolumne County. This will have been the first resort project I have seen all the way from the beginning and hopefully to the end. We are now starting work on a 150 Room hotel and conference centre; there is a golf course in the plans, and within the next 5 years will be a full destination resort.

It's been a great journey as I've learned a lot about the different cultures of Canada and North America, and certainly the Native American culture. I feel as though I am a good fit into this culture. We have moved on average every two to three years, but we're coming up now to having lived 11 years here in California and we plan to retire here.

**CI: How much of the casino's community ethics are tribe-driven and how much comes from you?**

RP: When I first started here one of the tribe's goals (the tribe is The Tuolumne Band of Me-Wuk Indians) was that they wanted the casino business to be part of the community. So part of my job, as well as establishing the casino and getting it up and running, was to make sure that the casino was very much a part of the local community. This was also a job where for the first time my wife and I had moved without our children, as they had left home and gone to college. Being here for a length of time allowed me to really get involved with the community, and I found that they were very family orientated and giving. Every week there's a benefit, an event or a fundraiser for a family or an organisation in need. People are very caring. The casino peaked at 800 employees – or team members as we call them – so the tribe went suddenly from having only a handful of employees to being the largest employer in the county. This gave me the opportunity to get involved in a lot of local organisations, firstly the Chamber of Commerce of which I have been on the board for eight years. I'm also on the board of two local theatre companies. And I've been on boards and committees for different organisations like Meals on Wheels, Sierra Senior Services, the local Hospital Foundation Board, and Habitat for Humanity. My wife Anne, and I have been involved with many organizations. That's been a very rewarding and fulfilling part of my job



and it has helped me build a respect for the casino business as well for the success of the tribe.

**CI: What do you think has been your most rewarding achievement as Manager of the Black Oak Casino?**

RP: As co-chair of the major fundraiser for the County's Meals-on-Wheels program for the last five years I think this has probably been the highlight as far as I am concerned of giving back to the community. Meals-on-Wheels were in danger of closing at one time so we put together a major fundraiser starting in 2006 which has now become one of the largest fund raisers in the county, involving over 50 volunteers and local businesses. Held at the local Railtown State Historic Park, we have raised a total of over \$300,000 dollars in the past 5 years – that's a real feel-good achievement. As a team of volunteers and local businesses everyone has helped to raise that money. I would consider this my greatest community achievement.

**CI: What does the Citizen of the Year award mean to you?**

RP: The award can be seen as recognition and also as a 'thank you' from the community. We've been welcomed here. In other places we have lived, we were never there for long enough to really get involved, but now we feel we are a good fit for this community. This feels like a pat on the back, acknowledging the efforts I have made and that it is appreciated.

## A word from the organisers...

George Segarini, President and CEO of Tuolumne County Chamber of Commerce, explained to Casino International the criteria Ron had to meet for his award. George explains:

"The criteria for the award is that the nominee shall have been involved in voluntary

services that have improved the quality of life for the citizenry of Tuolumne County, and have demonstrated outstanding leadership and community service beyond the call of duty. Their activities should have had significant impact on the community, including leadership of major volunteer projects that help the community.

Black Oak Casino has been accepted into the community with open arms. From the very beginning the Me Wuk Indians made it clear

that they wanted to be a contributor to their community. They have lived up to that commitment. The many non-profit organizations that have benefited from the casino is beyond my personal comprehension. Their employees are active in many organizations and programs throughout the community and is led by their boss Ron Patel. Ron also has the support and participation of his wife Anne who are seen together on many fundraising committees."

# CASINO

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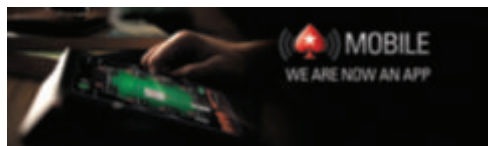


**ICE Picks – Matt Broughton tackles the online side of the ICE exhibition**

**Cozy Gaming – A look at the future of mobile gaming**

**Local Heroes – The balance of European power in e-gaming is starting to shift to onshore operations**

# PokerStars mobile launches in UK



**P**okerStars is now available on a wide range of smartphone handsets and tablets, including Apple's iPhone, iPad and iPod touch, as well as many Android phones and tablet computers. The poker game app will enable players across the United Kingdom (excl. Northern Ireland) to play both free and real money games on their mobile device at any time.

According to the 2011 Netsize Guide from Gemalto 43% of UK mobile users now have smartphones. Today, there are 25,338,700 smartphone connections and 780,000 tablet PC connections in the UK, and as the market segment grows (expected to surpass 50% this year) so does the demand for great games that are optimized for these increasingly sophisticated devices.



"PokerStars Mobile is more than just the migration of the existing PokerStars game product to the mobile platform," said Jeffrey Haas, PokerStars Director of New Platforms. "It's an intentional product designed specifically for the

form factors of mobile and tablet devices, and the different ways people play games on them. This is the best authentic poker experience available for mobile devices today."

The UK launch of PokerStars Mobile follows a highly successful debut in Italy last month. 10% of all PokerStars players in Italy each day now play on mobile, with 7% playing exclusively on mobile devices.

...in related news, Bet24.com has added an additional 14 countries to its tally for real money poker on the iPhone, bringing the total to 17. Bet24.com was the first poker operator on the Ogame network to launch real-money poker game in December of 2011, and is now available in Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, France, Greece, Latvia, Lithuania, Netherlands, Poland, Romania, Slovakia, Slovenia, Sweden, Switzerland and United Kingdom.



## Passoker signs agreement with William Hill

**P**assoker has signed a supply agreement with William Hill Online, the UK's leading sports betting and gaming provider. Passoker combines elements of in-play betting and card games and is already live on williamhill.com. The non-skill game can be played on any live televised event, as players look for the event they are interested in and the stakes they would like to bring to the table. They are then randomly assigned a table and the game begins. Each player is assigned a card at random based on 'what will happen next?' in that live event (e.g. during a football game, it could be a corner, offside, goal, free-kick etc.) The player holding the winning card scoops the stakes off



# PASSOKER

the other players. The cards are then reshuffled and the game starts again.

Passoker

CEO, Stuart Carr, said: "Signing with one of the best known names in the business in William Hill is a hugely significant agreement for Passoker. The deal massively expands our potential audience, with the opportunity to play Passoker at williamhill.com set to open the game up to a vast number of extra users."

William Hill Online COO, Jim Mullen, added: "Passoker is a highly innovative product and one that will bring much added value to William Hill Online. It will give our customers more opportunities to bet in a number of new and interesting ways on their favourite sports and television programmes."

## Gambling.com relaunches

Online Gambling publisher KAX Media has officially relaunched Gambling.com with a brand new website after acquiring the domain from The Media Corp in 2011 for \$2.5m. The new website features a wide variety of fresh content including slideshows, videos and reviews that cover all aspects of online gambling. Gambling.com will continue to operate exclusively as a portal for online gambling and only within regulated markets. While currently focused only on the United Kingdom, KAX plans to ultimately expand Gambling.com worldwide to all regulated English-speaking markets.



The KAX Chief Executive, Charles H Gillespie, said: "We are very excited to officially relaunch Gambling.com with a modern look and great new content. We hope to restore Gambling.com as the pre-eminent resource for online gambling information and the first stop for every online gambler."

## Golden Nugget gets Chili

Golden Nugget and Chiligaming have entered into an online gaming partnership, with a free-play website due to launch within the next quarter. Golden Nugget has selected Chiligaming as its exclusive online gaming partner in anticipation of the legalization of online gaming in the United States.

Chiligaming's proprietary iGaming platform, which enables it to connect to any poker platform or gaming content provider, is a central feature of its US proposition and is designed to both facilitate swift entry into the market and maximize options for the Golden Nugget as the US regulatory and vendor landscape takes shape.

"Chiligaming is thrilled to partner with Golden Nugget," said Alexandre Dreyfus, Chiligaming's CEO and Founder. "With its Las Vegas, Laughlin and Atlantic City properties, it is ideally and uniquely positioned for all of the online developments that lie ahead."



## Spiral Solutions scratches WinTingo

Provider of managed eGaming services, Spiral Solutions, is to provide dedicated scratch card and casual online gaming brand, WinTingo, with a package of managed eGaming services. WinTingo is launching a full suite of instant play games, with a focus on scratch card and slots, powered by Microgaming. Spiral Solutions will provide WinTingo with its suite of managed services including player support and retention services.



Matti Zinder, head of Spiral Solutions said: "The scratch card market is showing signs of becoming a major growth sector for the eGaming industry. Our role is to help establish and grow WinTingo's customer base by applying our experience in player retention. This means that WinTingo can concentrate on what it does best: operating an eGaming brand and attracting new players while we take care of the complex and time-consuming task of retaining and supporting players."

## 7.6million won on Hall of Gods

A Swedish woman has landed a staggering 7.6million Euro jackpot playing Net Entertainment's Hall Of Gods on Unibet Casino. The jackpot fell for the first time since the game was released at the end of 2010, but is the second life-changing win on a NetEnt progressive slot title in less than three weeks, following a 6.9million Euro prize payout on Mega Fortune in January.



Net Entertainment's progressive jackpot games are proving popular, with substantial jackpot values building up quicker and falling more frequently as a result of the high liquidity offered.

The lucky winner – who has been a loyal Unibet player since 2001 and becomes the fifth Unibet player to join the exclusive 'millionaires' club since 2009 – said: "You read in the papers about people winning big and always wonder what it would be like if it happened to you. It's a dream everyone has, and now I'm living it!"

## ComTrade partners with Bally Technologies

Comtrade has signed a technology development agreement with Bally Technologies supporting Bally's Interactive initiatives. This agreement will enable Bally Technologies to leverage ComTrade's extensive online development experience to accelerate Bally's delivery of its award-winning land-based slot games to an online audience.

Ale? Gornjec, Director of Gaming at ComTrade said "This just goes to show that the gap is closing between the online and land based industries. We believe that ComTrade's experience and development strengths will accelerate Bally's growth in the iGaming space, and we look forward to developing this relationship further."



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# Inventive Table Poker

Following successful outings at Both G2E in Las Vegas and London's ICE, Mark Slotkin (owner of the Jacks or Better casino ship in Florida) has and launched two new self-invented poker table games: Shootout



Poker and Lo-Ball Showdown. Both games are currently being placed throughout casinos in the US and Europe, with online versions in development for virtual casinos.



These two new games were invented after Mark visited Las Vegas with a view to bringing poker table games to his casino. Having come to the conclusion that none of the existing Hold 'em games offered the true spirit of poker, he was left with the only option: to invent the games himself. Key to these games is the ability to play not only against the house but against the other players at the table. This is also the first time lowball has ever been available to play at a table game. To see both games in action, visit: [www.creativecasinogames.us](http://www.creativecasinogames.us).

# PokerStars serves Sweden and Finland

PokerStars has established an office in Malta which will manage [www.PokerStars.eu](http://www.PokerStars.eu) under the group's new license granted by the Malta Lotteries and Gaming Commission. The site, which will initially be accessible to players in Sweden and Finland, provides players with the full PokerStars product but with all the benefits of a European Union-issued license. The site will open to certain other European markets in the near future.

Amongst other things, the move will address the current uncertainty regarding taxation of player winnings since online gaming winnings of residents in both Sweden and Finland are clearly tax-free when the game is offered from within EU under a license issued by an EU Member State.

The Malta Lotteries and Gaming Commission granted PokerStars a license following the commission's rigorous review process. PokerStars was recently among the first to be awarded a license in Denmark, which introduced regulation this year. PokerStars is also licensed by the governments of France, Italy, Belgium, Estonia and the Isle of Man.

...in related news, PokerStars has also announced that [www.pokerstars.be](http://www.pokerstars.be) has become one of the first online poker sites in Belgium to be officially granted a license under the Casino de Namur A+ license. The site was authorised in 2011 by the Belgian Gaming Commission in a test phase, but

has now become officially recognised with a full license.

The Belgian Gaming Commission has indicated that beginning this year only fully-licensed operators will be permitted to offer online gaming services in the

country and the Commission will actively seek to prevent unlicensed operators from accessing Belgian players. [PokerStars.be](http://PokerStars.be) is jointly operated with Casino de Namur and is the largest site to be authorised and operational in Belgium.



# Betware Signs with EGASA

Interactive gaming solutions developer, Betware, has signed an agreement with Grupo EGASA, one of the world's leading land-based gaming operators. Following this agreement EGASA will build its online presence on top of Betware's flexible and secure gaming Platform.



Stéfán Hrafnkelsson, Betware's CEO, said: "This agreement is another step towards strengthening our position in the Spanish market. We believe in the success of EGASA's online venture and look forward to a long cooperative relationship with them."

# Leander Games Sign with Sky Vegas

Leander Games has signed a deal with Sky Vegas to provide a variety of games from the company's extensive and award-winning portfolio. As part of this partnership Leander Games has agreed to create and develop an exclusive version of Reely Roulette and Reely Poker which will incorporate and reflect Sky Vegas' brand. This is the first time that Leander Games has individually tailored the look and style of a game on behalf of a client and demonstrates the company's flexibility when it comes to game releases.



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# Local Heroes

The balance of European power in e-gaming is starting to shift to onshore operations, reports **Barnaby Page**.

Plus: what women want, improving your Facebook presence, and That Domain Name Again.

**A** clear majority of e-gaming revenue from European customers will go to regulated local operators for the first time this year, according to Global Betting and Gaming Consultants (GBGC). But that's not unalloyed good news for casino operators seeking to develop onshore products; thanks to regulatory constraints, it's in the virtual casino sector that offshore looks set to continue its dominance.

In 2011 51.3 per cent of all e-gaming revenue went to regulated domestic markets with the rest flowing offshore, but the firm believes that the proportion will jump to 60.1 per cent this year thanks to new markets opening up and structural changes in the sector. New regulated operations are expected to begin soon in countries including Denmark, Germany, Greece and Spain.

However, the firm warned: "Major operators like PokerStars, Bwin.party, Unibet, and 888 Holdings have accepted the new regulatory landscape in Europe even though the higher taxes and increased costs make once profitable markets a lot less so. Domestic, local licences do have benefits for operators because they make advertising and payments easier to undertake. But the success of the new licensing model is dependent upon governments being able to prevent non-domestically-licensed operators from continuing to attract players."

Restrictions on online casino games, for example, will continue to mean that around 60 per cent of European spend on Internet casino games and slots will still go offshore, GBGC predicted.

## That's entertainment

Older women in Britain are not gambling more, despite reports, but they are keen players

of online games for entertainment, according to a new study from ICM Research.

A survey of 10,000 adults was supplemented by in-depth interviews with women over 45, after a National Centre for Social Research report recently suggested that the group was experiencing a rapid escalation of gambling activity.

"Older women are gaming as an alternative to standard entertainment such as TV and puzzle books," said ICM.

But "contrary to popular general perception", the researchers added, "online gambling is least popular among older women", suggesting that they are unlikely to be a prime market for casino operators moving online.

"The social element of online gaming is really important – they go online to interact with current friends and to make new ones. While the games draw them in, they tend to make repeat visits to chat, socialise or interact with younger family members. They are open to brand tie-ins and sponsored free games as long as commercial information is integral to the game and doesn't interrupt them."

However, the researchers added, "they worry about damaging their computers and prefer games they don't have to download. They also prefer free games as they are concerned about getting carried away and spending too much."

## Just another brick...

Most businesses with a Facebook page make a "fundamental mistake" by directing fans straight to their Wall, the part of their Facebook presence where they post (or should post) regular updates.

That's according to Art Division, which has created a new online tool called Like It Pages which allows you to easily edit your Facebook presence.

By sending visitors straight to the wall, say the software guys, businesses "fail to convert a big percentage of their visitors into fans and they also fail to tell their fans exactly what they do and therefore lose out on sales and enquiries".

But "by driving visitors to a dedicated landing page, giving them a clear reason or incentive to join their fan page, they can double their fan conversions".

Most casino operators may not have big difficulties in getting people to understand what they do. But as Facebook increasingly becomes one of the default places for consumers to seek information on anything and everything, it will pay to get that presence right.

More info at [www.likeitpages.com](http://www.likeitpages.com).

## World domination imminent

The new owners of Gambling.com, the domain name which changed hands last year for what I suggested was likely to have been a vastly inflated price, claim they've gained an "800 percent uplift in customer conversions with partner advertising" by relaunching it as a content-based operation featuring reviews of online casinos, playing tips and so on.

Said Charles H. Gillespie, Chief Executive of Kax Media, which is publishing the site: "The domain name has a long history, at certain times commanding a wide audience and at other times not as much. We hope to restore Gambling.com as the pre-eminent resource for online gambling information and the first stop for every online gambler."

What they haven't said, however, is what base that 800 percent uplift starts from, and I suspect it's pretty tiny by the standards of major commercial Websites.

# The Future of Mobile Gaming

Cozy Games' Managing Director and Co-Founder, Sreeram Reddy Vanga, looks at the changes in the mobile gaming sector, and prepares us for the changes yet to come.

**O**ur story begins with the arrival of the iPhone... then the App Store opened and thus, a new era of gaming began. What started slowly has now taken the market by storm. There are over 100,000 games in the App Stores, and Android smartphones, Apple's iPad, iPad 2, and Android tablets have taken over the gaming arena.

An interesting read on Mashable: "How mobile gaming has leapt from Cult to Cultural phenomenon", discusses the numerous ways by which mobile gaming has grabbed eyeballs of marketers and gamers alike. The primary reason for this growth would be low-cost engagement and ability to play anywhere thus, maneuvering your way easily, taking on players, scores and new games. Smartphones are being used on a daily basis and people consider smartphones to be a substitute for computers. The prices for smartphones and tablets are also beginning to drop, fuelling purchase and interest in mobile gaming.



The companies that provide games have explored every angle to make it more feasible, assuring that graphics are still top notch and that each player gets a chance to win at their favorite game at any location without compromising the speed of play or the integrity of the software. It's no passing fantasy with the rise in cell phone and PDA technology; experts opine that the mobile gaming revenue should increase by 900%.

The software market for mobiles is improving in leaps and bounds, with over 25 billion apps having been downloaded for smartphones and tablets. The mobile gaming industry is predicted to reach \$54 Billion by 2015. A study conducted by Neilson research shows that every month about 93% of people download apps for their phones and are willing to pay for them. The mobile industry forecast announces big gains in the long run, while it also opines

on the diminishing effect of Facebook games and the increasing admiration for mobile gaming.



## CLOUDY

As games get developed, the quality improves and publishers get familiar with mobile hardware, which isn't exactly standing still; impressive graphics and quad-core chips, processing with HD output... the games have just gotten better. On the other hand, cross-border compatibility games are edging closer to game-streaming, where the power of hardware for mobile is not crucial. Games are stored and executed on a distant server, where the video is sent down to the user's machine which displays the video whether it's running on a PC, tablet or a Smartphone.

The future of mobile gaming certainly looks interesting with elite gaming companies giving out their games as 'Freemium' by marketing the app free up to certain levels and then suggesting purchase. This technique is a ground-breaking scheme of business models and social games, offering game developers a test bed to see user reactions.

Meanwhile, many gaming companies are also beginning to adapt online web games which can run on tablets, with routines added to support touch screen or accelerometer controls. The gaming industry is currently undergoing a paradigm shift focusing on factors related to the accessibility of publishing to the App Store, low cost of becoming a developer, growth of Freemium games, and the rise of the female gamers.

The graphics capabilities of mobile handsets, earlier iOS and Android tablets severely restricted gaming but great advancements are expected to be seen in this field with the astounding success of smart phones and the range of Android devices like the HTC

Thunderbolt. These high powered computers were just waiting for people to turn them into gaming consoles and thus, would begin the mobile gaming revolution.



## HTML5

Another factor that will majorly affect the future of mobile gaming is HTML5 - the new lingua franca for mobile and web apps that allows a game to be written in a format to run on a variety of platforms and devices. Digital Chocolate's Hawkins believes that the arrival of HTML5-based mobile browsers will set game companies free from the restrictions of app stores. Mobile payments such as screen-based payments and carrier wallets will be utilized more often. Apps and multi-screen technology will move into our living spaces soon enough thus mobilizing another level of gaming. Compartmentalizing ease, precision and comfort is what we are looking at in mobile gaming.



To conclude, it would be safe to say that mobile carriers would mature and allow customers to be more flexible with their data plans thus, offering customers the convenience to fit their lifestyles which will ultimately lead to player satisfaction and increased revenue. That's not all, there will also be more consolidation between mobile and social gaming which will result in increase of revenues. As the market grows, the publishers will look for more opportunities for a bigger share of the market and well-known brands will continue to expand. Thus, the gaming scenario would continue...

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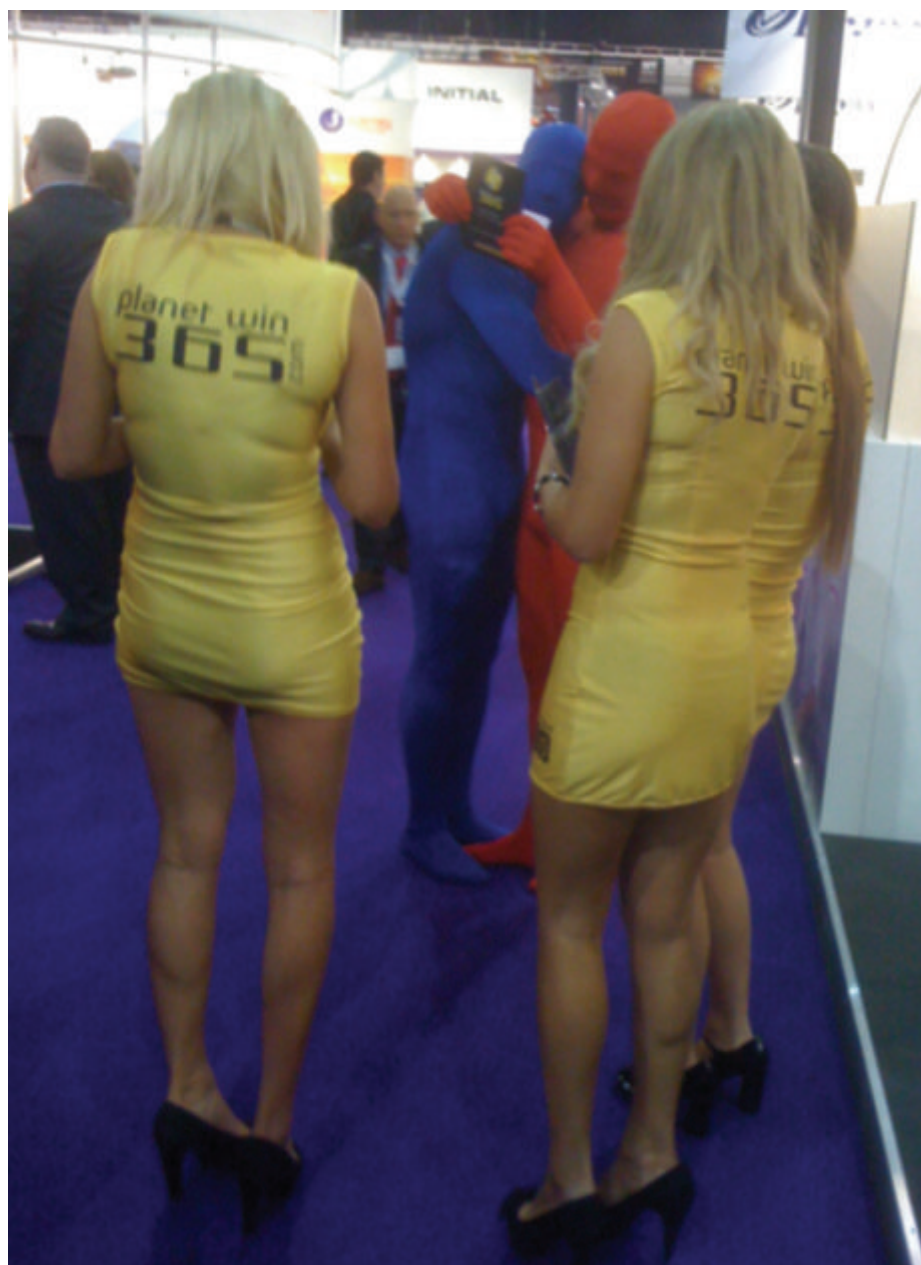
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# ICE picks



Is it getting cold in here or is it just us? **Matt Broughton** presents an alternative view to visiting **ICE Totally Gaming 2012** as it enjoys its last outing at London's Earls Court.



These dresses come in two sizes: tight and too tight.

If you have any interest in the world of interactive gaming and gambling January is THE time to be in London. This year ICE welcomed thousands of visitors from around the world, presenting over 400 exhibitors to the hungry masses. Getting to Earls Court represents a fair trek west across London for me so I can't pretend to be too disappointed that the show moves east to ExCeL next year. There is, however, a certain unique buzz when you take the long walk out of the underground to be hit smack bang in the face by one of the capital's great exhibition halls.

One very slick registration process later and I'm through the front door. An enormous queue has already formed – as it always does – for the cloakroom. One day I plan to hire one of the exhibitor booths right at the front of the hall, put a curtain up around the whole thing and start my own private cloakroom, competing directly with the 'official' one. I'll charge 20p less per item, allow bags at no extra cost, and then, when I'm sure everyone's in, I'll drop the curtain to reveal a huge unorganised pile of belongings, head off home with the cash, and let everyone fight for their garments in a free-for-all come 5:30pm.

Six minutes in and I'm already carrying my own body weight in collected literature. For an industry that's 'online' there's a tremendous amount of paper being thrown about here. Twelve minutes further into the day and my iPhone's memory is now also full to brimming with photos of promotional girls' legs. I should emphasise that these pictures are ONLY for the show report and not for me personally.

## FOOD FOR THOUGHT

Somewhere behind the frontline battle for who has the biggest show budget I'd like to think there's a fight going on for who has the best product, but in some sections of the hall that's clearly the last thing on the exhibitors' minds. One war I wasn't expecting is the outward competition for who has the most delicious stand. G2 GTECH has a sushi bar in full swing by 10 o'clock in the morning, while the vast



array of croissants hanging over the edge of the Tradologic stand do the pastry equivalent of wave and shout "cooey" at me every time I pass. Perhaps I'll drag myself over there with my sack of leaflets for breakfast, hit the sushi bar for lunch, and then finish off the day with a visit to Intralot Interactive who appears to be offering up cookies the size of dinner plates. If only I'd thought to book appointments with the three companies in question at 10am, 1:30pm and 4pm respectively I could have made today a far more satisfying visit. Note to self for ExCeL 2013...

One of the first things to catch my eye (as I continue to wander around looking for free food) is the Dimenco Displays 3D television sitting on the Sheriff Games stand. I appreciate this is not an online product (as one might expect in the online section of a magazine) but as I want to talk about it let's pretend that one day in the VERY near future it might be relevant. OK? Good... so anyway, my immediate though regarding the 3D television is 'oh no, one of my contact lenses has fallen out'. And then I remember that I don't wear contact lenses and it's simply that even after 41 years practicing I've still clearly have a lot to learn about seeing in 3D. As it turns out, with a bit of fine tuning (i.e. swaying around like a violinist on the Titanic) I finally find the 'sweet spot' to stand in and the 3D effect is very impressive (thanks to high-definition slanted multi-view lenticular lens technology, or something). It's all I can do not to duck as an animated cowboy throws a dice at me, although I'm not entirely sure at what point I get to do something other than squat beneath things that aren't actually there. As I walk away (with yet more leaflets) the croissants next door look sadly retro and 2D.

Ironically, later that day you could find me at the Inspired stand convinced I'd had a brain haemorrhage, watching some of their impressive virtual sports in 3D while skidding around like Michael Jackson on ice trying to find the sweet spot. Only after five cross-eyed minutes did I discover it



was traditional 3D and a nearby promo girl was handing out old-school 3D glasses. I declined. How very 2011.

**Practical and alluring. I have two of these at home.**

### MAP PLEASE

ICE has always been about showing your wares and shouting your news, and Net Entertainment creates a buzz on day one by inviting people over for a drink or two washed down with a new product announcement. The drum rolls, the curtain falls... and everyone is treated to the iconic sight of Al Pacino as Tony Montana. Yes, adapted from Brian De Palma's 1983 hit film, the Scarface slot game will allow players to enjoy their own gangland rise and fall, only with less guns, drugs and violence, and more five-reel, 20 win-line fun (with three stacked wilds, no less). It all sounds much more sensible, and far less likely to end in blood.

Net Entertainment also takes a moment to officially launch Net Ent Touch, a suite of games specifically created for iPhones and iPads. Two of the casino



“Say hello to my little... slot!”

game provider’s most popular video slot titles, Gonzo’s Quest and Jack Hammer, are the first to undergo the conversion, and will initially be joined by blackjack on the platform.

ICE is a geographical anomaly much like the Bermuda Triangle in that when you just wander around aimlessly you seem to bump into all the big companies, but as soon as you actually need to be at a particular stand it’s as if the exhibitors all move round and swap places like books in a haunted house. I somehow find myself back at the Microgaming bar time and time again like some kind of alcoholic pigeon while trying to get to BetSoft for an appointment.

Luckily Microgaming has a big name movie tie-in of its own to announce, having successfully signed a licensing agreement for



two massive Batman properties. This huge coup gives Microgaming permission to develop online video slot games using animation materials, themes and characters from both The Dark Knight motion picture (the third highest grossing film of all time in the

US), and from this summer’s blockbuster: The Dark Knight Rises. The first of these games will be released summer 2012, with The Dark Knight Rises slot following on in 2012. No wonder they have a big bar.

Talking of the bar, here’s a joke: How do you know you’re at a trade show bar? Answer: when you spend an hour and a half sitting in one with a PR agency and they STILL don’t buy you a drink! Learning to extract enough moisture from a free jelly bean to last a whole day is a skill very few journalists manage. In extreme cases hungry young staff writers have died trying to eat stress balls. Such is the toll of a trade show.

### FOOD UPDATE

The Quixant stand has very small plates of Parma ham and pots of pistachios. It’s very minimalist but still has me drooling down my press pass as I waft towards a bowl of boiled fruit sweets I’ve spotted up for grabs at the Bally Technologies stand. Bally is also touting a movie licensed slot, this time based upon the legendary John Travolta/Olivia Newton John musical, Grease. This title is Bally’s first double-play game, enabling the player to effectively play two 25-line games at once. It also offers seven grease-themed bonus features with ‘big win movie celebrations’ so should liven up any dull slot session.

Making off with more than my fair share of Bally’s boiled sweets I find myself once again at Intralot



"We speak fish."

Interactive's stand eyeing up the plate-sized cookies. The staff there are all very busy presenting the "NFC-powered Game Solutions and the new HomeSmartPlay family of solutions which gives players access to an extensive sporting catalogue via their remote control, and allows them to engage in betting by way of iTV, Peer-to-Peer Gaming, Group Play and many more." They are also showcasing the company's latest propositions, presenting Lottery TV, an "innovative product that aims to enhance player experience with new media-rich games, bridging gaming and entertainment, and aid lotteries increase revenues by attracting new players." I'm wondering if



they are all distracted enough for me to run in, grab a giant cookie and get out again, but then remember the 15kg of brochures I've got hanging round my neck. Damn gravity/inertia/momentum/paper.

ICE is a strange paradox, with the latest software whizzing through 3D monitors sitting slap-bang next to the bare hardware that drives the industry, reminding us all that we all started not that long ago



NOT a squeezey toy.

back in a world of springs and clockwork gears. Walking past some of the hardware and component manufacturers makes me sad; seeing a slot machine stripped down to its basic parts is like watching some animated Disney film where they find an old robot in the back of a garage that barely works anymore and just wants to be loved. Remove all the flashing lights and sexy cabinet fittings and you're just left with these naked reels and hoppers all looking sad and lonely. When no one is looking I push a couple of them together in the hope of sparking lasting companionship or even romance. You never know...



### IT MEANS PEASANT

Argentinian slots developers, Leander Games, featured in Casino International Online a few issues back with a story about its Megadeath game. So pleased with this feature was CEO Ramiro Atucha that he gives me a Gaucho's knife as a gift. Yes, a knife... a really bloody sharp knife! Luckily I've only got to use the London Underground to get home, but if anyone from overseas receives one of these (frankly deadly) knives as a gift they can expect 'interesting times' once they hit the security gates at Heathrow (and I seriously advise against using the words "Megadeath" or "slot" when detained for questioning). It's the first time an adult has ever given me a knife, and is easily the best thing that's happened to me so far in 2012. I just wish I'd had this 11cm bad boy back at the cloakroom queue this morning. One flash of Argentinian metal (1070 carbon steel with nickel silver borders, 3mm thick, finished in ebony, BTW) and I have a feeling I could have cut down my waiting time considerably (and literally). Incidentally, as I leave Earls Court there is still a massive queue. I bet ExCeL will ruin my plans by having a really efficient cloak room. Damn them.

### EPILOGUE

My bag is so heavy and I carry it for so long that when I undress for bed at the end of the day I notice that all the hair has been removed from my right shoulder. I'm not suggesting it'll catch on immediately, but if women even get truly sick of waxing and exfoliating they might want to consider carrying heavy bags around Earls Court on their shins for six hours at a time as an alternative. Oh, and that was ICE 2012. See you next year!



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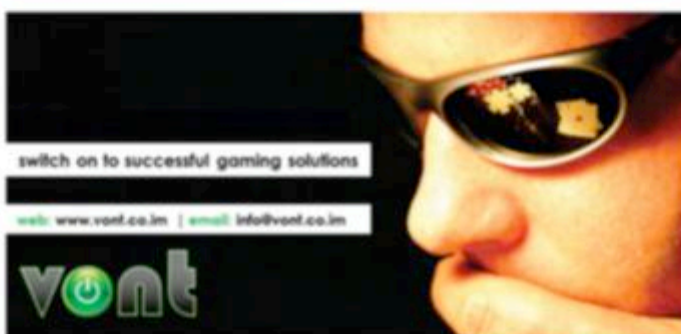
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