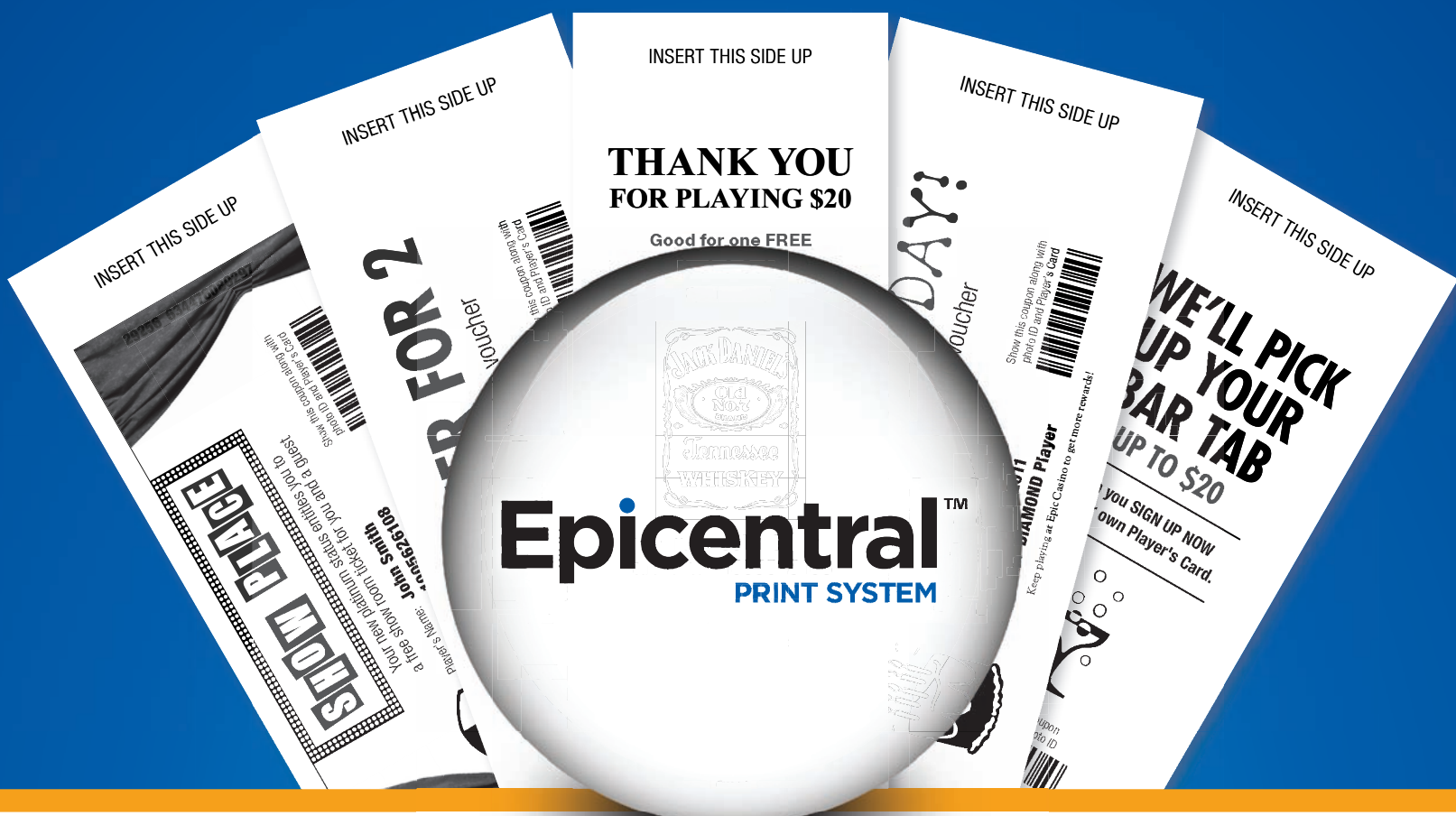


CASINO

INTERNATIONAL

FOR THE GAMING PROFESSIONAL WORLDWIDE



The software system that prints targeted promotions right at the slot machine.

TRANSACT

www.TRANSACT-TECH.com

We're proud to partner with:



See us at
ICE
 Jan. 24-26
 Stand 4045

CASH IN ON THE CURVE



OUR FIRST-OF-A-KIND CURVED LCD display looks, feels, and plays like a traditional reel slot – but it's really a video screen. Your players will love the curves. You'll love the profits they produce.

Packaged in the sleek and smart Pro Upright™ cabinet, featuring fully integrated Digital Topper and Super Candle, digital surround sound, and LED cabinet lighting.

LET US HELP YOU **TURN THE CURVE INTO CASH.**
CONTACT YOUR BALLY ACCOUNT EXECUTIVE TODAY!



Bally Europe | +31.204.868.770 | BallyTech.com

©2011 Bally Technologies. All rights reserved. Images are for illustration purposes only and are subject to change.
 ©2011 Playboy, PLAYBOY, BUNNIES and Rabbit Head Design are marks of Playboy and used under license by Bally Gaming, Inc.



www.casinointernational-online.com

CASINO

INTERNATIONAL

4 NEWS

10 STATESIDE

Sharon Harris brings the US news

12 NICK HAWKINS

He's back! Nick raises an eyebrow at UK gaming...

14 LATINO AMERICA

Ricki brings us the latest happenings

22 MACAU BUSINESS

Asia's finest publication shares its hottest stories with CI

28 CMS

Barnaby Page looks at Casino Management Systems

34 ACCESS ALL AREAS

TCSJOHNHUXLEY's Vegas customer event went down a storm – again!

36 G2E 2011 REVIEW

Sharon Harris and Jon Bruford round up the mega gaming show

Editor's letter

G2E is almost a distant memory, and will no doubt be remembered as a success. Despite some reservations about the venue (bouncing floor, anyone?), it worked – and for most exhibitors, it worked far better than the old venue. As a visitor, I liked it far more, it felt more like ICE, like a buzzing marketplace. The smaller, newer vendors were not trapped behind IGT with no traffic. The only criticism I have was, as I was wearing an exhibitor badge that day, not being allowed into the F&B section. It's an exhibition, people – exhibitors want to look around too! That's a small criticism, but worth noting because as a result we don't have any coverage of the F&B exhibitors in our show review, which I think is a real shame!

Jon Bruford, Managing Editor
jonbruford@yahoo.co.uk



48 VISIMETRICS

Playerbook might be about the change player ID forever. Read on...

52 AGE REVIEW

A look at the Australian gaming industry and the region's main gaming show

55 ONLINE

Matt Broughton brings the news and features from the ever-changing world of online gaming

Managing Editor: Jon Bruford

Tel: +44 1584 877177
email: jonbruford@yahoo.co.uk

International Editor: Ricki Chavez-Munoz

Tel: +44 1202 418547
cwiberoamerica@yahoo.co.uk

Contributing Editor: Barnaby Page

casinointernational@barnabypage.com

Online Section Editor: Matt Broughton

mrbroughton@hotmail.com

Administration:

casino@datateam.co.uk

Publishing Director: Paul Ryder

pryder@datateam.co.uk

CORRESPONDENTS

USA correspondent: Sharon Harris

+1 609 601 7890
sharonhar@aol.com

Editor's photo: Heather Attwood

www.heatherattwood.co.uk

Subscriptions:

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

Published by:

Dateam Business Media Ltd

London Road, Maidstone,
Kent, ME16 8LY

Tel: +44 (0)1622 687031

Fax: +44 (0)1622 757646

© Copyright: All materials in this publication remain the copyright of Dateam Business Media Ltd and no part of it may be reproduced without the written permission of the proprietors.

A request to insert an advertisement is deemed to be an acceptance of Dateam Business Media Ltd's conditions of trading, copies of which are available on request.



It figures. When there is an advance in note validators it's from MEI.

SC Advance™, the next generation of CASHFLOW® SC, is taking the industry by storm offering:

- Improved recognition system proactively protecting against fraudulent notes
- Faster bill-to-bill speed improving player experience and throughput
- Backwards compatibility with CASHFLOW SC maximizing previous investments in MEI
- Improved barcode ticket acceptance, including four-way ticket reading
- Enhanced memory expanding the number of notes accepted

SC Advance's unprecedented logic and speed funnels performance to your bottom line. Call +44 (0) 845 094 4380 to schedule a SC Advance demo.

Proven performance. Increased profits.

meigroup.com



MEI is ISO 9001:2000 certified.
©2011 MEI. All rights reserved.

Because
GAME choice
matters!



Novomatic leads, others follow.

Friends again

Aristocrat and IGT end their patent disputes

Aristocrat Technologies and International Game Technology (IGT) have settled their intellectual-property spat with a cross-licensing agreement.

The deal covers Aristocrat's patents for Hyperlink and Ante-Bet, and IGT's for Alcorn.

"Resolution of these disputes acknowledges the strength of each company's intellectual property," said Jamie Odell, Aristocrat's Managing Director and CEO.

The deal covers Aristocrat's patents for Hyperlink and Ante-Bet, as well as IGT's for Alcorn

"Aristocrat's IP is a crucial company asset and the company has taken a proactive approach to aggressively protect and defend IP as a core part of our business strategy. This settlement with IGT will allow us to focus on our intellectual-property efforts against other parties."

Scientific acquires Barcrest

Slot maker promises VLT, online business

US firm Scientific Games has bought Barcrest, one of the most famous names in British slots and amusement machines.

It plans to merge Barcrest with its existing divisions The Global Draw and Games Media, taking them into the Italian and Czech video lottery terminal (VLT) markets, as well as allowing them to build on Barcrest's existing business in supplying game content to online and mobile operators.

It will also give The Global Draw greater reach into pubs, betting shops, bingo halls and other non-casino venues.

"Over the last 40 years, Barcrest has created an expansive library of game content and this acquisition will enhance the Scientific Games gaming group portfolio," said Ian Timmis, CEO of The Global Draw and Games Media.

"By combining our content with Barcrest's, delivering it through state-of-the-art networks and offering exceptional operational and service support, we expect to offer our customers significantly enhanced products and services."

Naughty Austria

European court raps its monopoly policy

Austria's state gambling monopoly is not acting legally under EU law by excluding foreign casino companies from its licensing process, the European Court of Justice has ruled.

Austria had justified the measure on crime-fighting grounds, but the court held that there were other, less trade-restrictive means to that end.

And it warned EU member states that if they allow a gambling monopoly to expand without opening the market up to competition, on the grounds that it is the only way to prevent criminal activity, they must be able to prove this.

In its ruling on the Austrian monopoly, the court said that "to be consistent with the objective of fighting crime and reducing opportunities for gambling, national legislation establishing a monopoly which allows the holder of the monopoly to follow an expansionist policy must genuinely be based on a finding that the crime and fraud linked to gaming are a problem in the member state concerned, which could be remedied by expanding authorised regulated activities".

Maximising public revenue would not on its own be a justification of allowing the monopoly to stand, the court added.

IN BRIEF

PROPERTY SWAP Golden Gaming is to acquire Affinity Gaming's two Terrible's casino properties in Pahrump, Nevada, as well as a slot route. It is also selling its three locations in Black Hawk, Colorado, to Affinity.

MARYLAND ORDER The new Maryland Live! Casino, opening in June 2012, will have JCM's iVizion bill validators installed on more than 4750 slots and electronic table games.

GETTING BIG GameAccount Network, the online game developer, has been named as one of the 30 fastest-growing private technology companies in Britain.

MATCH MAKER New slots from World Match include Maximum and Hollywood Film, both with 3D effects.

JACKPOT OKAY The Nevada Gaming Control Board has approved Gaming Support's BaseSys Navigator jackpot controller.

GREAT CAUSE Britain's Great Foundation is to be a charitable beneficiary of next January's International Gaming Awards.

NEVADA-BOUND Quixant now has a Las Vegas office, on East Sunset Road.

COUPON TEST South Point Hotel and Casino in Las Vegas recently finished trialling FutureLogic's PromoNet promotional couponing system.

JOINING AGEM The Association of Gaming Equipment Manufacturers has six new members. They are Alfastreet, from Slovenia; British firms Eurocoin and JPM International; and US companies Cooper Levenson, Rainmaker, and TransLux.

SPANISH EXAM Gaming Laboratories International's European arm, GLI Europe, is now authorised to test and certify e-gaming platforms in Spain.

INDIAN TOURNAMENT A September gaming competition at the Casino Royale in Goa, India, saw more than 300 players compete in Roulette, Indian Flush, Baccarat, Blackjack, and Texas Hold 'Em.

The latest security tool: your iPhone

Need to monitor your security cameras remotely? There's an app for that...

Gambling via the smartphone is becoming commonplace; managing the gaming floor using handheld devices is also, as our feature this month observes, rapidly transitioning from futuristic ambition to everyday reality.

But there's another area of the casino which can also benefit from the all-pervading app – security.

A new iPhone app from Dallmeier, called Mobile Video Center, lets users of its surveillance systems access live feeds and recordings while they're on the move.

Preview images allow the user to quickly select which camera they want to check; individuals can also

designate favourites so that they can easily navigate to frequently-viewed places.

Images are automatically processed to provide the best display quality on the iPhone's screen, with resolution also selectable by the user according to the level of detail that they require.

The familiar iPhone touch interface is used to provide features such as zoom and snapshots, either of live footage or of recordings, as well as a download counter to control the usage – and therefore cost – of 3G Internet connections.

Dallmeier's Mobile Video Center supports the VideoNetBox, DMS/DLS series, and Smatrix products.

earls court, london
24 - 26 january 2012

register for free entry at:
www.icetotallygaming.com

totallygaming



SPIELO International™

WE SPEAK YOUR LANGUAGE

Wherever they are in the world, our customers use the same vocabulary - with an accent on performance. They speak highly about our vast game library and long list of top-performing titles. If you're looking for compelling, player-tested content that performs, SPIELO International is fluent in game design.



WE SPEAK PERFORMANCE > Let's talk.

For more information please visit:
www.spielo.com



SPIELO
International™

How Baccarat distorts Vegas revenue figures

It sounds like the Strip had a horrible August, but that's only because it was so good last year

There are, perhaps, lies, statistics, and gaming statistics.

Consider, for example, that gaming revenue at Las Vegas Strip casinos was down nearly nine per cent year-on-year in August, after three months of steady increases. Disastrous news?

Not really: this was entirely due to a year-on-year decline in the popularity of Baccarat after a hugely successful August 2010 for the game; with that excluded from the calculations, the month would have shown a 4.7 per cent increase.

"Excluding highly volatile Baccarat play, we believe August results provide further evidence of stabilisation in Las Vegas Strip gaming trends," one analyst was reported as saying.

Altogether, Strip casino revenues were just under \$500m in August. For the first eight months of the year, Strip revenues rose 5.2 per cent, markedly outperforming Nevada as a whole, which recorded an increase of just 2.9 per cent. Reno locations, in bitter contrast, fell by 11 per cent.

In Pennsylvania, meanwhile, regulators have for the first time been able to make a year-on-year comparison of revenue from the recently-introduced table games.

For the nine casinos which had tables at the beginning of August 2010, total revenue was up by around \$14m in August of this year, thanks largely to the addition of new tables.

However, new tables do not invariably generate money. While Sands Casino Resort Bethlehem, for example, more than doubled table revenue by adding extra tables, Mohegan Sun at Pocono Downs and Presque Isle Downs & Casino saw it decrease even as the number of player seats grew.

In August 2011 there were around 900 tables in use in Pennsylvania, more than three times as many as in August 2010.

Irish ready for casinos, Kyrgyzstan bans them

Two smallish countries, two sets of regulators, and two completely different gaming policies

They may be about the same size in population terms, but it is difficult to think of much else that links verdant Ireland with mountainous, landlocked Kyrgyzstan...except the fact that law-makers in both countries have recently dramatically rethought their positions on gambling, and headed in opposite directions.

Work has now started on drafting new legislation to modernise Ireland's gaming laws, covering land-based gambling, betting shops, bingo, lotteries, and e-gaming.

For the industry, there will be losses as well as gains. True casinos are expected to be allowed for the first time, possibly classified into two grades as either large resort venues or smaller local venues. But an official report earlier this year proposed excluding gaming machines from sites such as pubs, as well as from bookmakers' offices: good news for the casinos-to-be, if not for the slot makers.

And to provide a statistical starting point for the new regime, the Irish Responsible Gambling Board is preparing to undertake the first study of the prevalence of gambling, and problem gambling, in the country.

The Kyrgyz parliament, meanwhile, has banned casinos and slot machines, effective 1 January 2012. There are currently believed to be around 20 casinos and 3000 locations with slots in the country.

Critics of the move charge that it will simply drive gaming underground, although some suggest that it may be paving the way for the establishment of a state monopoly.

"The very same MPs who gamble in the casinos will provide 'protection services' [for illegal operations], and all the money that now goes to the state treasury will flow to their pockets," predicted Myrza Niyazov, a member of the Gambling Business Association. Kyrgyzstan will lose around \$9m in annual tax revenue.

The move was initiated by opposition leader Bakytbek Dzhetigenov, but secured almost unanimous support from MPs, with President Roza Otunbayeva declaring that

casinos had a "detrimental effect on the entire society" and that the Kyrgyz people should stand firm against "casino barons".

Alternative suggestions, including the confinement of gambling to a limited zone much as Russia has done, did not find favour.



Hyperloop™ – a new dimension in spin

A seamless integration of mechanical top box and video artistry, together adding multipliers and bonus wilds to reels. Hook up with Hyperloop™ on two great VIRIDIAN WS™ games: plundering the deep in All Puffed Up!™ and daring a scare with Halloween: Trick or Treat™.

Availability subject to jurisdictional approvals. For more details contact your Aristocrat sales manager on +44 1895 618500.



© 2011 Aristocrat Technologies Australia Pty Limited. All rights reserved.

ARISTOCRAT
www.aristocratgaming.co.uk



ENGAGING PLAYERS. DELIVERING RESULTS.™



Experience Our Strongest and Most Diverse Gaming Portfolio Ever.

WMS is proud to unveil our latest industry changing gaming experiences. Built on a foundation of both player and customer insights, our gaming solutions can further captivate your existing players while attracting new ones. Visit our WMS Now website to experience gaming content designed to engage your players and deliver results.

www.wms.com/now

MONOPOLY is a trademark of Hasbro, used with permission. ©2011 Hasbro. All rights reserved. THE WORLD OF GZ and all related characters and elements are trademarks of and © Turner Entertainment Co. (11) BATTLESHIP™ is a trademark of Hasbro and is used with permission. ©2011 Hasbro. All Rights Reserved. Licensed by Hasbro. GZE is a registered trademark of Reed Exhibitions, a division of Reed Elsevier Inc., and the American Gaming Association. Used with permission. ©2011 WMS Gaming Inc. All Rights Reserved.





Stateside

Sharon Harris Is thinking of the children

The G2E show is over. I liked the new location at the Sands, except for the nightmarish parking garage below the building, because everything was on one floor. Also, the exhibit hall was squarer, reducing that monstrous walk from end to end.

People seemed more optimistic since 2010, confirmed by a survey of 1,150 gaming professional taken at the G2E. Seventy-seven percent have positive feelings about the industry's direction in 2012. Bucking many national polls about job security, 80 percent believe their gaming employer will strengthen in 2012; 76 percent feel confident about their future employment.

What is the basis for this optimism? Many see dramatic legislative changes on the horizon. Casino operating companies are opening properties across the US and more states are considering legislation to introduce or expand their gaming opportunities.

Atlantic City folks eagerly anticipate positive changes, thanks to New Jersey Governor Chris Christie's unprecedented legislation last February. Legislative changes last February in New Jersey are already taking shape, thanks in part to a streamlined Division of Gaming Enforcement (DGE) and several relaxed regulations.

The DGE recognized that visitors won't always make that extra effort to gamble, and smart operators want to bring it to them. They have approved tables and slots off the casino floors in Atlantic City.

For the first time since the 1976 legalization of gaming in Atlantic City, gamblers may play outside designated casino space along the Boardwalk's beachfront block. The only exceptions were allowing gaming in the Marina District along the back bays, which houses Borgata, Golden Nugget and Harrah's.

By Thanksgiving, The 200,000 square foot Quarter dining, entertainment and retail complex at the Tropicana will launch a 90-day pilot program of 11 slots and two electronic table games within the main square. The Quarter features 20 shops and 20 restaurants, plus the IMAX movie theater. The plan is to expand to between 100 and 125 slots, plus live table games. The DGE will closely monitor the machines for underage gamblers. If successful, more off-casino game areas will surely follow.

Imitating Nevada, Atlantic City hopes to profit from casual impulse gamblers. Situated near restaurant row and the IMAX, Tropicana hopes they'll play as they wait.

As of press time, Election Day on November 8 is two weeks away. New Jersey voters will determine whether to permit sports betting at the Atlantic City casinos

and state racetracks. Early polling reveals that 58 percent of likely voters, along with local media, support the measure. The strongest support comes from three Jersey Shore counties, home to most casino workers.

Speaking of sports betting, the Nevada Gaming Control Board has approved an application to allow sports betting on personal iPhone smart phones. This may ultimately expand to the personal iPads. The firm, American Wagering, Inc., hopes to have access to 90 percent of Nevada's smart phone market.

Who could have predicted these types of gaming options even 10 years ago? It proves what IGT CEO Patti Hart said at the "State of the Industry" seminar: "technology drives entertainment consumption".

Commercial casinos are forging ahead although Nevada's economy remains terrible, Las Vegas and northern Nevada gaming jurisdictions like Lake Tahoe are seeing an uptick in gaming revenues. Las Vegas visitor traffic at the airport has increased and conventions report greater attendee numbers.

However, states like Illinois often work against their own best interests. For one thing, the sky-high taxes paid by riverboat operators make it one of the least attractive jurisdictions for major operators.

From my perspective, the Illinois lawmakers have again pulled a bonehead act, but they're not the only ones. A new issue has surfaced, even as major operators seek public respect as solid citizens.

Ever wonder who people are when they line up to cash in their chips? Thousands are deadbeat parents, or people who have reneged on their child support obligations. They have cash to throw in a slot, but can't be bothered paying child maintenance.

More states are utilizing technology to confiscate their winnings, but not Illinois. Collection efforts have been thwarted by both casino lobbyists and the state agency charged with collecting and dispersing child support in Illinois. It's millions lost.

For example, after a protracted battle in 2008, Colorado passed such a law. In three years, Colorado has seized gamblers' winnings 810 times, totaling \$1.25 million. The law is based on federal law. Slot winnings above \$1200 must be reported. Table games have a specific formula with a minimum \$600 win.

Casino operators and state child support officials claim they want to avoid the bureaucracy and providing database identification to casinos.

Why worry about these freeloading losers who refuse to pay their bills? And why wouldn't casino companies want to be seen as the good guys here? I say go after them with all available tools... the kids deserve a break.

For the first time since the 1976 legalization of gaming in Atlantic City, gamblers may play outside designated casino space along the Boardwalk's beachfront block

Cantinflas



Famous Cantinflas
Now enthralling your players!



MERKUR
GAMING, GERMANY

Don't drop the ball

Former two-time UK Shadow Gambling Minister **Nick Hawkins** sorts the wheat from the chaff in his bi-monthly column...

In most of my previous columns I've written about the gambling industry and its interrelationship with Government and politics, and just had a small end-piece on one of my personal interests, horse racing. However, this time I'm going to start with racing, because it affects the gambling industry world-wide, and the governing body in the UK has just committed one of the worst pieces of political PR blundering I've seen in a long time.

By the time this column appears, I hope the catastrophic decision to introduce mid-season, a week before racing's new national showpiece day, the Champions Day, unworkable whip restrictions based on daft numerical limitations, leading to the banning of leading jockeys, will have been reversed – but this was an entirely avoidable blunder and it beggars belief, to me, that those at the top of racing should consult so little with those at the sharp end, expected to comply with new rules, and have so little understanding of the downside PR risks, especially on timing!

A vast amount of money, and a year's preparation, had gone in to creating the new Champions Day near the end of the season – best horses in top races. Blessed with wonderful Autumn sunshine and a horse (Frankel) now clearly fit to be ranked with the all-time greats, it was a huge success, on the day.

The very sad matter was that the gloss was tarnished by the fact that all the talk and lots of the coverage had to be equally about the whip rules and the long bans for top jockeys Richard Hughes and Christophe Soumillon. At top speed on a top half-ton of horse how can a top jockey judge when the exact point is after which five flicks of a whip is fine, but one more means a long ban and a significant fine? Absolute madness!

Why on earth they couldn't have had a short trial with no bans or fines, and in close consultation with top jockeys as to what is workable – and a new rule introduced only from the start of a new season, and only if and when a trial had been deemed successful, perhaps after revisions?

Let's hope some lessons are learned and that total cock-ups like this are not repeated. Racing (as all of gambling) needs friends – there are enough enemies and kill-joys of the politically-correct type out there, without the sport turning on its own, in the full glare of media coverage. When so much good work and time and money has been put in to such campaigns as "Racing for Change", it is heartbreaking to see such an obvious own goal scored by the "powers that be".

Turning now to some other issues in other industry

areas, I was personally surprised to learn that after so much work and time had obviously been spent on trying to make it happen, the Ladbrokes/Sportingbet tie-up fell at the final hurdle, apparently. Less surprising was the news that Sportingbet are selling all their Turkish business.

The UK Government, in the form of both DCMS and Treasury/HMRC, and other departments, are bombarding the industry with consultations – too many (I know of 16 which can affect our industry) in a short time period.

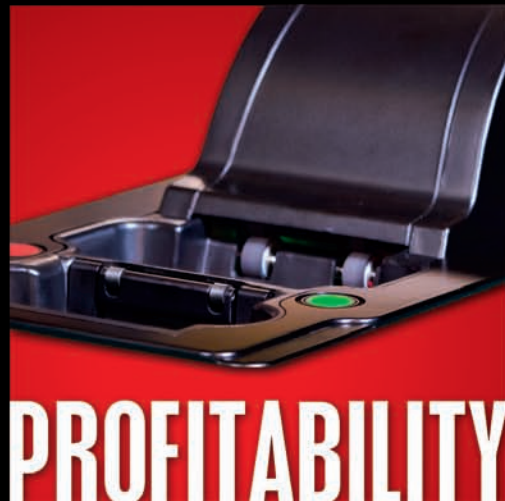
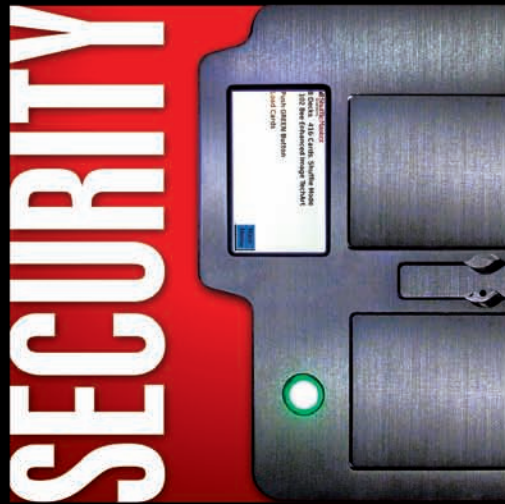
At the same time, there's a great opportunity to influence the current Minister, John Penrose, to remove a lot of the more bureaucratic, costly and unnecessary Gambling Commission procedures, in the form of the DCMS Select Committee reviewing the working of the 2005 Gambling Act. Select Committees are too often ignored as largely irrelevant, by industry. Like everything in politics they vary, according to the composition of MP's and the subjects they are looking at. However, where, as in this case, the Select Committee has a Chairman from the Government Party, who is both authoritative and informed, and influential over senior colleagues including senior Ministers, the report can have real clout. John Whittingdale MP, the Select Committee Chairman, was the Shadow Secretary of State at the time of the 2005 Act going through its very lengthy and detailed Committee stage – the detailed clause-by-clause scrutiny. I worked with him. No-one now left in the House knows the detail of the Act better, and knows from before it became law the weaknesses, which we pointed out at the time but could rarely do anything about as we were in Opposition. For this Select Committee, the UK industry need to make a real effort to submit as much detailed evidence as possible; trade bodies can and should make powerful submissions both in oral evidence and in writing. This may be the only serious chance to get significant change for perhaps a decade. If the final Committee report is powerful, based on good evidence, this Minister (a deregulator by instinct and nature) may have the ammunition to enable him to make really significant changes. We won't get a new Act but anything which can be changed by dictat to the GC to change procedures and practice, or by secondary legislation changes (small Statutory Instruments which can be "nodded through") could be done if it gets to this Minister before he's reshuffled/promoted and we have to start again persuading somebody new!

I do hope the industry don't drop this ball...



Nick Hawkins is a Barrister specialising in Gambling and Leisure law. In his 13 years in Parliament previously, he held roles in Government and Opposition, including Shadow Solicitor-General and Shadow Sports Minister. He is currently Consultant Head of Gambling Law, Spring Law Solicitors, London

♠♣♥♦ **ShuffleMaster**
DELIVERS MORE...



SAGSE • 2011 • STAND 415



+1 702 897 7150

shufflemaster.com



TCSJOHNHUXLEY

Combining **Excellence**
with **Innovation**

www.tcsjohnhuxley.com



Latino America

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

Bueno, el Nuevo G2E de Las Vegas en el Centro de exposiciones del Sands Resort Hotel & Casino fue un excelente triunfo de los organizadores la American Gaming Association (AGA) y Reed Exhibitions, quienes trataron al público asistente como verdaderos VIPs, y a la gente de Latinoamérica como eran celebrados en los tiempos de Porfirio Rubirosa, con clase y distinción.

En definitiva, esta G2E ha levantado la barra de expectativas para los asistentes a eventos de la industria, porque el público asistente y las más de 440 empresas que se dieron cita en Las Vegas para participar en esta edición de la feria más grande del mundo tuvo una atención casi personalizada, por los innumerables guías atendiendo con sobriedad por todo el complejo hotelero de los 5-estrellas, The Venetian y el Palazzo, además del mismo recinto de la expo, donde los pasadizos llevaron los nombres de las calles de la ciudad misma. ¡Que lujo!



Ahora nos dirigimos a Buenos Aires para asistir al evento supremo de Latinoamérica, y ya tenemos algo novedoso en cartera, como siempre sabe hacerlo el eterno innovador, Giorgio Gennari, presidente de Monografie S.A., organizadores de SAGSE, que ha creado el SAGSE Fast Pass, un pase exclusivo y patrocinado por empresas



The new G2E Las Vegas in the Sands Convention Center at the Sands Resort Hotel & Casino was an almighty triumph for the American Gaming Association (AGA) and Reed Exhibitions, organizers of this great show. All visitors were given VIP treatment and the Latin American delegates were celebrated with a lot of class and distinction, as they used to be in the days of Porfirio Rubirosa.

Without doubt, this G2E has raised the expectations barrier for all the events in the industry, because the visitors and more than 400 exhibiting companies that convened in Las Vegas for this new edition

of the largest gaming show in the world had near personal attention. There was an army of guides explaining the way and pointing people in the right direction through the public areas of both 5-star hotels The



Venetian and the Palazzo, and when the visitors arrived at the expo venue they found all corridors with the names of Las Vegas streets for ease of orientation. What luxury!

As we make our way to Buenos Aires to take part in Latin America's supreme industry event, we are sure that there is something new in hand, as is the trade mark of the perennial innovator Giorgio Gennari, president of Monografie S.A.,



RIDE WITH THE **WINNER**

JCM Wins Resorts World New York

There were a lot of horses in the race, and now JCM Global stands alone in the winner's circle at *Resorts World New York at Aqueduct* with more than 4,500 VLTs. That's because only JCM Global has the discipline of a jockey, the vision of a trainer and the speed of a thoroughbred.

Call your JCM account rep or visit JCMGlobal.com today,
and ride with the winner.



EMEA: 49.211.5306.4550 • JAPAN: 81.6.6703.8400 • US: 702.651.0000 • US: 800.683.7248

de la industria para poder acceder a la exposición de manera más rápida y ágil (prácticamente sin espera ni colas). Estos pases son exclusivamente emitidos a través de un acuerdo exclusivo con el sitio Catedralesdeljuego.

Lo que SAGSE promete son muchas novedades para el desarrollo de la industria regional, que se encuentra un poco movida por los problemáticos acontecimientos en México, donde ha empezado la restricción a la apertura de salas de juego, como se puede leer abajo, y los cierres de casinos en Ecuador y Venezuela.

En SAGSE Buenos estaremos representados por primera vez por María Eugenia Crivellini, gerente de marketing de Casino International Americano y este servidor. ¡Allá nos vemos!

Saludos,
Ricki.

MEXICO - Nuevo León prohíbe apertura de nuevos casinos

El Congreso del estado de Nuevo León en México, aprobó reformas a la Ley de Desarrollo Urbano, por mayoría, que prohíbe la emisión de permisos de uso de suelo para la instalación y apertura de nuevos casinos. En efecto la norma dice que la prohibición se extiende a “usos de suelo y uso de edificación para casinos, centros de apuestas, salas de sorteos, casas de juego y similares”.

En Nueva León, como en todo México, los permisos para la apertura de salas de juego otorgados por la Secretaría de Gobernación deben tener licencias y permisos locales de uso de suelo como los que ha prohibido el Congreso de Nueva León para instalar los juegos de azar, llamados en México, según la Ley, “juegos y sorteos”.

La reforma a la Ley de Desarrollo Urbano fue aprobado por unanimidad por diputados de cuatro fracciones parlamentaria. El diputado Héctor Morales Rivera, presidente de la Comisión de Desarrollo Urbano, quien presentó el dictamen en tribuna, dijo: “No permitir nuevas autorizaciones para estos establecimientos es un reclamo de interés público local, y la obligación de proteger a la comunidad está muy por encima del afán de lucro. En los últimos años se ha observado en las principales ciudades del país un crecimiento inusitado de los establecimientos mercantiles donde se llevan a cabo apuestas”.

Esta es la primera reforma a una ley para prohibir la expansión de casinos en México, y se ha dado en Nuevo León después del ataque criminal del pasado 25 de agosto al Casino Royale de Monterrey, donde murieron 52 personas. Este ataque fue en represalia contra los administradores del casino quienes se negaron a ser extorsionados por carteles de la mafia local.

Solamente después de esta tragedia, las autoridades mexicanas han dispuesto la revisión de las condiciones legales de muchos negocios de juegos de azar, cerrando indiscriminadamente operaciones legales e ilegales, y dejando al sector de juegos en México en un estado de zozobra debido a la falta de orden legal impuesto por una ineficaz Ley Federal de Juegos y Sorteos de 1947, con un reglamento manejado a mano que fue promulgado en el 2004.

SAGSE organizers. And this time it is his brainchild the SAGSE Fast Pass: an exclusive expo pass sponsored by industry companies for ease and speedy of access to the event, practically without queues. The passes are issued through an exclusive agreement with hospitality site Catedralesdeljuego.

As usual, SAGSE is full of promise to help development of the regional industry, which is a bit shaken after the problems in Mexico, where there is a new restriction on the opening of new casinos, as we report below, and the casino closures in Ecuador and Venezuela.

In SAGSE Buenos Aires we shall be represented for the first time by Maria Eugenia Crivellini, Casino International Americano marketing manager, as well as yours truly. See you there!

Cheers,
Ricki.

MEXICO – Nuevo León passed law reforms against new casinos

The Congress of Nueva Leon state in Mexico has approved by a majority reforms to the Urban Development Law which prohibits the issue of new business premises ground use permits for the installation of casinos. Effectively, the reforms say that the prohibition covers “the use of premises for the construction and building of casinos, betting centres, lotteries, gaming houses and similar businesses”.

In Nuevo Leon, as in all Mexico states, gaming licences granted by the Secretaria de Gobernacion must obtain local permits for premises ground use like the one prohibited by the Nueva Leon Congress, which was unanimously approved by four parliamentary parties, under the direction of representative Hector Morales Rivera, president of the Urban Development Commission.

This is the first legislation reform passed in Mexico that prohibits the expansion of casinos in the country, and the Congress of Nuevo Leon state has acted after the local criminal drug cartel attack on Monterrey's Casino Royale, which left 52 dead. The attack was the result of criminals against the casino owners who refused to pay protection money.

PERU - Will Internet control replace SUCTR?

Peru's Council of Ministers has approved a bill to amend the law for the exploitation of casino games and slot machines. José Luis Silva Martinot, the Minister for Foreign Trade and Tourism, made the announcement that now the bill would be presented to Congress.

Silva said that the proposed law seeks to formalize the information from casino and slots operations under supervision via Internet to enable greater tax collection from these businesses. “There exist some 800 locations operating slot machines and by formalizing the information it is expected to increase tax collection significantly.” He added, “In this manner it will be possible to instantly keep track of



WE ARE PLEASED TO INVITE YOU TO SEE OUR
TOP AND NEW PRODUCTS AT SAGSE ON STAND 418



DIAMOND
GAMES



198A MASKAVAS STREET, RIGA, LV-1019, LATVIA +371 67 145 020, WWW.DLV.LV

SALES EUROPE: KPRENGEL@DLV.LV

SALES ASIA: HERMANVL@DLV.LV

SALES SOUTH AMERICA: ROLANDORIGA@DLV.LV

SALES MEXICO: MEXICO@DLV.LV

ACCESS ALL AREAS

COMES TO LONDON

24TH & 25TH JANUARY 2012

TAKING GAMING TO NEW HEIGHTS

We are planning something very different in London this January.

To coincide with ICE, we are holding our hugely popular **Access All Areas** event in a spectacular sky high location.

Don't miss out on your chance to attend.

WWW.TCSJOHNHUXLEY.COM/ACCESSALLAREAS



Gaming Awards
Winner
Traditional Casino
Equipment Supplier



TCSJOHNHUXLEY

PERU - ¿El control por Internet reemplazaría al SUCTR?

El ministro de Comercio Exterior y Turismo, José Luis Silva Martinot, ha anunciado que el Consejo de Ministros de Perú ha aprobado un proyecto de Ley que enviará al Congreso mediante el cual modifica la primera disposición final de la Ley 27796, norma que a su vez varía los artículos de la Ley 27153, que regula la explotación de los juegos de casinos y máquinas tragamonedas en el país sudamericano.

El Ministro Silva dijo que el proyecto de Ley busca formalizar la información de las operaciones que se tiene de casinos y tragamonedas mediante la supervisión vía Internet para incrementar la recaudación tributaria de estos negocios. Silva dijo: "Existe una cantidad cercana a los 800 sitios que tienen máquinas tragamonedas, lo que se busca es formalizar la información que se tiene de parte de ellos, (y) se espera incrementar de manera significativa la recaudación".

El titular de Comercio Exterior y Turismo hizo esas declaraciones luego de participar en el Consejo de Ministros realizado en Palacio de Gobierno de Lima, añadiendo que "de esta manera, se podrá supervisar al instante las cantidades de dinero que se están jugando y el número de operaciones".

La Primera Disposición Final de la Ley 27796, promulgada el 26 de julio del 2002, establece el Sistema Unificado de Control en Tiempo Real (SUCTR), que se ha pospuesto hasta julio del 2012, y que a la letra dice que: "Las empresas que actualmente explotan juegos de casino y máquinas tragamonedas ... deben implementar dentro de un plazo de un (1) año, contado a partir de la vigencia de la presente Ley, un sistema computarizado de interconexión en tiempo real a un computador central, interconectado a su vez con la SUNAT y el Ministerio de Comercio Exterior y Turismo, en cada uno de los establecimientos donde operan de tal forma que facilite las labores de control y fiscalización".

Aunque a la fecha no se tiene información sobre la forma que tiene el proyecto de Ley que modifica la Primera Disposición Final de la Ley 27796, se anticipa que la información vía Internet enviada por los supervisores de salas en las operaciones de juego, podría reemplazar los planes en marcha para instalar un data centre que reciba la información de las salas de juego y casinos peruanos interconectados a esta.

COLOMBIA - FADJA 2012 alista su edición no 14 en Bogotá

Con seis meses previos a su realización, la Feria Andina de Juegos de Azar anuncia las novedades que acompañarán el encuentro más productivo y alegre de la industria en la región. El escenario en Bogotá, Colombia, será el tradicional Centro Internacional de Negocios y Exposiciones, Corferias, los días 11 & 12 de Abril de 2012.



La estabilidad del país en

the quantities of money being gambled and the number of operations."

The previous law, enacted in July 2002, established a unified system of real time control (SUCTR), which has been postponed until July next year. This gave all casinos and slots businesses one year to implement a computerized system connected in real time to a central computer that in turn is interconnected with the tax office SUNAT and with the Ministry of Foreign Trade and Tourism.

As yet there is no information about the intended form of the amendment to the law. However, it is anticipated that the plan for information to be sent via Internet by the supervisors at gambling venues could replace the present plan to install a data centre to receive the information from interconnected casinos and slots operations.

COLOMBIA – FADJA 2012 gets ready for its 14th edition

With six months to go to its opening date, the Andean Gaming Expo – FADJA 2012 has announced that it is on its way to get ready for its 14th edition at its home base in the International Business and Expo Center Corferias in Bogota, Colombia, during 11-12 April.

Following the Free Trade Treaty signed with the USA that has strengthened Colombia's stability on political and judicial terms, there is an excellent business climate in the country, which benefits from a strategic geographical position in the region for all Latin American businessmen associated with the gaming industry. As far as Colombia is concerned, there has been for a number of years an increase in foreign investments in the local gaming industry, with local representation of international companies in the country.

In the early days of stand commercialization, FADJA 2012 has already managed to confirm some of the major industry leaders and brands, such as: Ainsworth, CN Cortar, ICT, El Espartano, WMS Gaming, Gold Club, Novomatic, Money Controls, Suzo Happ, PMV Inspired Gaming Group, Merkur, R.



Jose Anibal Aguirre, Director
FADJA 2012

Innovator™ Steppers with Radiant Reels™

Reel Speed. Reel Action. Reel Fun!



materia política y jurídica, el excelente clima de negocios que se respira tras la aprobación del Tratado de Libre Comercio (TLC) con los Estados Unidos y la posición geoestratégica de Colombia, hacen posible que nuevos empresarios extranjeros provenientes de toda Latinoamérica, se vinculen al mercado nacional de juegos de azar que presenta importantes señales de recuperación y avance, augurando los mejores resultados para FADJA en el 2012, así como el incremento de inversiones por parte de compañías internacionales con representación en Colombia desde hace varios años.

En su etapa de comercialización temprana, el certamen cuenta desde ya con la confirmación de reconocidas marcas como: Ainsworth, CN Cortar, ICT, El Espartano, WMS Gaming, Gold Club, Novomatic, Money Controls, Suzo Happ, PMV Inspired Gaming Group, Merkur, R. Franco, Fecoljuegos, Feceazar, Acoja, Camazar, DIAN, BM Concept, Virtual Step, Arka Group, entre otras.

Perú Gaming Show se prepara para el 2012

Después del éxito obtenido este 2011, PERU GAMING SHOW, se encuentra trabajando arduamente para brindar una mejor presentación el próximo año siempre en el Centro de Exposiciones Jockey, el 16 y 17 de Agosto 2012.

Así lo aseguraron los organizadores del mismo, Joe López, CEO y Rubén Solórzano Gerente General, junto con todo el staff que los acompañan. - PERU GAMING SHOW 2012 promete ser el centro de reunión de todos los operadores peruanos, fabricantes y proveedores del mercado del juego, así como también de empresas colaterales necesarias para lograr una exitosa operación.

PERU GAMING SHOW 2012, presentará también la Conferencia Latinoamericana de Juegos de Azar, II Edición (CIJA) con expositores de primer nivel tocando temas solicitados y sugeridos a través de encuestas, por los operadores y asistentes del 2011. Creemos que esta nueva edición de CIJA será nuevamente un éxito basado en la experiencia obtenida este año en nuestra primera edición.



PERU
GAMING SHOW
2012



Ruben Solorzano y Joe Lopez con Ana Maria Padrés y Helmut Arlt de Atronic

Franco, Fecoljuegos, Feceazar, Acoja, Camazar, DIAN, BM Concept, Virtual Step, Arka Group, amongst other distinguished firms.

Peru Gaming Show getting ready for 2012

After the success obtained in 2011, THE PERU GAMING SHOW is working hard to provide an even better presentation next year at the Jockey Exhibition Center, August 16 and 17, 2012. As told by the show organizers, Mr. Joe Lopez, CEO and Mr. Ruben Solórzano, GM, together with their staff - THE PERU GAMING SHOW 2012 promises to be the meeting place for Peruvian operators, manufacturers and suppliers to the gaming market, as well as secondary businesses necessary for the successful operation of slot rooms and casinos.

"We'll be presenting new things for the country's operators who are always our greatest concern; there will be new companies who have already expressed their interest in participating in The PERU GAMING SHOW 2012 as well as repeat companies from this year who were very pleased with the show's outcome", added the CEO of Affiliated Marketing Group, organizers of the event. "PERU GAMING SHOW 2012 will also present the Second Edition of The Latin America Gaming Conference with first class speakers on interesting topics requested and suggested by surveys made to operators and attendants in 2011. We believe this new edition will again be a success when based on this year's experience."

TCSJOHNHUXLEY

Combining **Excellence**
with **Innovation**

www.tcsjohnhuxley.com



BlackJack
AUTO LIVE

Alfastreet
www.alfastreet.si

arté

Golden Empire™ Mystery Link

Bally Technologies, Your Partner in Innovation, introduces its Golden Empire™ Mystery Progressive, a thrilling new three or four-level mystery progressive link. Add the Golden Empire link over your standalone video slot machines from Bally to enhance performance and add excitement to game play.



Your *Bally*
TECHNOLOGIES
BALLYTECH.COM

macaubusiness

Slow boil

The government will limit annual growth in the number of gaming tables to 3 percent from 2013

Once the 5,500-table cap on the number of live gaming tables expires in 2013, growth in the number of tables will be limited to 3 percent per year.

This was announced last month by the secretary for economy and finance, Francis Tam Pak Yuen. The growth limit will last for 10 years. This means that by the end of 2021 there could be almost 7,200 gaming tables in Macau.

In March last year, in announcing the 5,500-table cap for the following three years, Mr Tam said the government's long-term goal was to promote a growth

rate of around 3 to 4 percent a year. This latest announcement did not catch anyone off guard.

SJM Holdings Ltd. director Angela Leong On Kei says the growth limit is "reasonable" but wonders if it will prevent Macau's biggest industry from meeting demand.

The growth limit may delay government approval for the pending casino projects in Cotai, which have been in the pipeline at least since 2008. At the end of June, Macau had 5,237 gaming tables, meaning just 263 new ones may be added before 2013.

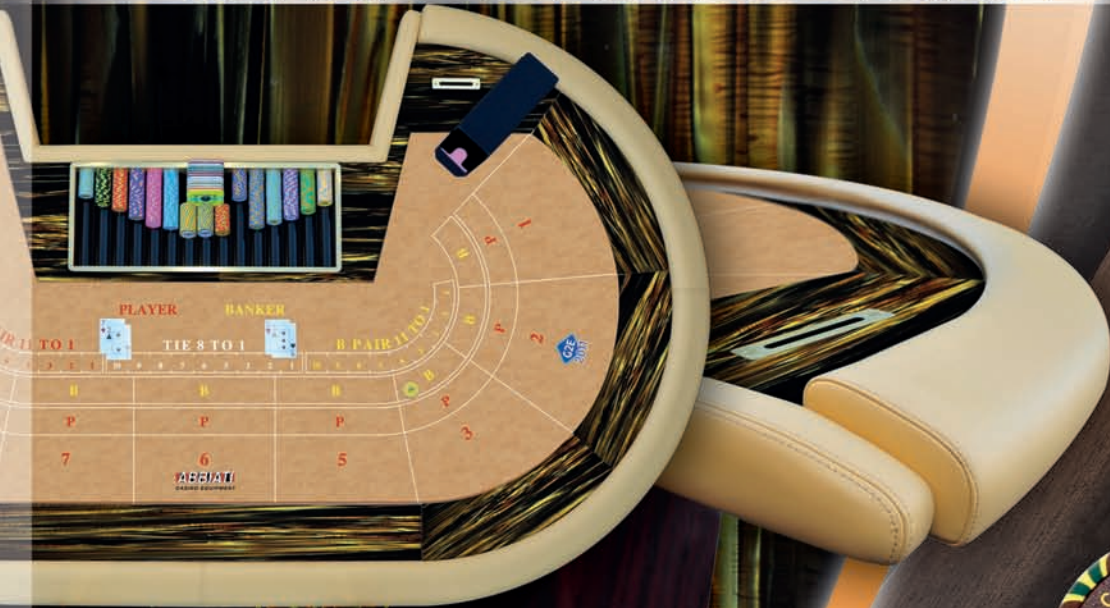
It is likely that most will be in Sands China Ltd. developments. The company aims to open the first



ABBIATI

CASINO EQUIPMENT

ITALIAN QUALITY & DESIGN



Innovative Design



Classic Elegance



New High Security Features



www.abbiati.com

© Copyright Abbiati Casino Equipment s.p.a. 2011 All Rights Reserved

phase of its Sands Cotai Central development in March. It will include a 9,850 square-metre casino and VIP gaming areas. Sands China expects to open a second casino there by the third quarter of next year.

Next in line should be Wynn Macau Ltd. The company announced last month that it had agreed to pay the government a land premium of MOP1.55 billion (US\$193 million) for the use of about 206,000 square metres of land near the City of Dreams in Cotai, for 25 years initially. Wynn Macau wants to build a resort containing a five-star hotel, gaming areas, shops, food and beverage outlets, and entertainment, spa and convention facilities. The government says it is "still studying" Wynn Macau's application, but analysts interpret the company's announcement as a sign that the deal is almost in the bag.

Although it is widely expected that the Macao Studio City project, in which Melco Crown Entertainment Ltd. recently acquired the controlling stake, will include gaming facilities, Mr Tam has said the company will have to apply for a casino licence and then wait and see. The chairman of MGM China Holdings Ltd, Pansy Ho Chiu King, says she "firmly" believes it is possible that her company will be granted land in Cotai this year.

Live with it

SJM Holdings Ltd. has made two applications for land in Cotai for gaming. And Galaxy Entertainment Group Ltd. still has enough land

available around Galaxy Macau to put up three buildings of the same size.

Shortly before the government announced the new table growth limit, Las Vegas Sands Corp. president and chief operating officer Michael Leven warned that approving casino projects too quickly in Cotai would be "an unforgivable mistake for the government to be part of". Las Vegas Sands is the parent of Sands China.

Will the growth limit hinder the expansion of the market? Although the 5,500-table cap in effect limited growth to 15 percent between 2010 and 2013, this year alone gaming revenue has increased at three times that rate. One reason is that VIP gaming is the main growth driver, accounting for three-quarters of gross gaming revenue.

Since government restrictions do not distinguish between VIP and mass-market tables, casinos may try to turn mass-market tables into VIP tables.

However, the government is keen on expanding the mass market.

There are no official figures for the proportion of gaming tables that are for high rollers.

The regulator has said there are no plans to limit growth in the number of electronic gaming tables and slot machines. These now account for less than 5 percent of gross gaming revenue.

Either way, the growth limit is likely to encourage casinos to make better use of the live tables they already have.

macaubusiness

Play by the rules

Macau regulator issues draft standard for slots, electronic games

By Martin John Williams*

Macau's gaming regulator held a landmark meeting with electronic gaming and systems manufacturers late last month and issued draft technical standards for this segment of the industry that are expected to be in force from early next year.

Industry sources and copies of Gaming Inspection and Coordination Bureau documents presented at the meeting obtained by GamblingCompliance confirmed media reports that the closed-door meeting between the Gaming Inspection and Coordination Bureau and company delegates took place.

Sources said that based on the material presented, the standards will be straightforward and should not

overly concern the industry.

The draft standards have been submitted to manufacturers and gaming laboratories for review and comment by October 31, a source told GamblingCompliance.

Welcome development

Sources said the Gaming Inspection and Coordination Bureau has worked on drafting the technical standards for around a year and that an official announcement on the results is expected in January after a further consultation period ends. An instruction on the standards will be issued to gaming operators in December, sources said.

The meeting was deliberately brief – between 10



World's finest playing cards

For over 100 years, Copag has made playing cards, both in coated paper and 100% plastic, with the highest quality, in compliance with the strictest safety controls, and exporting to five continents.

The Company has an industrial plant with last-generation equipment, qualified and trained people in all production stages, and Copag is the only company to review every playing card from the batch, ensuring the highest levels of excellence in the product.

A modern and contemporary company, dynamic and up to date, committed to quality, customer care, respect to human beings and to the environment where it operates.

This is Copag. A "hand-made" product for each customer.



and 15 minutes – but outlined some of the changes that are being considered, sources said.

The Gaming Inspection and Coordination Bureau did not field questions at the meeting.

Quoting an unnamed source, Inside Asian Gaming reported that the standards resemble the GLI-II regimen for gaming devices in casinos developed by Gaming Laboratories International, LLC (GLI). The GLI-II guidelines for slot machine and other electronic gaming software and hardware have acted as a default standard in Macau for some years.

Legislated regulation of slot machines is a long promised but slowly evolving goal, with promises to issue rules in 2008 coming to nothing.

While the introduction of a new technical regime carries a degree of uncertainty for operators and

manufacturers and points to wider regulatory reform, one company official said the release of draft standards is a welcome development. The official, who was represented at the meeting and later briefed on its contents, told GamblingCompliance that, “I’m not expecting anything too restrictive”.

The draft was consistent with the Gaming Inspection and Coordination Bureau’s “fairly open-type policy” in that it is “not excluding anyone” from the market, the official said.

“It’s always good to have regulations. Then you know the rules you play to,” the manager said.

The Gaming Inspection and Coordination Bureau did not respond to requests for comment by publication time.

* Exclusive GamblingCompliance/Macau Business

YOUR PARTNER
IN INNOVATION

 ALPHA

PRO SERIES™

BallyTech.com/ProSeries



See us at
ICE
Jan. 24-26 Stand 4045

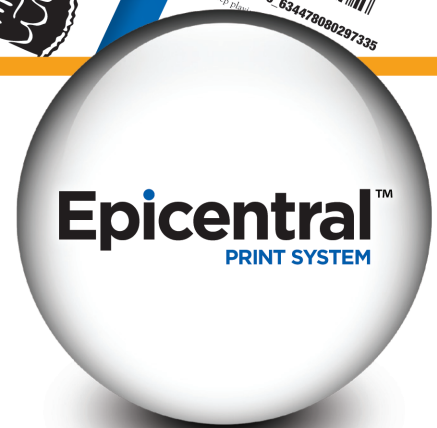
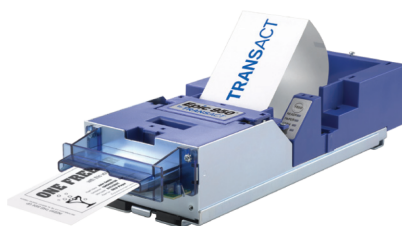
The **SOFTWARE SYSTEM** that prints targeted promotions right at the slot machine.



Now it's **PERSONAL**

With the Epicentral™ Print System by TRANSACT, casino operators have the power to **create** promotional coupons, **target** messages directly to players based on player data and **print** those coupons at the slot machine in **real-time**.

Casino-tested and casino-preferred, **Epic 950** continues to lead the industry in functionality and reliability. With Epicentral, it's your seamless upgrade path to promotional coupon printing.



TRANSACT

www.TRANSACT-TECH.com

877.748.4222

Mission control

As land-based casinos expand into online and mobile, how can they track and engage with the same customers across multiple channels? **Barnaby Page** looks at some of the latest developments in **casino management systems**.

Are you making the most of your games, and your customers? It's the question that's constantly on every casino manager's mind (or ought to be): fully exploiting the investments that have been committed, not only in technology but also in marketing, can make all the difference between profitability and failure.

That's where another investment – in a casino management system – pays off. Typically these systems combine sophisticated reporting, for the back office and gaming floor staff alike, with player-facing services such as bonusing, messaging and loyalty programmes. And increasingly their focus is on providing what vendors like to call a “single view”, not only of the business as a whole, but also of individual players, who today may very well be engaging with a casino online or via their phones as well as in a land-based venue.

Holland Casino, for example, is engaged in a big project called Mosaic which seeks to link together the management systems of its 14 properties across the Netherlands, which collectively attract 5.5m customers annually. It is working with International Game Technology (IGT) to integrate membership and loyalty systems, far more powerful if they operate across the whole estate than if they were limited to single locations, as well as improving support for coinless gaming, creating more efficient operations, and building in responsible gaming safeguards.

Yet of course today's casino operator is very often offering gaming beyond the walls of its physical properties, and it's here – in the merging of land-based, Internet-based, and mobile activities – that much development work in casino management systems is taking place at the moment.

As the Maryland Live! Casino prepares to open next year, for example, it will also be offering a play-for-fun virtual casino three months before the real thing opens its doors in June. Providing customers with Poker, slots and skill games, this will serve to build

the Maryland Live! brand and, crucially, players registered on the online service will be identified as such by the casino management system too.

With the virtual casino driven by Aristocrat Technologies' nLive system, Maryland Live! will then connect online and land-based player profiles using the vendor's nLiveLink technology. Player activity will be trackable across both the real and virtual properties, and customers will be able to earn reward points online.

As long as land-based gaming continues to represent enormous revenue streams and investment levels, there is never-ending scope to fine-tune casino management

Based on GameAccount Network's e-gaming system, nLive – also ordered by Island Resort & Casino in Harris, Michigan – is so far limited to brand-building exercises, but Aristocrat frankly admits that the system is also going to market in anticipation of legalised online gaming in the US. When that happens, the company believes, demand for interconnected land-based and Internet-based systems will explode.

Indeed, that extends to individual games as well as to player management; Aristocrat foresees a near future where, through its Alive network, customers will be able to continue playing on a land-based casino's games even from home. Though they won't, at least under current US law, be able to stake or win money, they will be able to build up player points and unlock new levels in episodic games – and for the casino itself, of course, there's the all-important continued contact with the brand, as well as opportunities for messaging to consumers and for

MORE CHOICES.



MORE FLEXIBILITY.

BRING THE CENTER OF ATTENTION TO EVERY CORNER OF YOUR FLOOR.

Because we understand the value of every inch of your floor, we've created a more intimate model of our Center Stage™ console. The 55" Center Stage Duo™ lets you choose from the hottest blockbuster games and switch between them with minimal cost and configuration changes. And with performance up to three times zone average, Center Stage™ games keep your customers happy and give you the most bang for your buck. Get Center Stage Duo™ on your floor today. Visit www.IGT.com/CenterStage for more information.



IGT BUILT TO PERFORM™

© 2011 IGT. All rights reserved. Ghostbusters: TM & © 2011 Columbia Pictures Industries Inc. All Rights Reserved. All other trademarks are owned and/or registered by IGT and/or its licensors in the U.S. and/or other countries.

further building the player's behavioural profile.

Bally Technologies has equally ambitious views on the next step in casino management systems. It recently launched a new interactive division with the express purpose of integrating its mobile and e-gaming products with casino management tools for that "single view".

Said CEO Richard M. Haddrill: "As gaming expands outside the casino floor, our technologies will enable casino operators to reach their patrons wherever they are, bringing the casino to the players, and bringing players back to the casino. This integration will enable our customer – the casino operator – to stay connected to player trends and behaviour, as well as give their patrons access to player's club accounts when they are at home or on the go."

To speed that development, the company earlier this year acquired MacroView Labs, a San Francisco developer of platforms and applications for mobile gaming. Bally appointed its new property's leading lights Aron Ezra and Keith Michel as Vice President of Mobile and Director of Mobile Technology, respectively, to oversee the integration of MacroView's cloud-based platform with Bally's casino and slot management systems and its Elite bonusing suite.

WMS is in the online-offline integration game too, with its Player's Life Web Services application suite. As the firm's President Orrin J. Edidin puts it, "Player's Life Web Services provides a new channel for our casino partners to stay connected with their players anywhere and anytime, thereby increasing player loyalty to their casino and driving higher coin-in".

Going offline

But innovation in taking the management system beyond the perimeter of the casino itself is not coming only from vendors like Aristocrat, Bally and WMS who are still largely associated with the land-based sector. The fusion of the real and virtual is being driven by the e-gaming side, too.

For example, PlayTech is largely known as a supplier of technology for online casinos, but the core of its management system provides centralised control over gaming on Internet, mobile, and interactive TV platforms as well as in land-based casinos. As in Aristocrat's vision, this has benefits not only for the operator, but for the player too: with a single account and a single username/password combination, they can carry on playing a game on TV after leaving the casino, for example, or start a



session on their home PC and then continue it via their smartphone when they have to leave the house. The recent decision by Nevada regulators to allow remote gaming in off-floor locations such as hotel rooms will doubtless provide a spur to this kind of activity in Las Vegas, as well as other jurisdictions that follow Nevada's lead in time.

Even for casinos with no pressing ambitions to offer play virtually, there are still ways to use other platforms to maximise the return on investment in machines and players. For example, Club Fortune, a locals' casino in Henderson, Nevada, has recently installed the Mobile Application Platform and Mobile Loyalty System from Joingo, a specialist in mobile marketing technology that concentrates on the gaming and hospitality sectors (and, indeed, has ex-Bally and IGT executives among its top people).

Consumers can carry on playing a game on TV after leaving the casino, or start a session on their home PC and then continue it via their smartphone

At Club Fortune, the Joingo Mobile Loyalty System connects the existing customer relationship management (CRM) system with mobile devices of all kinds: not just the obvious iPhone and Android handsets, but also BlackBerries, slightly older phones with Web capability, and even those that can handle nothing more sophisticated than SMS and MMS.

"Club Fortune is very promotion-driven," said Jay Fennel, the casino's Chief Operating Officer. "Joingo's technology and platform combined with our database allows us to immediately communicate our promotions and special offers to the Club Fortune customers with graphically rich and

DESIGN & PRODUCTION

by

2011
PATIR[®]
CASINO SEATING

*...your professional
supplier for casino seating!*



THE ORIGINAL
*designed and patented by
Patir*



WE ARE EXHIBITING AT:



MADRID



LAS VEGAS



DÜSSELDORF



LONDON



www.patir.de

info@patir.de

© Copyright by Patir

Patir Design GmbH

Tel.: +49 - 89 - 829 88 38 0

Fax: +49 - 89 - 829 88 38 29

D-81245 Munich-Germany

appealing messages without the time and cost of printing and postage.”

Meanwhile, back on the floor

With all this activity in integrating management systems for land-based and virtual casinos, it would be easy to imagine that suppliers have abandoned the gaming floor as a dull relic of the past, and that all attention is being devoted to the e-future. Not so: as long as land-based gaming continues to represent the enormous revenue streams and investment levels that it does today, there is never-ending scope to fine-tune casino management to retain customers more effectively and wring out every last cent from physical installations.

Aristocrat Technologies, for instance, has certainly not been ignoring land-based needs even as it makes strides in cross-channel integration. It recently launched three new modules for its Oasis 360 casino management system, which is – like its nLive – to be used at Maryland Live! for management of 4750 devices on the gaming floor. The Maryland site joins some 260 other North American casinos in deploying Oasis 360.

Any slot from any manufacturer can be retrofitted to show bonusing, promotions and even advertising

Perhaps the most interesting of the new modules, and certainly one suited to the economically shaky times, is nCompass. Responding to the reality that many casinos cannot currently afford to replace their slots as frequently as they'd like, nCompass adds multimedia messaging functionality to legacy machines. In essence, any slot from any manufacturer can be retrofitted to show bonusing, promotions and even advertising controlled by a casino management system, as long as the older slot has a touchscreen. The multimedia display is powered by a separate central processing unit (CPU), so it doesn't make unfeasible demands on the processing power of the gaming device itself.

“Aristocrat is sensitive to the needs of our

THINK CONTENT, NOT PLATFORM

There's little doubt that a land-based casino's communications with its customers is increasingly going to involve mobile devices. But what are the practical first steps? Casino International spoke to Richard Yim, Vice President of Systems Products at International Game Technology (IGT).

CI: What advantages do you see in integrating casino management systems with mobile devices like smartphones and tablets?

RY: Mobile devices have permeated almost every aspect of our lives. As players start using their mobile devices more, it is imperative that casinos begin to leverage these devices as a medium for direct interaction to deliver timely, personalised information to their customers. The search for better methods of communicating with patrons has been the driver of innovation in the industry for years. A great example is IGT's sbX Service Window functionality, which allows casino operators to communicate directly with players right at the slot machine. Communication brought directly to the patron, as opposed to using archaic methods, is not only more efficient and timely; it is also of a higher quality.

CI: And what are the challenges, whether technical, regulatory, or cultural?

RY: The real challenge with going mobile with player communication is figuring out what casino operators want to say, or offer, to their players. Casino systems are becoming more intelligent with their methods of on-premises bonusing and rewards. For example, IGT sbX customers can access a host of bonusing applications that can be customised for the property. Tying the on-premise methodology to the mobile medium will be the first step.

CI: In implementation terms, do you have any strong preference for one mobile platform (iPhone or Android, for example) over others?

RY: For IGT, ubiquitous content is key. We do not want to segment the experience based on platform.

CI: Do you see security vulnerabilities as a significant issue, whether on particular platforms or across mobile devices as a whole?

RY: Security of information is always of utmost concern. The ability to check point balances, or view and accept offers, is available today on the Web for many properties, and the first step is to extend those abilities to mobile devices with the appropriate level of security. If and when deposit account balances or anything surrounding real money becomes a reality, security will shift to be an even more critical concern.

APP-ROPOS OF SOMETHING

It's not just player-facing applications that can benefit from the increasing sophistication of mobile handsets.

Spielo International – the Lottomatica subsidiary recently formed by the blending of Atronic and Spielo – has developed myGuest, an iPhone app for slot attendants and marketing teams on the gaming floor.

With data updated in real time, it lets them identify members of a casino's loyalty club, examine their individual profiles, and award them comps or bonuses appropriately. The app also provides a full-colour interactive map of the gaming floor, and instant access to key performance indicators (KPIs).

It's likely that we'll see a lot more developments like this over the next year, using tablet computers and netbooks as well as phones.

Although security concerns (discussed in our boxed interview with IGT's Richard Yim) are more of an issue in the casino business than in many sectors, progress in this direction is made almost inevitable by the broad IT trends toward ubiquitous wireless and device-agnostic access to data and applications – meaning that you can get at your management tools from almost any intelligent device, anywhere.

The possibilities are boundless. As well as enabling floor staff to add a human touch to the process of rewarding players in a loyalty scheme, for example, mobile information will also allow them to identify customers who aren't signed up but whose gaming activity suggests they should be.

Other potential applications beyond gaming itself include security and facilities management, for example by creating a "cleaning priorities" list in real time while walking around the floor.

customers, especially during this tough economic time," said Nick Khin, President of Aristocrat Americas. "We cannot expect casinos to replace their entire slot mix, nor rebuild their entire IT infrastructure overnight, in order to take advantage of networked technologies."

Other modules added to Oasis 360 by Aristocrat include nRich, which handles bonusing individualised to the player and based on historical play patterns and their value to the casino, rather than being prompted merely by recent actions. nVision, meanwhile, is a reporting module which provides management with a quick overview of key performance indicators (KPIs) on gaming floor business.

Like nVision, NEWave's latest casino management tools are also aimed at the office rather than the players. It has recently added a Web-based service to its Title 31 software, which helps US casinos comply with financial regulations; this lets casino management systems from other vendors communicate with Title 31, meaning that it can in effect become a fully participating module in a larger management suite. NEWave has also upgraded its myCompliance suite to improve reporting and paperwork handling, as well as its Check Prove software, a dedicated application that helps casinos reduce fraud in cheque cashing.

These are further examples of how a casino management system can directly impact the bottom line. Indeed, it's such an important complement to

the right game mix that even at a time when – as Aristocrat's Khin observes – many venues are reluctant to invest heavily in new slots or tables, there is still a business case for keeping the management system up to date.

At Eagle Mountain Casino in Porterville, California, for example, an older system will be replaced this December by Konami Gaming's Konami Casino Management System (KCMS), providing accounting, customer tracking, targeted marketing and reporting across 1350 slots and table games. (Eagle Mountain bosses may have been in a spending mood; the location is also getting 120 new Konami slots.)

It will also be the first Californian site to roll out Konami's LotABucks game across the floor, a relatively minor part of the order but one that encapsulates many of the advantages of casino management systems now. LotABucks gives members of Eagle Mountain's loyalty club a chance to win both a large progressive jackpot and smaller one-off prizes when they play on any machine, anywhere in the casino.

The consumer gets excitement, the positive feeling of being privileged and taken care of, and a tangible benefit; and the casino gets a more engaged, identifiable, trackable customer, which ultimately means a more valuable one – enabling the operator to extract maximum value from their investment not only in the management system, but in their games and their players too.

Gaming in style

TCSJOHNHUXLEY's Access All Areas event at the Palms, held at the same time as G2E in Las Vegas, continues to impress

For the third consecutive year, TCSJOHNHUXLEY's Access All Areas event at the Palms was once again a major success.

The spectacular Ghostbar was transformed from its usual cool contemporary interior to a stunning elegant 'lounge' that provided the backdrop for this year's retro theme – Gaming in Style. Visitors were able to experience the golden age of gaming when Las Vegas became the world's most glamorous playground for the rich and famous.

Crystal chandeliers and opulent velvet drapes created a warm and inviting atmosphere that set off the beautifully handcrafted art deco style tables seamlessly incorporating all the latest technology, as no other company can.

In addition to the full product portfolio, visitors were treated to some new and exciting innovations that were showcased for the first time at the event - these included Double Action Roulette for the Novo Unity II platform – the added thrill of Double Action Roulette comes to the leading multiplayer platform allowing increased game frequency to a much larger audience all from one dealer; DigiDeal's hybrid L2V (live to virtual) e-table

featuring TCSJOHNHUXLEY's Value Verification Unit (VUU card scanning shoe) – the hybrid touch screen live card table that offers real card action at electronic speeds; for US customers only, Inspired's slant top Sabre terminal offering roulette and baccarat that can be connected to up to four wheels and tables - including live and remote systems - allowing players much more game choice.

The event's success is not solely down to the great location and showcasing superb products – although it definitely helps! Customers absolutely love the relaxed atmosphere with the added bonus of being entertained in a real life casino environment. Although unseasonably cold outside, TCSJOHNNUXLEY managed to keep the heat turned up with some added extra treats, including an impressive array of classic cocktails prepared using original ingredients and recipes.

Roger Hawkins CEO for The Americas comments, "We continue to be overwhelmed by the positive response we receive from our customers attending the AAA event. Once again we maintained high quality visitors who enjoyed our hospitality whilst being able to spend time with our team, really seeing our product offering."



CAMMEGH

The World's Finest Roulette Wheel



Mercury 360 Aurora

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

G2E 2011

A new venue for the **Global Gaming Expo** – but for better or worse? Casino International's **Sharon Harris** and **Jon Bruford** found out

Gaming executives might be forgiven for thinking, another year, another G2E, so it was a pleasant surprise for most to be greeted by a new venue, new layout and a resulting energized exhibition. The venue certainly had its flaws – as any exhibitor will tell you, feeling the floor bounce like a trampoline when an empty forklift goes by is disconcerting at best – but these were compensated by a layout improved by the shape of the room. No more long walks from one end of the venue to the other; rather than the rectangular shape we are accustomed to, the room was more square, making navigation far easier. Also, the 'streets' in the venue were clearly named and were very visible; and there were far more people on hand at information booths or with signs to help those with questions. Small points, but all contributing to a far more enjoyable experience for visitors and exhibitors.

Just like in Macau, **JCM** presented arguably the most interesting technology at the show. At G2E Asia in Macau this past summer, they exhibited a game-changing table-top/side note sorter that, we said at the time, would be indispensable for Macau casinos if they could get the size of it down. Well, the next step was on show in Vegas, and it's well on the way. With the progress this project – known as Project 8 – is showing already, we wouldn't be surprised

to see it on live trials in 2012.

JCM came to the show celebrating its recent contract win with the Aqueduct racino, which should see up to 5,000 installations of the company's bill validators. It's been a driving force behind the company's message at the show, 'Ride with the winner', pushing forward the racing theme and the company's position in the industry.

This show marked the first time the company had exhibited the Nanoptix thermal printer, which fits neatly into their product suite. With JCM's innovation and weight behind it, expect the Nanoptix market share to grow.

JCM has also been working with GPI on their table game solution for bill handling; combining expertise is the way forward for many companies, and with these minds converging on a problem, expect a brilliant answer.

The star of the stand for JCM though, was their mobile wallet technology. The concept is making the customer's mobile phone a wallet; simple, but brilliant. M-commerce, as it's sometimes referred to, is in use in many



industries, but not gaming – yet. The player adds money to the phone using their bank card, for example; the phone connects using a wireless network (presumably 3G or secure WiFi would need to be part of a gaming floor for this to work flawlessly), adds funds to the player's wallet. The player goes to a slot, uses a password on the phone, and moves the money on to the game to play. Then play as usual. After the game, the player's wins or remaining cash, comes back to the phone. Quick, simple, and using an interface most people are familiar with now. This is a very exciting application of what is largely an existing technology, because in the context of a resort you can potentially have true player tracking resort-wide, and all from the player's use of their own phone. Brilliant.

AGA REPORT

After many years of mid-November G2E conventions at the Las Vegas Convention Center, the American Gaming Association (AGA) changed the date and the venue in 2011. This year's trade show was held on October 4-6 at the Sands Expo Center, adjacent to the Venetian and Palazzo luxury hotel casinos.

The three-day convention began, as it traditionally does, with a media conference. AGA President and CEO Frank Fahrenkopf Jr. reported that as of the opening ribbon cutting ceremony, 440 exhibitors-including 80 international companies-had reserved

250,000 square feet of exhibit space.

Show organizers used the conference schedule to foster a more global approach to gaming. For example, considering Macau's explosive revenue growth and other gaming opportunities throughout Asia, many seminars were planned with an international perspective.

The uncertainty of Internet gaming remains one of the hottest topics in the U.S. The April 2011 arrests of 11 defendants, operating poker sites PokerStars, Full Tilt Poker and Absolute Poker, have delayed legislative opportunities. The FBI and the Attorney General of New York State have charged them with bank fraud,

money laundering and illegal gambling.

For years, the AGA has monitored the situation. The group now supports strong legislation, allowing the states to license and regulate online poker. Fahrenkopf reported on Fair Play USA www.fairplayusa.com, a new advocacy group, that was formed in July 2011 to generate public support for Internet poker legislation.

Leaders include former FBI Director Louie Freeh and former Homeland Security Secretary Tom Ridge. The group aims to build support by educating such likely critics as consumer advocates, parenting experts and

DigiDeal, still spreading their wings wide after stepping out on their own following their acquisition by IGT and subsequent rebirth, had a lot to shout about. On show was their own L2V (Live to Virtual) DTS (Digital Table System, a six-position table with the versatility to work in just about any jurisdiction. That flexibility is the key to understanding DigiDeal's products – rather than shopping in the traditional way, you can almost go to them and say, "This is what our regulators allow us to work with, what do you have for us?" With the L2V e-table, operators can use traditional live or virtual cards. L2V can be configured for a variety of third-party, card scanning shoes or be quickly converted to all-virtual table play. It can be a single hosted table, auto hosted in connection with other tables, or in AFT jurisdictions, the L2V table can be switched to fully automated play.

There was a lot to see on the stand, including a roulette-style game where players bet on cards rather than a wheel RNG.

Racing Card Derby – a simple game which wowed us in Macau in 2010 – is the latest game content to be applied to DigiDeal's X Table, and the company has also signed an agreement with Inspired to distribute the classy Sabre gaming terminal in parts of the US. All in all, exciting times for DigiDeal and their customers.

Atronic's big news at G2E was finalizing the merger of Atronic and Spielo under one banner, **Spielo International**. This means some significant changes for the company, with Atronic and Spielo merging research and development, for example, and bringing together the two companies' differing

technologies to overall customer benefit. Atronic and Spielo – both owned by Lottomatica – had been operating as sister companies previously while working towards integration. G2E was the official 'coming out' of the combined businesses under the new identity of Spielo International. The well-known Atronic brand will be maintained as product brand in the company's portfolio.

Under the Atronic brand, Spielo International has expanded the multi-game solution diversity with new colour-coded game suites – Amazing Amber, Pure Purple, Gambling Green, to complement the existing 10-game categories of Royal Red and Brilliant Blue. On the lovely Oxygen cabinet, diversity offers strong-performing multi-level progressive games; it's one of the reasons the multi-game is enjoying renewed popularity worldwide.

Mermaid's Spell is a compelling rapid hit 8-level linked progressive multi-game that will mesmerize players. Featuring three distinct titles – Great Reef, Magic Lagoon, and Bay of Fortune – Mermaid's Spell enables players to select "enchanted symbols" for re-spins and increased chances at the progressives. Five-of-a-kind line wins trigger the corresponding progressive. Players can choose their volatility by seeking their favorite progressive level.

Hot and Wild is what Spielo International describes as the industry's first multi-level, multi-game, multi-hit progressive linked gaming concept, based on the successful Cash Fever progressive link.

Some of the company's most exciting offerings are in the systems side of things, with myGuest and FloorMaster – both of which impressed Casino International at G2E Asia – greeted with

enthusiasm by customers from the Americas.

myGuest is a new iPhone app used by slot attendants and marketing teams on the floor to identify loyalty club players and consult individual profiles. The application provides detailed information about the player's gaming activities in real time, allowing staff to instantly make informed and personalized decisions, such as awarding the player with promotional credits on his or her slot machine, or ordering a complimentary drink.

FloorMaster is an advanced slot floor monitoring application for touch screens with a full-color interactive map of the slot floor. It's intuitive to use and provides an instant snapshot of Key Performance Indicators such as popularity, profitability and floor efficiency for quick and effective decision making. FloorMaster is flexible and can be used on a tablet PC for full mobility.

"This year's show was very successful for **Abbiati Casino Equipment**," said CEO Giorgio Abbiati, "During the show, we announced the approval for our chips, plaques and jetons from the Nevada Gaming Board."

Abbiati also presented its new plaques with high-security added value, including diamonds, gold, filigree, security UV and magnetic inks, in addition to or as an alternative to RFID.

The company exhibited its new Asian-style Baccarat table, a duplicate of the style recently delivered to Marina Bay Sands in Singapore. These tables were Abbiati's first table order to a land-based casino in Singapore. This purchase was in addition to a previous order of tables supplied to the Cruises Casino in the Asia region.

The new tables were manufactured using a

law enforcement officials.

Fair Play's website displays a Congressional petition that supports federal regulatory controls governing Internet poker. The group's key goals include fighting illegal gambling, preventing online access by minors and imposing the same rules for online operators that American commercial casinos must follow.

Fahrenkopf also reported that although 2010 gaming revenues across the U.S. were flat, national income through July 2011 is already up 3.5 percent; 4.5 percent in Nevada. Gaming is such an attractive employer that in Cleveland, where one of four Ohio casinos is to be built, 10,000 people applied for 500 jobs.

In an upcoming Casino International issue, look for a report detailing the most

comprehensive industry analysis in more than 15 years. The Brattle Group of Washington, D.C. released a complete overview of the commercial gaming industry.

STATE OF THE INDUSTRY PANEL

To honor the launch of the AGA's new Global Gaming Women development program, the annual "State of the Industry" keynote seminar featured a new twist—the moderator and participants were all women. This high-power group represented some of the best and brightest that the international gaming industry has to offer. They all come from an era when women had a tougher climb to the top, so all five contributors encouraged women to actively mentor other women aspiring to rise in the ranks.

The panelists included:

Moderator Judy Patterson- Senior Vice President & Executive Director, AGA
Patti Hart- President/CEO, International Game Technology (IGT)

Jan L. Jones- Senior Vice President of Communications/Government Relations, Caesars Entertainment, Inc.

Virginia McDowell- President & CEO, Isle of Capri Casinos, Inc.

Sheila Morago- Executive Director, Oklahoma Indian Gaming Association

Akiko Takahashi- Executive Vice President, Chief Human Resources & Corporate Social Responsibility Officer, Melco Crown Entertainment Ltd.

ECONOMY

The global economy immediately took center stage. McDowell lamented that both the operators and customers are impacted by



Randy Reedy
Vice President of Slot Operations
Valley View Casino



“THE VIEW IS ALWAYS PERFECT FROM WHERE I’M SITTING.”

“As V.P. of Slot Operations for Valley View Casino, it was my responsibility to secure the best seating for our casino. Gary Platt Manufacturing had the most comfortable and durable seats of all the samples we tested. From the first day that we received the Gazelle Royale X-Tended Play chairs from Gary Platt, the reviews have been phenomenal. We’ve received many compliments from customers who say, ‘These are the most comfortable chairs I’ve ever sat on.’ Gary Platt has not only met but exceeded our standards for our newly renovated gaming floor and spectacular new hotel.”



GARY PLATT
PERFORMANCE CASINO SEATING

775.824.0999 • garyplatt.com • onlythebest@garyplatt.com • 800.969.0999

new tiger-eye composite material. Show attendees had the opportunity to see a large selection of the new composite materials in different colors and styles.

Abbiati also introduced a new line of burn-resistant gaming layouts with full photographic printing, a new line of poker chips and plaques—also with RFID—and the Modiano playing cards, which Abbiati distributes to the casino industry.

Abbiati was pleased with the number of visitors and information requests from North America, Central America and South America, along with its numerous European clients.

Aruze Gaming presented several new products at its booth. Amazon Fishing is a multi-player competitive fishing game that lets players choose their own bait and which fish to catch. Packed with individual and competitive bonus feature events, its Reel Feel Gaming Technology is integrated directly into the bonus features.

Aruze also displayed its Innovator with Radiant Reels series, the gaming industry's largest five-reel stepper strips. Measuring 18.1" (460mm) across all reels, each strip measures 3.54" (90mm). The video-style reels fuse video and stepper, and are lit by 240 multi-colored LED lights and variable spin speeds. When the Radiant Reels stop, these lights illuminate the winning symbols.

For players intimidated by live craps, Aruze's multiplayer G-STATION(TM) game Shoot to Win Craps machine uses the standard rules of live craps game. A comprehensive guide is built into the machine, which is ideal for beginners. It allows players to shoot the dice through an innovative Bash Button(TM) while betting, similar to a live table game.

Shoot to Win Craps is the first electro-mechanical craps game approved by the Nevada Gaming Control Board. It had partnered with New York-New York Hotel & Casino in Las Vegas for a 30-day field trial. It can be configured for eight to 50 players.

The touch screen interface allows for a

greater speed of play both for betting and shooting the dice. Shoot to Win Craps has a high-impact sign package, maximizing visibility throughout the casino. The overhead signage includes LCD screens, which prominently display game results.

Forget about pushing a button on a slot machine. **Bally Technologies** introduced its video player interface device, the Alpha Pro iDeck, a first for the gaming industry. Whenever new game content is installed, iDeck changes to match, eliminating the need to change a button deck. The full-color, multi-touch video display may be programmable in multiple configurations. Its durability prevents spills and leaks to damage the machine.

Two huge launch titles were on display, using the new landmark interactive sound casino chair. Players may sit back and be surrounded by great music and sounds from the games. Both games are built on Bally's new Pro Series V22/32 cabinet combination.

Michael Jackson King of Pop highlights many of the legendary singer's greatest hits, including Don't Stop Till You Get Enough, Billie Jean, Beat It and Smooth Criminal. The game also features numerous iconic accessories used during Jackson's career, including his signature white gloves, fedora, dance loafers and sunglasses.

Nostalgia for the 1950s and the popular 1978 movie was the foundation for Grease, the game that reunites the characters from Rydell High. The artwork reflects Olivia Newton-John, John Travolta and the entire gang. Grease also uses Bally's new iDeck touch screen technology for its Dance-Off Free Games feature.

In the four-game or six-game configuration of machines, each end may be fitted with the front and back ends of a 1950s car. It is one of Bally Technologies' first games on the Cash Connection wide-screen progressive link.

Both Total Blast and Fish'n for Loot use the new U-Shoot virtual-shooting gallery bonus that uses the iDeck technology. Total Blast

targets mostly male players as a high-tech reincarnation of the popular arcade game Space Invaders, where players shot up to the space ships. In Fish'n for Loot, they do the same, but touch the iDeck to create bubbles that target swimming fish on the main game screens.

Betty Boop, another beloved Hollywood character was spotlighted in Betty Boop's Fortune Teller game. Using the iDeck panel, players place their hands on the device as their palms are read to receive credit and multiplier awards. The U-Choose technology allows players to select their preferred bonuses.

Gasser Chair has launched two new products, the patent-pending Halo Base and the Prelude Slim-Line Stool. Using a stamped steel base encased in a special coating, the Halo Base improves functionality to the popular disc base design already in use. Its unique design and powder coating process eases movement of a gaming stool on carpeted flooring. The Halo Base's curved edge prevents the chair from tipping over while moving.

The Prelude Slim-Line Stool, priced less than traditional gaming stools, blends classic design with modern performance. It offers a sleeker, more compact, low profile edge that works in smaller venues with space constraints. Comfort is guaranteed, thanks to the flex-back technology, powder coat finish, protective edging, extended footrests and ergonomically-molded back and seat cushions.

Gasser also displayed its concept dual settee chair, which is currently being tested. The chair seats two in the same unit and moves simultaneously. Each seat cushion rotates sideways for easier ingress and egress. It also features a drink console between the two seats.

President Mark Gasser was cautiously optimistic about the new G2E venue and its appeal. He said, "Show organizers had an opportunity to reconfigure the layout. The slots manufacturers compromised by moving to the rear and the smaller companies agreed to lower

the economic uncertainty. Companies hesitate investing while customers are reluctant to spend their leisure dollars quickly. McDowell predicted little will change until after the 2012 elections, calling the entire Washington D.C. governmental structure "dysfunctional".

As a global corporation, Hart claimed that some economy is always in trouble. "IGT must diversify geographically by investing where the money is. We should become partners with customers during tough times. Creative and innovative technology draws customers to a new experience," she said.

Takahashi reported her company's Macau

casino properties are enjoying large profits because Macau has seen more than a 10.4 percent increase in visitors since 2010. She referred to the Cotai Strip as the new "center of gravity" in Macau that will change the entire economy.

She stated, "It depends on the national economy, which is affected by the government's efforts to grow it. Domestic consumption will be a priority of the new Chinese government."

How will Macau impact future U.S. gaming? At the Isle of Capri, McDowell expects minimal impact. Her company's properties are regional sites that attract more of a local crowd. She

urged companies to seek opportunities and build smaller, more realistic venues. Rather than construct new multi-billion-dollar complexes, the Isle of Capri will open its \$125 million Cape Girardeau project in Missouri in 2012.

According to Morago, Macau's effect on tribal gaming will be negligible. Operating in 28 states, each Indian casino operates under individually-compacted arrangements with specific tribes that have achieved federal recognition.

Jones stressed that gaming has not nearly

signage that would not block the manufacturers' booths. The level of activity on the floor is up this year."

KING Cabinet Solutions (KCS) focuses on OEM/ODM business with cabinet design and obtaining integration business from its customers. This year, KCS had a strategic software partner to maximize better service and total solutions for Class II and III level gaming companies. The company displayed a total solutions slot cabinet that combined both hardware and software.

The product line-up featured the brand Universa three distinct cabinet design models, including the chrome plated and powder coated versions. One model included a player tracker system, bill acceptor and 7-inch LCD display for advertising. Each slot cabinet featured 22-inch 16:9 dual LCD screens. Customers may customize the game software and key components.

KCS received positive feedback and inquiries from casino operators and gaming distributors, especially in North and South America, its largest gaming market. KCS seeks a quality software partner or customer with software so they can distribute its own gaming platform.

For the first time, KCS showed its promotion video and received favorable response. KCS also prepared the introduction video DVDs for potential customers.

Everyone at **Konami Gaming** approved of the show changes. According to Vice President/Chief Compliance Officer Thomas Jingoli, "The Sands Expo Center was a great choice. It makes for a smooth move-in. Also, the logistics were favorable because it was easy for our staff to stay here at the Venetian. The location is conducive to interaction on many levels, and we can entertain customers on the Strip."

The company exhibited several products, including the Konami Casino Management System (KCMS), which integrates software modules within the same platform. KCMS easily

manages slots, table games, target marketing, bonusing, patron tracking, analysis and TITO needs. It offers real-time player bonuses and interaction, using an Oracle database.

KCMS takes full advantage of TCP/IP's networking capabilities, and transactions are "event-driven" to provide instant information about the gaming floor. It not only tracks multi-game, multi-denominational play, but also tracks players in the casino.

It uses generic components with the floor network from remote locations and can introduce upgrades within two to four hours. Supporting multiple languages, KCMS may be formatted to provide translation service for employees.

The Dynamic 5 offers video and reel interaction by overlaying the reels. There are more opportunities for wins and bonuses with some player control.

The Fortune Chaser 8-level linked progressive game's use of Bose speakers means exceptional sound. One or two games may be played simultaneously; the reels may spin separately or concurrently. The screen is a focal point to attract both players and customers walking nearby.

New to the U.S. market is the Podium slant cabinet, which runs on a KP3 platform for a unique 3D experience. The slim cabinet has a 15-inch depth and 22-inch dual screen LCDs. It features unique lighting and an ergonomic button panel.

Novomatic focused on three industry buzz phrases on their stand – Community Gaming, Server-Based Gaming, and Tournaments. All of those were on the stand alongside their standalone Coolfire II multigame mixes on the Super V+ Gaminator and the Novostar slant-top cabinet.

Novomatic's Max Lindenberg told CI: "We've brought our new Bank Blaster community gaming system with use, where up to five players can team up to crack the safe and win the community jackpot together, depending on

their betting pattern within the round."

The server-based gaming solution starts with the company's electronic table games, where an operator can interconnect an unlimited number of different types of games, and unlimited terminals – even combining electronic table games with offering slots on the same cabinet.



Max added: "We also have our games download system, called NovoLine GDS, which we can also offer to customers as a standalone version, so they can buy the machines now, operate them individually, then interconnect them at a later date if they choose to, to enjoy a server-based gaming solution with downloadable games.

"Our brand new Reel Tournament allows operators to select different games for 'roulette' rounds, or a single event without qualifying rounds... with the push of a button the operator can change an unlimited number of machines to the system to tournament mode. It generates real excitement on the gaming floor."

Fundamentally, customers know what they will get from Novomatic, and that's not suggesting for one second that they are predictable – customer can expect excellence, and genuinely nothing less.

GLI is a company that has been making great strides in keeping costs down for customers seeking regulatory approval worldwide, or simply in a single new jurisdiction. They truly are a customer-focussed company, and it shows

reached a saturation point. "Gaming is the most underserved industry in the U.S. because of restricted supply. Caesars will expand into new jurisdictions like Ohio and, if legalized, Massachusetts," she said.

ONLINE POKER

Online poker is currently one of the hottest gaming topics in the U.S., but has faced multiple obstacles over time. Jones anticipates that without a federal solution by early 2012, the states will introduce intrastate gaming since it is not subject to federal law. She said, "It is the most important expansion

opportunity since the younger X and Y generations are seeking poker play."

Hart agreed, claiming technology drives entertainment consumption. "IGT's poker platform is active outside the U.S. and has not cannibalized from land-based casinos. It has actually brought in new customers," said Hart.

Online poker would prove problematic for Indian gaming. Morago said that the National Indian Gaming Association (NIGA) resolution would prevent one unified plan because of so many diverse compacts.

EMPLOYMENT AND HUMAN RESOURCES

Every company attempts to hire and train the most competent employees, but that may not affect the overall quality of the staff. In a global market, understanding the various cultural attributes may prove more critical to achieving success.

Takahashi described the variations among Asian employees. She explained how they treat not only the customers, but also their colleagues. Each Asian country has its own unique culture, and she warned against

in their attitude and application of technology to bring their global customers savings, and value. New on the table for GLI is GLI Mobile, currently in Apple's App Store. The secure back end of the GLI Access web site, for regulators operators and suppliers, is a place where they can obtain approval letters, key information, and compliance notification for their jurisdiction. You need a username and password to access this via the mobile application, but it makes it a mobile benefit for their customers, so they can take the lab out onto the floor with them. Right now it's for iPad and iPhone, but Android and Blackberry versions are coming soon.

Cammegh are enjoying new penetration into the Nevada market, in the shape of a deal to supply roulette wheels into The Venetian, alongside Billboard displays. It's a great contract to land, a truly excellent advert for their roulette products. This success came after Cammegh obtained their manufacturer's and distributor's licence for the state of Nevada. They've also received orders from MGM and can no doubt expect to find a few more casinos knocking on their doors in coming months.

Andrew Cammegh said of the success: "I think it adds even greater credibility to our offering, and it instills even greater confidence in our customers."

That's not all though – Andrew added: "People have been very interested in the side bets we have been developing, so the next step will be to get them approved in Nevada. That's been very encouraging indeed, as has the feedback on our Aurora wheel that randomly changes colour."

The Aurora has been Cammegh's fastest-selling new product so far launched by Cammegh, and it got a lot of attention on the stand, which is a testament to its effectiveness as an eye-catching device. It uses the Powerplay random generator feature inside the wheel and

generates a new colour, with mystery prize features and a complementary display. Also on the stand were the stalwart wheels, the Mercury 360, Slingshot 2, and the very striking 32" Billboard screen.

Andrew was effusive in his praise for the change of venue, too, concluding: "We were delighted with the venue. It's much improved. The layout is more equitable for everybody; you're invited to walk in any direction when you walk in so there's a more even spread of footfall. It's also very convenient if you're staying at the Venetian."

As part of the globally active Gauselmann Group, **Merkur Gaming** brings their brand experience to international markets. Merkur employs approximately 6,000 and generated €1.5 billion in 2010.

Merkur is the largest German street operator, selling and renting more than 60,000 machines worldwide per year. Prior to 2006, machines were legally restricted to a maximum four-year lifespan, resulting in regular equipment replacement. Throughout Europe, Merkur operates 400 street locations, with a total of 16,000 machines across several European countries. Each location averages between 20-50 machines.

"We offer a total portfolio to our global customers. Merkur creates the ultimate entertainment experience with online VLTs, new technology and our own sports betting company," says Rolf Falke, spokesman of the executive management.

Currently, South America is an important market for Merkur. Spanish-speaking operators approached Merkur about developing a game specifically for their players. In response, Merkur introduced its new Cantinflas slot machine at G2E. The game uses the famous Mexican comedian and actor as its central theme.

The first generation Cantinflas games are

traditional-type slot machines. Within a year, Merkur plans to debut six themed games. The second phase will launch a multi-game program, and the final phase will feature an Ultimate Cantinflas World Jackpot machine.

The new **KeyWatcher** Touch unit updates the basic key monitoring system by utilizing a common database for all KeyWatcher systems within one site. One key may be removed or returned to any other unit within a building and will be tracked accurately by allowing a longer ID up to six digits, plus a four-digit pin number.

Each 96-slot unit has separate blocks holding 16 keys. It logs all activity and eases removal and return by lighting the key space. Information is displayed in a bright 7-inch full-color touch screen. Each site may have up to 10,000 users that can handle up to 14,400 keys. The software also creates easy-to-read reports and programs for users.

FutureLogic was celebrating at G2E, and with good cause, after the announcement of a live installation in Nevada. John Edmunds explains: "The big thing for us at this show is that we have just launched PromoNet into Nevada. We're live at our first Nevada casino, the South Point, which is fantastic for us. Going through the hurdles of approval from GLI, and the Nevada Gaming Control Board, it's not a small feat. So now we're live in a venue, we have somewhere our Las Vegas customers can go and see PromoNet in action, so it's not just a booth demonstration. Now we have that approval from GLI Nevada, we're able to start rolling out product to markets around the world. We're working on a number of sites to get them live so we have a case study running in each key market in the world."

The company is also recruiting as this heralds the light at the end of the tunnel after years of research and development; it must be

viewing all Asian employees through one lens.

"Operators should not see Asian employees through a western eye because each behaves quite differently. American operators are tough, planning only part of the time and then adapting a 'learn-as-they-go' approach.

"The Japanese aim for harmony, and the leaders plan 90 percent of the time. The Chinese are all about prestige and face, so employment status and titles are important. Because of the strict Catholicism in the Philippines, which prohibits divorce, companies must understand that immediate families may become an issue," said Takahashi.

Ironically, she stated that Asian employees are often rude to other Asian customers, and may not be able to adjust to a particular situation. She said, "The training is rote...there is no deviation of thought."

It is an important distinction to make, especially in Las Vegas. Jones estimated 12 percent of the millions who visit Las Vegas annually are Asian.

SOCIAL MEDIA

Finally, everyone agreed that social media outlets like Facebook, Twitter and other online vehicles create rapid marketing opportunities. Within minutes, companies can advertise promotions, sales and other key information,

all via personal customer communications.

For Jones, social media serves as a terrific method of avoiding time restrictions. Operators may use real-time technology to enhance tier-level players' clubs and loyalty programs.

It is a totally new environment, and Hart stated, "We are in the early stages of adopting social media. The first stage is communication and the second is to monetize. It is a necessary evolution."

However, organizations must also be wary of pitfalls. As public companies, each site must carefully monitor what is said. McDowell warned, "Each company has different obligations, and the use of social media should not go against regulations."

immensely satisfying for FutureLogic to reach this point, having worked so hard to promote essentially an idea over recent years. It's a superb suite of products they offer, but for Casino International PromoNet is the most exciting from an operational standpoint. 2012 is going to be a year of rapid growth for FutureLogic.

Gary Platt Manufacturing introduced its landmark interactive sound casino chair at the show, which is currently being used by IGT, Bally, Aristocrat and Spielo. The company developed a unique style for each of the four slot manufacturers.

President Bob Yabroff says, "It has been a truly cooperative effort between the manufacturers and us to design and produce these interactive sound chairs. We have reached a new level with the electronics within the chairs."

Gary Platt also has supplied 98 percent of all slot manufacturers with seats for their participation games. Business has gone well this year, and Yabroff expects a 10-15 percent expansion in sales. The company has installed seating at Treasure Island, its first major Las Vegas Strip property. Yabroff claims Gary Platt has received many requests for seating directly from the major casino operators as they move into next year.

Yabroff praised the show, saying, "I'm usually conservative in my assessments, but this was the best G2E for us...we hit a home run."

This past August, **Quixant** opened its Las Vegas Quixant USA Inc office. Known for its quality computing platforms designed specifically for slot machines, the new location should provide greater local support. Amit Sharma was appointed Vice President of Sales for Quixant USA.

Quixant showcased its wide range of gaming boards, which included the QXi-200, the first "all-in-one" gaming controller to utilize AMD's new Fusion technology. The QXi-200 features AMD Embedded G-Series "Fusion" APUs, either 1.65 GHz dual-core or 1.5 GHz single-core. The AMD Radeon HD 6320 graphics engine on the APU features support for the latest DirectX® 11, OpenGL 4.1 and OpenCL 1.1 standards, putting it two generations ahead of competitors' solutions. In addition to excellent graphics performance, the QXi-200 consumes less power, is more reliable and costs less than other products.

Also exhibited was the QX-106, an all-in-one "JAMMA" PC that was originally developed for the Italian market. The QXi-106 utilizes AMD M690E chipset and high performance AMD Sempron 64-bit CPU. It is available in either 1.6GHz dual core or 1.5GHz single core.

Because the QXi-106 operates from JAMMA 5V power, there is no need for a dedicated ATX PSU.

The emphasis for **EGT** was on the new jackpot system, Cat 4 Cash, a multi-level progressive jackpot system with four levels of jackpot. The system features six games on each cabinet, so it's a multi-game function giving players great choice as well as good, strong-performing games.

Also of note was the P-Series Video Slots, boasting effective 3D animation and very high quality graphics alongside can't-miss sound. That said, the existing cabinet lines of Vega and Vega+ cabinets still have plenty to offer, so EGT is giving customers even more choice now. Speaking of choice, the company's Vega-R8 roulette with seven Vega-PS multiplayer terminals makes for an attractive 15-seat roulette solution.

"EGT is definitely moving in the right direction," commented Daniel van Marring, Director Sales & Marketing, EGT. "My feedback from G2E is certainly positive, especially on the new products, the Cat4Cash Multi Level Progressive Jackpot System and the P-Series Video Slots. We give a solid but classy impression that expresses confidence to our clients and visitors who were even more interested now that they already know our brand and products. We, from EGT, are planning growth on a world wide scale, launching new products on existing and new markets and further improvement of our brand recognition."

Calling their touch product the premier in the industry, **3M Touch Systems** offers complete iDeck touch display technology for both the gaming and hospitality industries. Director of Marketing Tim Holt said that manufacturers are beginning to upgrade their games. The iDeck's smooth effort has a scaling effect for ease of movement.

Holt says that they are meeting the demands of the marketplace. He said, "Customers, especially the younger generation of players, expect this new technology."

The new iDeck technology is replacing the traditional button panel on the machine. Holt claims that Bally Technology is the best application of usage in the marketplace. It includes 10 Touch Points with palm rejection on a 16.4" extreme-wide-diagonal display, and may be the next generation of bar game technology.

Interblock presented nine different gaming machines at the exhibition, displaying the innovation and exquisite design we have come to expect from this innovative company. Joc Pececnik, Chairman at Elekroncek Group of Companies, commented about the show: "The

most prestigious clients from Las Vegas are enthusiastic about the technology and the appearance of our products installed in their venues, in particular they are satisfied with their financial achievements in the past few months.

"Practically every casino immediately wants to have our latest gaming machines, which distinguish from competitors by unique design and simple user interface. After the exhibition our company will do the analysis, but after the first estimates, our production capacities are full up to the end of 2012." That's an exceptionally confident statement, and a testament to the company's ideas and execution of those ideas over recent years.

VP of Sales at Interblock USA, Tom O'Brien, added: "G2E 2011 exceeded everyone's expectations. What a fantastic turn out for attendance as well as the Interblock booth. Once again we were busy all three days. Customers seemed very excited about our new offerings and job was well done by the whole team."

GPI is presenting a much more confident face to customers of late, presenting real solutions to day-to-day problems and making RFID far more attractive to operators with their broad vision and creativity. GPI's Kirsten Clark explained their focus at G2E to Casino International: "What's really exciting here for us is integrated RFID solutions. For many years, the primary focus of RFID has been casino security; casinos have used it in their chips to identify counterfeiting, some for inventory control. Something we have focused on for the last year is driving additional value for our customers, so if a casino decides to invest in RFID it's not just as a security device, it's using the technology in different ways to improve floor performance. For example, our Chip Inventory System has the ability to track chips throughout the casino, and integrate with the casino management system to provide instantaneous amounts of what's in the float, vault, cage – but can also track floor levels, trends, automated fills and credits – its ability to automate manual processes really can increase gameplay. It's about helping streamline those processes."

It's not all about RFID though – the company has returned to its roots to really affect change with casino currency and take it further than ever before in terms of branding. Kirsten added: "We've been putting some emphasis on customized chip designs, and we're working with operators to create specific chip moulds unique to them that incorporate their brand and have a lot more intricate components. They're harder to counterfeit and it allows a casino to really integrate branding into their chips. We're taking currency to a very different level."



Aristocrat showed up with an impressive 258 games on their stand, featuring a spread of Class III gaming products, with multi-site and wide area progressive, linked, community and standalone categories all featuring a host of new creative ideas adding more interactivity and immersive gaming experiences.

Licensed and proprietary themes were expanded across the range whilst Aristocrat unveiled its new VIRIDIAN Hybrid concept with a modern twist that harnesses the full flexibility of video graphics. A 5-reel stepper base game is complemented by full-screen video graphics and a 3-reel stepper bonus, courtesy of Active Reel Technology reel blocking.

"G2E heralds the beginning of a new season," explained William Wilsnagh, Managing Director – Europe & Africa. "Customers from across the globe come here and share their views on games they would like to see in their venues. The insight we have gained from them will help guide our forward planning."

He added: "With operators having enthused over so many of Aristocrat's fabulous new concepts shown here, our regional selection process continues in earnest. An added bonus for us from a European perspective is that we will also benefit from performance data of early US trials."

Aristocrat used G2E to launch the Aristocrat Live Network (Alive), an advanced technology infrastructure designed to power its games across a number of distribution channels incorporating both paid and fun-to-play formats globally. On-stand demonstrations showed one of the company's classic Class III games, 5 Dragons, deployed through Download & Configure, nLive-Online, VLT and mobile platforms.

The inter-connected theme was further boosted by new modules being added to the Oasis 360 casino management system; nCompass, nRich and nVision bringing greater flexibility, control and bonusing ability to operators' fingertips.

Amatic exhibited an interesting alternative to roulette, a game developed with INAG, of California. Instead of a roulette wheel and ball, a shuffler holds 38 cards; as in roulette, there is only one winning number and colour

combination.

INAG teamed up with Austria's Amatic Industries to further develop this solution. Now the Turbo Card Shuffler can be expanded to a greater playing audience thanks to the Turbo Card Roulette from Amatic. Amatic provides the electronic terminals (Satellites) and the necessary networking between the Turbo Card Shuffler and each individual terminal. This in-depth technology now enables operators to offer this great solution to more players at a time.

Cadillac Jack continue to bring exciting, different products to gaming operators across the Class II and Class III markets, as Gina Lanphear, Senior Director of Marketing explains: "The expansion and diversification of our newest product lines provides entertainment options for every player and every personality. Our goal at G2E was to demonstrate greater variation and bonusing capabilities across all of our portfolio. Some of the highlights for the show included Hot Streak which features persistent multipliers, Connect to Win with natural paylines, and Xtra Bonus, as well as new multi-level bonus games and progressives, new game mechanics and rich game content. Our customers discovered that we have product lines for their entire slot floor and a game for every player style."

Specialist OEM solution provider International Brand Gaming exhibited alongside partner companies Quixant, Elite Casino Products, Elektrosil, Astrosystems and Blue Alpha. The highlights on their stand included the new Nitro XL cabinet, from Elite Casino Products, and the recently launched 65" Elektrosil dreamTouch electronic table screen being run by the Quixant QXi-200 gaming PC.

"Not only is G2E 2011 the perfect opportunity to showcase the entire product offering of International Brand Gaming in one place," said John Malin, Managing Director for IBG, "it also enables us to show the strong links between our partners and how we all work together to provide the best solution for each specific customer and their exact requirements."

Gone are the days when you would roll up to a bill validator company and just see validators – they've all diversified and extended their product ranges to bring to the casino customer a complete cash handling solution. MEI's product lines now include SC Advance, the newest iteration of the CASHFLOW SC acceptor line. MEI's stance is all about reliability, and greater profits through increased

uptime of the validator. SC Advance is now with OEMs for testing, MEI says, and then it will go out to different jurisdictions for approval; it should be available to buy in the first quarter of 2012.

The advantage of the Advance for Europe is that it has two barcode readers, so where before it had an 85mm note path, if a barcode was too far left or right the validator had trouble reading it; now there are two readers, no matter how far it goes to the side it can be read. Even in Asia, where the players insert tickets upside-down, this works because there is four-way barcode reading, with two sensors on the bottom too. Win-win!

IGT's stand, rather than totally dominating the room from a lofty position at the Convention Center, fitted in better with the rest of the show. The stand featured an absolutely amazing array of games, too many to take in in a single visit. We don't have space to cover everything, so we'll look at some key licenses. New MegaJackpots titles included Ghostbusters Who Ya Gonna Call, Elvis The King Multi-Level Progressives, Big Buck Hunter Pro, Breakfast at Tiffany's, The Twilight Zone, Sex and The City Fabulous and The Joker's Heist.



An addition to the enduring player favourite Wheel of Fortune family is Wheel of Fortune Triple Extreme Spin, Wheel of Fortune Wild Getaway and a new Wheel of Fortune Multi-Level Progressive game.

The company also premiered the expansion of the MegaJackpots Center Stage series on mindblowing 103-inch and 70-inch platforms, and the new Center Stage Duo with its 55-inch screen.

IGT's new Core games included the excellent Atari Centipede and Huevocartoon, plus Wolf Run 2 Into the Wild, the sequel to player-favorite Wolf Run, joins with the progressive excitement of Sky Pilot and Mount Fortune OnCore Progressives, and Pink Diamond.

Spinning reel games were also prominent, with the premiere of the industry's first 5-reel

community bonus game called Fast-Hit Progressives. Other spinning-reel offerings include thrilling 3-reel, 1-line games such as Haywire Multipliers and Blue Blazes Win Zeros!

Finally, the company had new cabinets on display, with the G20, G23, S AVP and Universal Slant models. The G20 is designed for comfort and entertaining game play. The G23 widescreen is IGT's premium upright cabinet. The Universal Slant has the ergonomics of a slant with the merchandising features of an upright. The Universal Slant for Poker has a custom poker button panel for a superior poker play experience. Also, coming to G2E is an updated version of IGT's long-performing S AVP® cabinet, now featuring enhanced top box attract lighting.

Of course, mobile gaming and online also played a part in IGT's customer presentations – more on this in a later issue of Casino International.

NEWave washed up at G2E's shores with Software Update v4 in hand to wow the crowds and save casinos time and money, not to mention increase security. NEWave CEO Bart Lewin explains: "Our clients have reported back to us that they are saving upwards of \$100,000 a year with our software, and now with our updated product offerings and pricing models, it is a better time than ever for casinos of all sizes to hear firsthand how we streamline operations and add to the bottom line."

NEWave's new Software v4 solution includes: myCageOperations, the only total software solution for every function in the casino cage, from check-cashing to deposits and everything in between. The entire purpose of myCageOperations is to increase productivity, accuracy and efficiency throughout the entire cage – the central cash core of every casino.

myCompliance, which allows front of house casino staff to do what they do best – serve customers – and provides back of house staff with aggregated transaction reporting by patron to streamline all the paperwork and processes that are required by local, state and federal regulation.

Additionally, NEWave is launching myCloudSolutions, a new safe, secure and affordable option for casinos to use NEWave's innovative products in the Cloud. Further, NEWave's new myProfessionalServices team completes the package, because the team oversees installation and management of all NEWave software, and also provides top-level IT advice and services.

Inspired Gaming Group arrived at the show with a fanfare, announcing distribution agreements with DigiDeal and TCS|JOHNHUXLEY to distribute Inspired's server-based casino terminal Sabre, with its new

electronic content for Roulette and Baccarat, in certain US regions.

Sabre is, without question, a great looking terminal. Sleek, classy, and with a lovely, intuitive GUI for the player, it is the spearhead behind Inspired's push into the US. Luke Alvarez, CEO at Inspired, said: "Sabre is the perfect product for us to successfully launch Inspired to the US market. Exhibiting at G2E Vegas and signing two significant distribution deals with respected partners is an exciting position to be starting at. We place great value on the successful heritage and solid reputations of DigiDeal and TCS and our shared dedication to innovation in casino gaming will, I have no doubt, ensure the success of these partnerships."

At the exhibition, Inspired showed their new Electronic Roulette product on the terminal, Sabre Multi-Win Roulette 4, which has recently been installed with Genting in Europe but is being unveiled in the US for the first time. Bingo Blaze is a new dual-screen Latin Bingo product with multiple HD games on one sleek cabinet. New for G2E Vegas, the cabinet is strategically being launched to Latin American and European countries over coming months.

Also, two new slot products for Latin America were on show, with Storm MX and Machete, both boasting multiple HD content, which can be managed and refreshed via Inspired's Open SBG CORE platform. To further demonstrate the power of networked gaming, Inspired demonstrated its advanced Open VLT product, currently earning record incomes in Italy, and the benefits of downloading new games, customising menus, controlling multi-level jackpots and many more features.

Crane Payment Solutions – the company that makes CashCode, Money Controls and NRI brand currency handling devices – had a good G2E, with their product offering broadened and complemented quite beautifully by the acquisition of Money Controls. VP of Sales and Business Development Global Casino Gaming, Sim Bielak said: "We were pleased to see the strong presence and diversity of our customers from many international destinations such as Latin America, South Africa and even Australia. It was also a good chance for our gaming team to present ourselves as a united company, Crane Payment Solutions, rather than as separate brands."

The oneCheck cash management system was on show, displayed with FutureLogic's excellent Gen2 Universal Printer, showing it works with all leading TITO printers. It's a unique patented technology which connects to an existing thermal printer and allows the operator to print tool-free reports on demand. Elsewhere, guests could see the CashCode one, a universal bill validator designed to improve operational

efficiency and slot uptime, and Money Controls' Ardac Elite bill validator, which boasts the ability to give the operator the last bill image, useful in dispute resolution.

WMS had an amazing display of technology on their stand; we can only touch on it here due to a lack of space. The company told Casino International that there were double the number of math models on the stand than they have ever made available before. This shows a real awareness of cultural differences that manifest in player behaviour. It's exactly the kind of thing that has players returning to a property time and again.

At G2E WMS showed games with unique game play mechanics, such as video spinning wheel-driven bonuses, character customization, competitive team play, overhead bonus selection and added reels that improve the chances of winning and/or the size of the win. New games featuring Player's Life Web Services, the player-popular application that has garnered notable success in increasing time-on-device, and Portal themes, the unique value-added, secondary integrated bonus applications that utilize visual and audio enhancements to bring new excitement to base game themes, were also enjoyed by visitors.

Standouts for us were Battleship, the new board game license, and Clue, also a board game. Great looking games with instant worldwide recognition, these might not emulate the success of Monopoly for the company but they should still do very well. Speaking of which, there's a new addition to the Monopoly family with MONOPOLY Party Train, and the WIZARD OF OZ Journey to Oz continues the success for WMS with that license.

Brian R. Gamache, Chairman and Chief Executive Officer of WMS, said: "This year's product line-up at G2E features new innovations coupled with updates for many of our proven game play mechanics, as well as other industry-favorite game features that raise the bar on slot floor entertainment to all-new levels. We're confident that our games on display at G2E 2011 will further extend our success with creating new products that help drive increases in player loyalty and revenues for our customers. At the same time, our newest products reflect our prioritization of the near-term commercialization of new game themes, products and portal gaming applications for our core product sales and gaming operations businesses that address customers' current needs and demands."

Advantech Innocore brought three new boards to Las Vegas, with the AMD Fusion-based DPX-E120, plus the DPX-S415 and DPX-S425. The DPX-E120 is part of the company's economy series, and it's a complete industrial

computer system boasting low energy consumption, partly thanks to its fanless construction.

The DPX-S415 and -S425 both allow the flexibility of good integrated graphics plus a full PCIe x 16 graphics card slot for those high performance applications or for future in-field upgrades. The DPX-S415 features the latest AMD785E chipset and the DPX-S425 features the Intel Calpella HM55 chipset.

Being taken over by Advantech has meant positive changes for Innocore; where in the past the company might have to turn down customers who just wanted an industrial board solution and no gaming IO, now they have a wide range of industrial PC products; it means the company has really branched out and can offer a much, much wider range to customers.

Cummins-Allison had the JetScan iFX i400 multi-pocket note sorting solution on show, and very impressive it was too. Configurable from three to nine pockets in the same space, the device uses imaging technology that provides outstanding read rates while processing currency at 1,000 notes per minute, resulting in higher throughput at a 39% faster speed than the closest competitive unit, the company says.

From a base unit of three pockets, additional 2-pocket modules can be added to create 5-pocket, 7-pocket or 9-pocket systems, now or expandable in the future. The unique design can create up to 9 pockets in a space-saving vertical configuration, effectively providing a high-volume, multi-pocket sorter in a footprint barely larger than a desktop sorter.

"This really opens up the possibilities where space is a premium in any number of applications," said Curtis Hallowell, VP Product Management at Cummins-Allison. "Gaming properties can quickly process currency in a single pass, whether in cages, count rooms or employee banks."

Shuffle Master, moving forward under new CEO Gavin Isaacs, had a commendable display of technology on view for guests. Moving successfully into the online space is important for a company with so much invested in intellectual property, and Shuffle Master reinforced their ability to meet an operator's online needs at G2E by showing compelling content across multiple online and mobile devices. Superior graphics and playability will be standard on all Shuffle Interactive applications. The Shuffle Interactive platform integrates into any online casino or third-party platform and can deliver content on nearly any device including PC, Mac, Betting Terminals, iOS and Android. Shuffle Interactive formally launches in December 2011 with Three Card

Poker and Ultimate Texas Hold'em, though future capabilities were shown to customers.

i-Table's suite of offerings has been expanded with single-deck specialty games that utilize the Company's i-Deal shuffler. By automating the betting and wager resolution process, the i-Table increases game security, accuracy and speed, resulting in a significant increase in rounds per hour while eliminating errors, a key advantage on specialty table games that have complex paytables with high odds and complicated payouts. Equally important, the i-Table has the ability to connect to back-of-house player tracking systems that allow casino customers to rate, track, and perfectly comp their player base.

Six new specialty games were on show, with Cincinnati 7 Card Stud, Ultimate Three Card Poker Progressive Face Up, Money Market, Fortune San Lo Poker, Power Blackjack, and Six Card Poker. This is Shuffle Master's bread and butter, so you know they're going to be good...

Also new for visitors was Vegas Star Roulette Live, a fully electronic roulette table that features a live wheel in the middle of individual touch-screen betting terminals.

"G2E provides the perfect opportunity for Shuffle Master to demonstrate once again why it stands out above the rest," said Gavin Isaacs, Chief Executive Officer of Shuffle Master. "Our core message of 'delivering more' is extensive and touches on many themes. We deliver more by providing one of the most diverse product portfolios in the industry, by remaining laser-focused on customer service, and by anticipating the needs of the gaming industry with forward-looking innovations like i-Table Roulette. This year's exhibit highlights how technology is at the heart of all that we do; be it our latest advancements in providing security and efficiency to casino operators or enhancing the player experience by leveraging our strong brands across various channels like online and mobile gaming."

Alfastreet did not enjoy a great location in the hall, in one of the very few areas of the new venue with slower footfall, it seemed. Having a large empty plot between them and their nearest neighbour may not have helped – the kind of space where a few chairs or settees would have been useful, if an exhibitor has pulled out at late notice, for example. Regardless, Alfastreet made the best of things. As a company they specialize in affordable, quality automated gaming products, with roulette particularly well-served, and automated Sic Bo growing in popularity, not to mention their digital versions of popular card games like Baccarat and Blackjack.

The G2E show is an important one for the company as it gives them a chance to see their

many, many Latin American customers and for North America to get to know the brand and their world-renowned gaming machines. Feedback from customers at the show was, as ever, enthusiastic, as Albert Radman confirmed to CI: "Our customers are always pleased to see us in Las Vegas – it's not such a long way for them to come as the London show, for example. It's good for us to come here and be seen by new customers, and to welcome our existing customers and old friends."

TransAct's Tracey Chernay explains this far better than we can – they've been working hard at developing the range around their thermal printers, as Tracey elaborates: "G2E 2011 is all about 'Now it's Personal'; what that means is, our new modules for Epicentral really allows for closer communication with the player at the slot machine through a printed ticket. Because we connect our software system, Epicentral, to the player tracking database we already know a lot about that player and we can make offers to that player that are intelligent and relevant, personalized, with their name on, with their player card and player level on... We've launched three new modules here at the show – Epicentral Campaign Center, that allows you to create new rules for new coupons and new offers, allows you to schedule those promotions across time, quickly and easily. It allows the casino the ability to create limitless ideas about how they want to use the system and with a simple rule, apply that and deliver the communication to the player.

"Additionally, we launched two mobile applications, Mobile Host and Mobile Player. Mobile Host is for the casino host, where they have an iPad or iPhone, and there's a highly rated player in the casino. When the player walks in, I don't know they're there necessarily, but they put their player card in to a game and I get an alert through the Mobile Host application that they've arrived, and what machine they are on. So as host, I go and greet the player, welcome them, and I have lots of offers at my disposal based on the rules I wrote earlier in Campaign Center, and I can welcome the player with relevant rewards.

"Mobile Player is a player's application through the casino. Say you go to the Wynn and you have the Wynn application, when the player arrives at the casino and go into the application, you can see what promotions are available to you – "I want 20 per cent off dinner", for example, plus the free show tickets. As soon as you sit down and card in to the slot machine, you get those tickets printed right out, so you don't have to go to the player's desk to collect your promotion."

earls court, london
24 - 26 january 2012



totallyoriginal



ICE

“

Fabrizio Alberici, CEO, Alberici SPA

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

totallyice



betting



bingo



casino



lottery



online



mobile



street

register for free entry at:
www.icetotallygaming.com



Visimetrics' Playerbook: a game changer for player ID?

Player recognition is a vital part of any operation, from identifying cheats to recognising your best customers. Yet there isn't a really robust tool to help operators with this fundamental – though **Visimetrics** may have a game changer with its **Playerbook** system.



Gary James, Visimetrics' Business Development Director

Recognising your players – problem or otherwise – is often done with a combination of staff expertise and CCTV, which is actually, research shows, a fallible system with a consistent 20 to 25 per cent fail rate in recognition. Visimetrics say they have the solution which, if implemented correctly, can give a vast improvement – and is not CCTV-based. Gary James, Visimetrics' Business Development Director, explains.

Casino International: Tell us about Playerbook – why is it needed?

Gary James: The problem we're addressing is that there are several categories of individuals the casinos would like to know about when they're on the premises; they broadly divide up into people that have been barred for carrying out cheat moves or theft from the property, so there's a primary security category; there's also, though this varies from territory to territory, if you have a gambling problem you can self-exclude yourself from casino premises. It's a big regulatory problem for a casino operator if a person who is self-excluded is found on the premises. They can be very hard to spot because of course they don't really come up and introduce themselves to reception. The third category they would like to know about is VIPs, for obvious marketing reasons.

The backdrop to the idea of Playerbook really is that where possible, operators would like to open up to a 24-7 operation where you can just walk in off the street. The way people come in to the premises and normally interact with reception staff, is falling away and it's becoming much more open. So the ability to identify someone before they go on to the gaming floor is becoming harder, not easier, using human eyes because they're not being used in the same way any more.

Casinos now use a combination of image grabs from CCTV, and membership photos where they have them – and they collect all of these manually into a gigantic

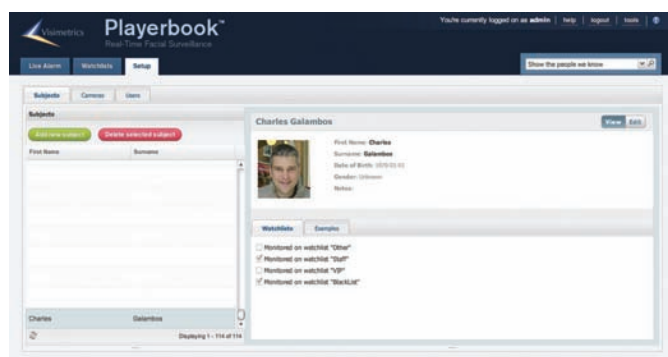
file of faces, with whatever information they know about that individual. They use this as a basis for the security staff to know who they might not want on the playing floor. If we can automate that process, there is a significant security benefit and a regulatory benefit as far as those self-excluders go – not to mention the marketing benefit for those VIPs.

Some operators have turned to CCTV-based facial recognition to try and make this work for them, and basically it hasn't; sometimes, operators have trialed more than one software package, and switched them off because they're not reliable enough. For us, our Playerbook solution is about recognising why those facial recognition systems aren't robust enough for the task, and overcoming that problem. The way we've done this is to use a highly-specialised Playerbook sensor, which is not CCTV-based and therefore does not suffer from the problems that make a CCTV system unstable.

CI: There are many variables and inconsistencies when using CCTV – variable light, headgear, facial hair – it's no wonder it can be flawed; using it for identity management must be difficult.

GJ: You're right. There's a huge amount of research around how hard it is even for us as humans to identify other humans, based on even having a person standing in front of you and three or four different photographs of that person.

The problems for CCTV in terms of facial recognition are, firstly, the pictures are relatively low



resolution; they are affected by different lighting conditions so they are inconsistent. We need to put the data in a form that means it can be shared meaningfully – so if you are barred from the Empire in central London, and you walk over to a casino in Curzon Street, they can also identify you even though the conditions are very different for Playerbook. To do that we have to dial out the inconsistencies due to CCTV – the angle of incidence to the target, lighting, general casino layout and how people flow through and pass the CCTV system – they're all different in every casino. A reliable capture in one casino couldn't really be used on the watchlist for another casino, because you'll never be able to recreate the lighting in that original picture. That's why we say this is a non-CCTV-based system, it's working in infra-red so it's light immune. It works as well in a bright sunny environment as it does in a darker casino floor.

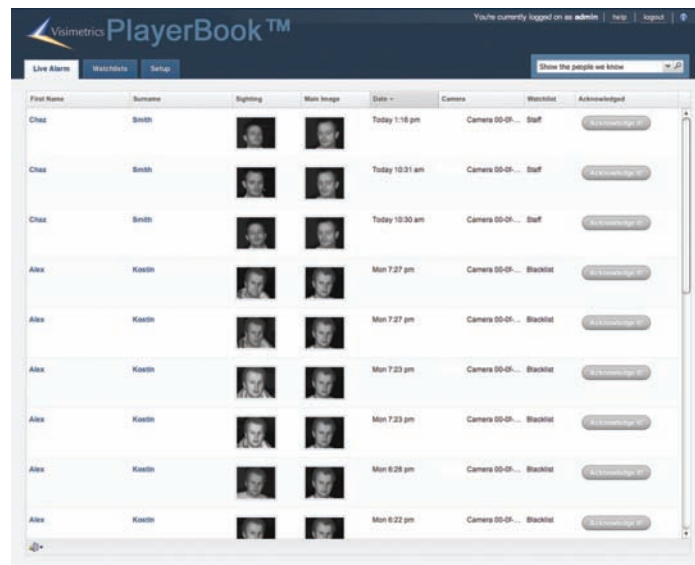
CI: What is the fail rate of the system compared to humans?

GJ: The accepted 'fail rate' of humans according to a 2006 study is interesting. If we have 10 images of a person and that person is actually in the room with us, we are incorrect in matching an image to that person 25 per cent of the time. We're incorrect one in five times when we only have two photographs [Editor's note – that's a 20 per cent fail rate with only two images, and 25 per cent with 10 images. People are strange]. The University of Glasgow followed that up with a study where the error rate is one in four when we try to match across different races – so if you have a staff of Western Europeans trying to identify Asian players, we're wrong one in four times and vice versa.

CI: So how accurate is Playerbook? It surely cannot be 100 per cent accurate?

GJ: We're not saying that it is. The first proper comparative study we did that involved any ground truth analysis was at the Sportsman Casino in Marble Arch in 2010. What we found was the accuracy of the Playerbook system was almost identical to humans. We picked a study group of 100 customers at the casino, all of whom smoked – thanks to the smoking ban in the UK, they went in and out of the door more frequently than other customers. We asked the receptionist that every time she saw one of the customers from this watch list she mark it down on a click sheet and we collated the information at the end of the working day. What we discovered was 137 detections on the watch list, and out of those 137 detections we had 136 marked by reception – so nominally, the system was up by one. But then we found the errors both reception and the Playerbook system had made, and they were almost exactly matched. We had 36 detections by the receptionist that were not seen by the sensor, and 37 detections made by Playerbook that were not seen by the receptionist.

CI: So the strength of this could be in combining this with human detection?



GJ: In an ideal world, perhaps. But with budgets declining in many organisations, this is about taking as many human beings out of an equation as possible.

Because the Sportsman trial was for ground truth analysis, we had a real-time CCTV system recording in reception for the duration, so we could go back to each instance the Playerbook system failed to spot an individual, and work out why. The main reason, it turned out, was people walking into the building behind other people. What that indicated to us was that we needed to move the sensor, so we could separate the faces better as they move past the sensor.

CI: So now you know the optimum configuration for success?

GJ: We redeployed it at the Empire and put it at the bottom of a staircase, so when anyone came down the stairs, they got nicely separated. We could then pick them off much more accurately. During that trial, because there is no full-time receptionist at the Empire as they have an open-door policy, we used the staff as the basis for the watchlist. In the two week trial, there were nearly 109,000 activations on the staircase leading to the gaming floor. From that, we had a watchlist that was only populated by 58 people. On every single day bar one, when the staircase was roped off because of maintenance work, we were getting positive identifications. We had no false identifications during that trial period.

CI: Presumably there's the means to integrate this with a player tracking system or backoffice?

GJ: That's exactly where we're going with this at the VIP level. We're already in technical discussions with one casino's back office provider because this has great potential in terms of identifying high rollers or consistent customers. It's also great for people counting, which is incredibly useful in a casino with an open-door policy.

www.playerbook.co.uk

Aristocrat wins Maryland Live! casino contract

Aristocrat has secured a major systems contract with one of the largest casinos to open in 2012. The contract between Aristocrat and the soon-to-open Maryland Live! Casino includes the complete suite of Aristocrat's Oasis 360 systems products and Aristocrat's new online play-for-fun solution.

The Oasis 360 system will cover all 4,750 devices on Maryland Live! Casino's full Ethernet casino floor, utilizing the latest technologies from Oasis 360. All devices will be enhanced with the nCompass™ media window and displays, and Maryland Live! Casino will have access to a range of advanced offerings, including the powerful bonusing engine nRich, Ricochet Rewards and Splashdown Countdown.

Maryland Live! Casino will be the first property to integrate Aristocrat's innovative online solution, nLive. -branded play-for-fun virtual casino in March 2012 ahead of the property's grand opening in June 2012. The virtual casino will provide an exciting entertainment experience for Maryland Live! Casino customers including poker, slots and skill based games. The site will allow Maryland Live! Casino to build its brand and establish customer relationships ahead of its opening. Oasis 360's nLiveLink will also enable Maryland Live! to integrate players' online and land-based profiles.

Maryland Live! Casino President and General Manager Rob Norton said, "We are creating the most unique casino gaming experience on the East Coast, right in the heart of one of the most populous regions in the country. We only want the very best for our customers in every aspect of the property, and after carefully considering everything on the marketplace, we decided Aristocrat and Oasis were the partners we needed to open strongly and position us for success far into the future."

"We are very excited to be selected by Maryland Live! Casino to be their casino system and online solutions provider," said Aristocrat Americas President Nick Khin. "Aristocrat's recent investments in systems have allowed us to provide a range of advanced solutions that will power the largest casino opening of the year."

Abbiati's Casino Mainz collaboration continues

Gioorgio Abbiati, CEO of Abbiati Casino Equipment, has said that the company's collaboration with Spielbank Mainz continues. After the grand re-opening of the Mainz Casino last year, accomplished with brand new Black Jack style tables delivered for the occasion, Abbiati Casino Equipment was once again chosen by the German Casino to manufacture the new additional tables. This time Abbiati had delivered a number of Card tables with a number of related playing cards.

The collaboration between Spielbank Mainz and Abbiati company started more than 10 years ago, when Abbiati Casino Equipment was asked to manufacture their first tables for the casino.



IGT's Star Wars Droid Hunt Video Slot in Five Monte-Carlo Societe des Bains de Mer Casinos

IGT has successfully installed its Star Wars Droid Hunt video slot in five Monte-Carlo Societe des Bains de Mer (SBM) casinos. Located in Monaco, the five casinos that now feature Star Wars Droid Hunt are Casino de Monte-Carlo, Casino Monte Carlo Bay, Casino Café de Paris, Sun Casino and Casino Rascasse.

"We are very excited to have the latest Star Wars casino game at our properties," said Eric Guazzonne, director of slots of the Monte-Carlo SBM casinos. "Our players truly enjoy the Star Wars theme and we are thrilled to offer them the newest game on our casino floors. It's an engaging game with fantastic graphics and it's full of brand appeal."

Star Wars Droid Hunt, new to IGT's Premium Products (also known as MegaJackpots) lineup, virtually takes players far, far away. The recognizable Star Wars theme makes the game attractive to a diverse demographic.

"We are happy to partner with Monte-Carlo SBM to bring IGT's latest Star Wars casino game to their customers," said Craig Churchill, IGT senior vice president of international sales. "For more than six years, casino players in Europe have enjoyed Star Wars games, and Star Wars Droid Hunt is set to be one of our biggest games from this successful lineup."

Star Wars Droid Hunt offers simple game play, multiple bonus opportunities, frequent feature activity and sustainable game sessions. Familiar Star Wars sounds and images enhance the player experience with strong brand appeal and entertaining features. Plus, a wide area progressive top award appeals to players seeking that big jackpot win.

The intergalactic excitement starts in the base game; after any reel spin, a Star Destroyer might appear, triggering the Star Destroyer Wild feature, in which TIE fighters blast from one to 10 symbols on the reels, making them wild.

Four interactive bonuses create a high-energy game with plenty of action to engage players. Three bonus symbols trigger the Droid™ Hunt feature, which then instructs players to press a red button that awards one of four bonuses: Droid Match, Astromech Free Spins, Ion Blaster or Tusken Raider.

The Star Wars Droid Hunt game uses IGT's MEGAfx Surround Chair, which wraps players in comfort and delivers seat-shaking sound to bring the galactic action alive.



NEWave installs at River Spirit

Leading software supplier to the gaming industry NEWave has scored yet another win, installing its myCompliance suite that includes the Title 31 and Tax Forms software solutions at the River Spirit Casino in Tulsa, Okla.

Title 31 and Tax Forms are two important elements of NEWave's myCompliance Suite, and function to help ensure a casino is filing timely, accurate tax reporting and is in compliance with federal anti-money laundering regulations.

River Spirit Casino operates more than 2,600 of the latest slot games along with 24 table games and 15 poker tables. Title 31 and Tax Forms help the casino to ensure compliance, while being as unobtrusive to their guests as possible.

River Spirit Casino Compliance Manager Meridith Gray said, "NEWave's Title 31 and Tax Forms solutions are important software additions to our operation. Now we can quickly and easily track and log financial transactions from all potential sources as they happen, in real time. Additionally, we now have an increased level of confidence with our reporting compliance, because reports are generated automatically."

"Only NEWave's myCompliance Suite enables operators to streamline and automate their compliance processes. For example, with Title 31, River Spirit can now ask their guests to provide their ID only once, and then never have their play interrupted again. With the stored data, the property can quickly and easily generate and file required reports, ensuring compliance and a positive guest experience," said NEWave COO Tom Bechtel.

NEWave's Title 31 solution completes, files and archives forms required to comply with FinCEN Title 31 anti-money laundering requirements and provides real-time tracking for cash transactions and check transactions. It also creates CTRC, SARC, W/9 and W/8 forms and files electronically. NEWave's Tax Forms solutions completes, files and archives forms required to comply with IRS income reporting requirements, uniting the entire casino with one software solution.

NOVO LINE installs at Gran Casino Costa Brava

Novomatic is celebrating the first major NOVO LINE Novo Unity II installation negotiated by its Barcelona sales and service hub. Gran Casino Costa Brava, part of the Spanish Conei Group, has chosen Novomatic gaming equipment to take the spotlight on the casino's newly renovated and extended gaming floor.

Gran Casino Costa Brava opened one year ago as the new flagship project of Grupo Conei, one of the leading Catalonian gaming companies. The casino in Lloret de Mar impresses with a great ambience, marvelous interior design and the latest state-of-the-art equipment: With a more than 1,500 square metres gaming floor the casino features 23 live and electronic live gaming tables as well as more than 150 slots. Right from the opening the Gran Casino Costa Brava chose Novo Unity I electronic multiplayer equipment made by Novomatic, featuring a Novo Flying Baccarat installation for eight players as well as a Novo Multi-Roulette with 16 individual player terminals.

South Point Casino launches PromoNet

South Point Hotel and Casino in Las Vegas, Nevada, is conducting an administrative field trial of FutureLogic's PromoNet promotional couponing solution. Authorized by the Nevada Gaming Control Board, the field trial began in September.

The PromoNet couponing solution gives South Point the ability to design and manage a wide range of promotional campaigns from the convenience of a workstation PC, turning ordinary slot tickets into eye-catching

coupons. PromoNet campaigns can be downloaded via a secure network to the slot floor, Players Club, restaurants, hotels and shops, providing an integrated couponing solution across the entire operation.

"We believe that the PromoNet couponing solution will help us expand and streamline our casino marketing initiatives," said Cliff Paige, Director of Slots at South Point. "It will give us the ability to automatically trigger a marketing campaign based on game play metrics, player tracking information, POS

JCM wins 100% of Resorts World New York City

JCM Global has partnered with Resorts World Casino New York City to supply its bill validator equipment for their property at Aqueduct Racetrack, which will open late October 2011 and will ultimately have 5,000 VLT devices.

"We are absolutely thrilled to have been selected above all other companies for this incredible new project," said JCM Global VP of Sales Mark Henderson. "The selection process was rigorous, and we are very pleased that JCM and our iVIZION bill validator with integrated ICB functionality made a winning impression on Genting, the New York Lottery, and on the game OEMs involved in the project. Now we invite operators everywhere to ride with the winner."

"Throughout the entire property at Resorts World Casino New York City, we secured the very best technology available in the gaming industry today, and JCM's iVIZION fit our demand to 'future-proof' the operation perfectly," said, Thuy Trinh, Chief Operating Officer of Resorts World New York LLC.

JCM won the RFP because of its award-winning iVIZION bill validator. iVIZION is the most advanced bill validator on the market today, and is complete with Contact Image Sensor (CIS) Technology, which captures the entire image of a note or ticket. iVIZION has a 99%+ acceptance rate, the most diligent counterfeit protection, RFID ICB cashbox with encrypted and web-enabled data, 64 megabit FLASH memory. iVIZION has a self-calibrating sensor package, modular component design, ability to read barcodes horizontally and vertically, two high-speed processors, sealed 85 mm banknote path, patented and proven removable stacker mechanism, "Blind Mate" and "Hot Swap" design and complete compatibility with all gaming protocols.

"Because iVIZION captures the entire image of every note or ticket, you could say that every bill validated at Resort World Casino New York City will have a photo finish," Henderson said.

systems and redemption terminals, and then monitor the success and return of each campaign. The PromoNet couponing solution will help us tailor casino promotions, so that we can match the reward to that of the player, with something they will actually use."

FutureLogic's template-based PromoNet solution is unique in that it gives casinos the ability to recognize and reward both carded and non-carded players by automatically triggering campaigns based on real-time game play metrics and player tracking information.

You dream it.
We do it.
They play it.



What is a blank page today, is a living online Game Portal tomorrow. It's what makes the **greentube** Turnkey Gaming Portal solution so successful – our user experience, programming skills and stunning visions.

With more than 40 B2B customers, **greentube** is the No. 1 Gaming Provider. With a full product portfolio of Poker, Bingo & Casino Games; including a stunning range of Novomatic slots. Dramatically increase your revenues with market leading technology and many years of expert operational experience.

For more information about our Turnkey Gaming Portal solutions please contact us at: sales@greentube.com



CASINO

INTERNATIONAL
ONLINE

Isle of Man Special:
Living and working on
gaming's fantasy island

Goaldash

Iforum

News from the world
of online gaming

30% increase for EiG

The 10th annual EiG (Milan, 20-22nd September) once again proved its importance as an integral part of the iGaming sector by attracting 1,744 attendees, the highest number of visitors recorded in the decade it has been running, and representing a 30 percent year-on-year increase. The show's organisers reported that over 40 percent of exhibitors have already re-booked for 2012, illustrating the continued success of the event.

Ewa Bakun, Event Director at Clarion Gaming, said: "2011 has been the biggest year ever for EiG, both in terms of exhibitor and delegate figures. Everyone here at Clarion has been extremely pleased with how the event went and the feedback we've all been receiving. Once again, EiG has proven that it has a successful format that attracts a decision-making audience who attend to do serious business, network and to learn."

Betfred First for IGT Gibraltar

International Game Technology (IGT) has announced that Betfred, one of the world's largest independent bookmakers, is the first customer serviced from the IGT Interactive division's new office and datacenter in Gibraltar.

Using IGT's Gibraltar license gives Betfred full access to IGT rgs, the remote game server system that enables operators to optimize its online game content by adding IGT's games to its current iGaming platform without investing in a new online casino system. As an existing IGT customer, Betfred is significantly expanding the range of premium games it receives through the new IGT rgs agreement.

Alex Kelly, IGT vice president of Interactive, said: "IGT recognizes the value and appeal of Gibraltar as a world-leading gaming jurisdiction and our new Gibraltar office is ideally located for the sustained growth of our Interactive business."

Sunplus Rebrands as ONEworks

Asia's leading sportsbook platform provider, Sunplus ONEbook, has unveiled a new corporate rebrand that will see the company trading onwards as ONEworks. The change of name is part of a strategic shift to emphasise its core product which has evolved over the past ten years to be the chosen supplier to some of the largest sportsbooks in the world, including 12Bet, Mansion88 and more recently Bodog88.

Tom Hall, ONEworks Business Development Director, said: "ONEworks offers several versions of its platform and associated services to licensees looking to target International, European or Asian markets. In addition to an extremely robust, flexible and secure core sportsbetting platform, ONEworks offers the market's leading turnkey solution. Operators can effectively license a fully managed sportsbook, with an extremely broad selection of sports and the largest number of in-play events and markets available anywhere in the industry."

ONEworks was also recently certified by TST - which carries out a fully independent and impartial testing programme - for fairness and transparency, ensuring that the ONEworks ONEbook sports betting platform adheres to the strictest standards of technical compliance.

Tom Hall explained: "This certification is a seal of credibility that underlines the qualities our clients have come to expect from us; trusting our solution as the most reliable and secure online sportsbook platform on the market."



GAMCARE

GREaT times at GamCare

The GREaT Foundation (formerly known as Responsibility in Gambling Trust) is to fund the GamCare gambling helpline and counselling and treatment services until the end of March 2012. GamCare was founded in 1997 to provide education, advice, practical help, support and treatment for anyone affected by problem gambling, and receives nearly 1,000 calls per week.

Chief Executive Andy McLellan said: "The three year funding deal for the helpline at last delivers the security of funding recommended by the Gambling Commission's review in 2009. As well as trialling a freephone service, we will also be able to introduce dedicated services for under-16s, non-English speakers, and partners and other family members, as well as develop our use of social media to reach new audiences."

Online Poker Lives!

Despite the many and various problems online poker continues to face, the 2011 PokerStars World Championship of Online Poker (WCOOP) lived up to its reputation as the richest and most prestigious online poker festival of the year. The total WCOOP prize money reached \$47,120,800 - far in excess of the initial \$30 million guarantee - featured 119,832 buy-ins, and saw 24 different countries win a WCOOP bracelet (Russia was the most successful country with 10 wins; UK was second with 8).



The WCOOP reached its thrilling as Thomas 'KalIIIle' Pedersen from Denmark was crowned the Main Event champion, winning the first prize of \$1,260,018.50 and gold bracelet. The Main Event featured a buy-in of \$5,200, and saw a total field of 1,627 players register for the two-day event to create a prize pool of \$8,135,000, easily surpassing the \$5 million PokerStars guaranteed.

QuickFire Flashes Red Star

QuickFire has signed a deal to provide Red Star Casino - an online casino gaming service with a multi-lingual platform, supporting both English and Russian languages - with its market-leading flash casino product. The operator has chosen QuickFire to enhance its casino gaming offering, meaning Red Star players now have access to a huge selection of Microgaming's hugely popular games, along with bonuses, incentives and jackpots.

Maxim Brovko, Director of Operations at Red Star, said: "Red Star is focused on partnering with leading brands and was looking for a software solution with a record for minimum downtime which also offered attractive branding opportunities."

...In related news, QuickFire has also announced the release of the first in a series of community-based multi-player online casino games: Multi-Player Roulette. Based on one of Microgaming's top performing games, Premier Roulette, Multi-Player Roulette allows players to place bets on the table alongside up to four other players, who can also choose to play on a 20, 40



or 60 second table.

QuickFire powered by Microgaming has seen a gap and potential growth in the community style slots and with the addition of Multi-Player Roulette it will add diversification to the QuickFire portfolio, offering QuickFire operators a greater variety of games.

Ashley Sandyford-Sykes, QuickFire Spokesperson, said: "Social gaming is becoming so popular and Multi-Player Roulette brings a community feel to a relatively traditional game, replicating the land-based atmosphere in your own home. This will be a new product line for QuickFire powered by Microgaming that will work alongside our current QuickFire Flash Casino, Mobile, Live Dealer, Mini and Nano Games."

Isle of Man Invitational for hotel and casino

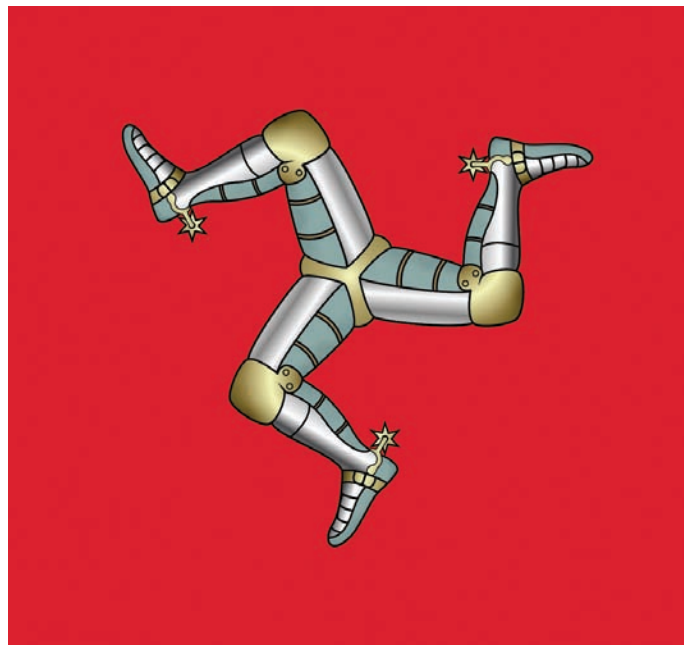
The Isle of Man Department of Economic Development is seeking expressions of interest from organisations interested in working with the Government to establish the first five star hotel and casino complex on the Island.

Following the recent grant of a second casino licence, the development of this complex is part of the Isle of Man Government's objective to further diversify the Island's economy, building on its excellent reputation in many business sectors such as finance and e-gaming, and creating employment in the construction and leisure sectors. Quantitative and qualitative visitor information suggests that there is a market need for a new five-star hotel and leisure complex.

A high quality hotel and casino complex incorporating conference and leisure facilities presents a rare opportunity to build and

operate a casino resort hotel in an English-speaking part of Europe and provides an exciting opportunity for both the Island and for those involved in financing, developing and operating casino, hotel leisure resorts. The lack of gaming duty on terrestrial casinos and no limit on the number of slot machines is expected to enhance the appeal of this opportunity to potential interested parties.

Tim Craine, Director, Department of Economic Development Business Development Agency, said: "This is a rare opportunity to build on and complement our existing visitor and leisure facilities on the Isle of Man. With good transport links from the UK, beautiful countryside, as well as nine golf courses and a range of outdoor activities, the Isle of Man offers an ideal location for five star hotel and spa leisure complex - a welcome addition for both visitors and residents."



Prima Networks' Italian First

Prima Networks Ltd has announced that Neomobile Gaming - the mobile gaming division of the Neomobile Group - will soon launch its Italian mobile gaming operation. Neomobile and Prima Networks have ambitious plans for the Italian market, which is made up of 50 million mobile users, over 11 million of which are mobile surfers.

Neomobile Gaming will benefit from a suite of AAMS-certified casino games, chosen from a rapidly expanding portfolio of over 150 of Microgaming's premium titles. Access is through QuickFire, powered by Microgaming, offering Neomobile Gaming a versatile, straightforward and unique mobile gaming platform without the

need for extensive back-office support.

Francesco Postiglione, Managing Director of Neomobile Gaming, said: "Since signing the agreement with Prima Networks in January this year, we have been working hard to ensure our offering is the most complete and competitive in the Italian market."

GTECH G2 Launches Play-For-Fun Poker



GTECH G2 has contracted with Barona Resort & Casino in San Diego, California to provide play-for-fun poker services. Continuing its reputation for innovation in the gaming industry, Barona is launching a beta test site which provides Club Barona members with a fun and free way to play poker and win prizes from home.



The launch of 'Barona Free-Play Online Poker' is a beta release, only for select Barona players, with the full launch of the free-play site expected in the next few months. The beta test site will offer the most popular forms of poker, including Texas Hold 'em, Omaha, Seven Card Stud and Five Card Stud in no limit, pot limit and fixed limit varieties. Both tournament play and ring games will be offered online at no cost.

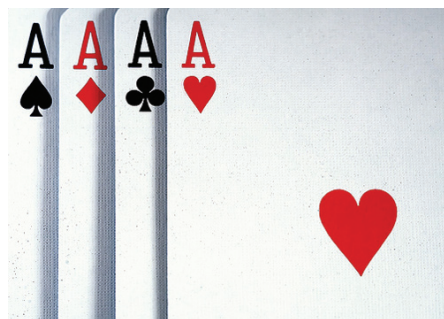
"Barona free-play online poker is one more way that we make fun happen for our players," said Rick Salinas, General Manager of Barona Resort & Casino. "We are always looking for new and inventive ways to bring excitement to our players, and our new free-play site gives us the opportunity to provide more fun for our players while they are at home."

The Wrong Deal

Journalist and creator of the popular Late Night Poker TV show, Nic Szeremeta, has embarked upon a mission to point out to all the card rooms and casinos that spread strip-deck poker, live and online, have been shipping the pots in the wrong direction for years. This is because, in accordance with the immutable laws of mathematics, a flush should beat quads.



The Independent newspaper's poker columnist set out his argument in the a recent issue of Bluff Europe, saying: "According to the principles upon



which hand rankings are based, a flush should beat four-of-a-kind. The reason is that a flush can be made in fewer ways than four-of-a-kind in a 32 card deck.

Nic has since called upon regulators to change the rules: "Even more money is going to be pushed in the wrong direction unless both the Internet card rooms and

the brick and mortar casinos who offer ace-to-7 games change their hand rankings," he says.

The Poker Channel enjoys 200% Growth

Europe's largest gaming TV network, The Poker Channel, has announced a new distribution agreement with France Telecom, making the 24/7 network available to all subscribers of Orange TV in addition to subscribers of France Telecom's web TV service in France.



The Poker Channel is already widely available on TV in France to the customers of Iliad Group's Freebox, SFR's Neufbox, Bbox from Bouygues Telecom, Alice and Numericable. Following this agreement, the Poker Channel will be available to more than 30 million TV subscribers in 30 European countries, including 9 million TV subscribers in France.

Chris White, MD of Gaming Media TV, said: "We're delighted that Poker Channel continues to go from strength to strength in France since changes to French gambling legislation last year. We have seen a 200% increase in both subscribers and ad revenue as a result of this and our increased investment in French-language programming."

Sportingbet Does Danish Double

Sportingbet has agreed to buy Danish online bookmakers Danbook Limited and Scandic Bookmakers Limited for a combined consideration of up to £8.5 million.

Sportingbet Chief Executive Andrew McIver said: "These acquisitions emphasise Sportingbet's commitment to generating revenue from regulated markets. We have already demonstrated our ability to deliver strong growth in licensed territories



such as Australia and we are excited by the opportunity that Denmark represents."

New legislation that taxes online gaming at a lower rate than bricks and mortar establishments in Denmark is set to be implemented from 1 January 2012. Sportingbet, eyeing a "commercially viable opportunity" has already applied for a Danish licence. Sportingbet acquired Australian bookmaker Centrebet in a deal worth AU\$183 million earlier this year.

Americas CardRoom acquires DoylesRoom

Online poker room Americas CardRoom has acquired DoylesRoom – the online poker site based around poker legend, Doyle Brunson – including the rights to the player and affiliate database, the DoylesRoom software and staff, and player liability. Americas CardRoom was one of the original online poker card rooms, launching back in 2001, and recently re-entered



the online poker world acquiring skins in hope of fast-tracking itself to a dominant place in the market.

"Players and affiliates can rest assured that their balances are safe and secure, and Americas CardRoom will honor all of the existing



DoylesRoom agreements." stated an ACR representative. "With more liquidity being injected into the operation of the business, players can expect to see bigger guarantees, better promotions, and greater incentives for being a part of the Americas CardRoom community."

Ukash hits Tech Track 100

Ukash, the leading Global eMoney network for the online gaming sector, has been ranked number 23 on the Sunday Times Microsoft Tech Track 100. Also featured in the list from the online gaming sector is online gaming operator BET365, search marketing agency Sticky Eyes and London based software supplier GameAccount Network.

Ukash achieved its first year of profitability in 2011, a remarkable 80% year-on-year business growth as a result of its continued global expansion and now processes over £500million of safe online transfers worldwide every year.

The Sunday Times Microsoft Tech Track 100 league

table ranks Britain's 100 private tech (TMT) companies with the fastest-growing sales over the last three years. Tech Track 100 is compiled by Fast Track and published in The Sunday Times each September, with an official awards event in November. The league table champions the UK's top-performing private companies.

Since its inception in 2005, Ukash has enabled players to use their cash online without having to reveal financial information. Cash can be exchanged for a unique 19 digit Ukash voucher at over 420,000 physical points of purchase, or issued online from the company's website.



The Isle of Man – a new era part III

The Isle of Man Government will shortly be seeking expressions of interest from organisations interested in working with it to establish a five star hotel and casino complex on the Island as it believes that granting a second casino licence will further diversify the island's visitor offering and increase visitor numbers to the Island, an Island with long established and extensive daily transport links to both the UK and Eire.

The opportunity to build and operate a high quality hotel and casino complex within a less onerous gaming duty regime in an English-speaking part of Europe, but outside of the EU is rare. The recent amendments made to the Island's Casino Regulations, which permits for a land-based Casino licence holder to provide a 'live' gaming results feed to online gambling operators, should provide additional income to the successful operator at a time when online gambling technology continues to converge with that of land-based casino operations.

Timing for the granting of the second Casino Licence is unclear at this time and will depend on the interest generated but the Island's Government appears keen to expedite the project in order to stimulate the economy and initially create jobs within the building sectors.

Jon Sykes
CEO
Vont Limited

Email: jsykes@vont.co.im
Web: www.vont.co.im

A Tale of Two Start-ups

Start-ups of the past, start-ups of the present... **Matt Broughton** talks to an established company and to a relative newcomer about the trials and tribulations of setting up shop on the **Isle of Man**.



**Isle of Man
Government**

Reiltys Ellan Vannin

The Isle of Man has become the base of operations for a vast number of egaming operations. BoyleSports, Viaden, PokerStars, 12bet, JenningsBet and Paddy Power are just a few of the big names that have enjoyed all the location has to offer.

Casino International Online spoke to two very different companies about their experiences creating businesses on the Island: Goaldash, a relatively new venture, and Iforium, a company long-established on the island. Here are their stories:

Profile: IFORIUM

Casino Interntaional Online: How did Iforium form?

Craig Osborne, Iforium Founder: I accidentally fell into the egaming industry at the backend of 1999 when I was working for a general software company in the Isle of Man. I was developing vessel registration systems, but at the same time the company had embarked upon a sports betting project. It was a total mess and no one even knew what a bet was. Just

iforium

before Christmas I was asked by one of the directors to look at it over a weekend as a pet project. I worked on it for most of the weekend, worked out how to calculate a bet, how risk management would work, etc. Monday morning came and I gave a damning assessment and recommended that they start again. Much to the company's surprise, I also handed in my notice in at the same time!

New Year came and I was asked to work on the project during my three month notice period. A team of four us worked ten 100-hour weeks and successfully launched in March of 2000. This momentum led to me rescinding my notice and I was quickly promoted to technical team lead for the betting platform at the age of 23. I continued to work





on this for the next five years but the company didn't understand the gaming industry and it wasn't going anywhere fast. I decided to leave and gain some wider skills working for a consultancy in the areas of algorithmic trading with the view to bringing this back into sports betting. At this time I also randomly met my first entrepreneurial friend and it quickly became apparent that I was one too; this realisation changed my life forever.

I entered the job market and quickly got job offers but after my recent entrepreneurial realisation it just didn't feel right; in my eyes it was reconfirming I should really be doing my own thing. I'd also started to put out feelers to some of the customers I'd dealt with previously, and in a twist of fate one of the companies was interested in having me provide their new betting platform because of my past work. It was excellent timing and Iforium was born. I quickly put the previous team back together and off we went with no business plan, just the belief that this was something we should be doing and that the rest will follow.

CIO: Iforium moved from Sportsbook to backroom to casino. How did these changes come about?

Osborne: As part of the sportsbook development we'd created Wagerflex, a sophisticated player management system which integrated into various payment providers, affiliate systems, etc. As part of this process we integrated a number of third-party casino vendor's products into Wagerflex. It quickly became apparent that there was a gap in the market for a flexible common wallet platform where an operator could start with one casino vendor and bolt on more content as their businesses flourished. The

beauty for us was that it could be easily deployed without the sportsbook and quickly adapted for the regulated markets. We can now turn around a new casino with multiple vendors in around six to eight weeks.

CIO: At what point did the company's location come into play?

Osborne: It was a natural choice to launch Iforium in the Isle of Man. We found it easy to retain our staff because of the great Island community and work/life balance, and as the only true entrepreneurial software engineering-based businesses on the Island, the company has become an aspiration place to work. The talented technical team I originally worked with in the Isle of Man now all work for Iforium.

CIO: Why is the IOM a good place for business?

Osborne: Advantages such as zero corporation tax and favourable personal income tax apply, but as the business has developed I would say the open door policy of the Isle of Man Government has really started to help. They want Isle of Man-based businesses to flourish and succeed. They are always willing to help.

CIO: If you were starting the company up today



Iforium's Craig Osborne



what might you do differently?

Osborne: Lots of things! I am best classified as a technical entrepreneur. Running an e-gaming software business needs such a broad range of skills I would definitely bring in more experienced commercial and operational people earlier into the business life cycle.

CIO: If you could go back in time and give yourself one piece of advice right at the start of all this, what might that be?

Osborne: Remained focused. One of the great things about Iforium is the team's collective experiences allow us to quickly turn our hand to most things. We're very good at getting to the heart of a problem and coming up with great innovative solutions and delivering them working first time. However, in the early years this was also our downfall. We would get too easily side-tracked into different areas and the lack of a detailed business plan with a clear strategy didn't really help. We now have that and it's making a big difference.

CIO: What do you think is the toughest thing for companies starting up today to deal with?

Osborne: The e-gaming industry has evolved so much since I started. Software products have become so much more sophisticated and the complexity has gone through the roof. The regulated markets have also raised the bar higher and this all realistically makes the time to market for a new software platform company go from months to years. This isn't the most attractive commercial proposition to most start-up businesses. The toughest thing is finding the correct

niche and marketing to it correctly. Concentrate on this and there's enough business for everyone. You also need to spend your marketing money wisely. I would recommend that most start-ups think of a marketing budget and then treble it. I would also say don't spend it all in one go, start gently in the first three or four months, work out what works and what doesn't, and then hit the second wave hard.

CIO: What's the best thing about starting up a company?

Osborne: I've probably worked too many 80+ hour weeks than I care to remember. However, the sense of achievement when you win a new customer or a new customer's site goes live is an amazing buzz - something that money can't buy. Alex Ferguson always says that the only way to replicate the buzz of winning the league is to do it again. I agree.

Profile: GOALDASH

CIO: How was the company started?

Jeremy Bourke, CEO, Goaldash (UK) Limited: The company was started in January 2010 off the back of a unique idea conceived over the previous year. Initial seed capital was invested to build a concept game and development website. This formed the platform for further growth through additional investment with the business receiving its OGRA licence in Jan 2011 in the Isle of Man.

There was a proof of concept launch in April 2011 for the last two weeks of the UK football season. This was preceded by months of beta testing where both the game and software received exhaustive internal



and external audits. www.goaldash.com went fully live for the start of the 2011/12 football season on August 4th with the 1st draw on Saturday 7th August when the English and Scottish leagues stated.

CIO: Tell us about the product.

Bourke: Goaldash is an exciting new weekly football game that is currently offered purely online. Combining the well known formats of the Pools and the National Lottery, each and every week of the football season Goaldash selects 24 matches ranging from fixtures in the Barclays Premiership to those from Irn Bru Division 3 in Scotland. To qualify for selection all matches must be 3pm kick-offs giving the game a qualified start time. The teams involved in the panel selection each week are then given a number between 1-48 based on alphabetical order so Aberdeen might be no 1 and Yeovil no 48. Players are then invited to select their six from 48 picks based upon which six teams will score the six quickest goals. The draw is made therefore every Saturday afternoon from 3pm and is normally finished by around 3:15pm. As the goals go in, the winning numbers populate the winning line for that week. All goals are recorded and verified independently by Football Dataco Ltd. and are recorded in minutes and seconds at every ground by the PA. Therefore our winning numbers each week are independently generated and do not rely on any internal Goaldash draw mechanism.

Players can enter their favourite numbers each week, play through a lucky dip or try to work out the results using the comprehensive stats section on the site that offers up to the minute goal scoring data to help with selections. Those players clever or lucky enough to pick the six quickest goals will win £1 million or a share each and every week. Further cash prizes range from £5,000 for five correct balls, £100 for four balls and £10 for three balls.

We are looking at further engaging customers through midweek games and using the "quickest wins" concept in other sports. However the beauty of Goaldash is its simplicity, ease of entry and an exciting Saturday draw based on the Nation's favourite game.

CIO: At what point did the company's location

Garth Kimber, Head of e-Gaming Development, Isle of Man Government's Department of Economic Development: "The industry on the Isle of Man continues to grow at a fast pace and this growth is testimony not only to the drive of the Government in helping new businesses to thrive but also to the robust regulatory framework we have in place. The Isle of Man still welcomes start up businesses and assists in not only licensing but continues to help through the life of a business. With grants available, PR and ongoing introductions to potential customers and partners, the Department of Economic Development lives up to its 'Freedom to Flourish' ethos. Our e-Gaming environment offers businesses so much more than a licensing regime."



come into play?

Bourke: The company is regulated and licensed out of the Isle of Man and operated on a daily basis from London. We were aware at an early stage of the advantages of being based offshore from the gambling tax perspective but there is much more to our decision than that. Going through the licence process with the GSC was pretty tough - quite rightly so in this business sector. The process actually helped us crystallise certain aspects of the business model, and the pre-testing required allowed us a very smooth launch into becoming a live product.

CIO: What do you think is the toughest part of starting up a company today?

Bourke: Depending on the business model, funding and financing the start-up to growth phase has to be a really tough part. Even if the business idea is fundamentally sound and there's sufficient funding, growth still isn't guaranteed. It's hard work to grow a brand and gather customer momentum even with the online platform to help.

CIO: What is the great thing about starting up a company?

Bourke: Well I suppose there is the thought that "I've had a good idea and I'll kick myself if I don't give it a decent go". There is also the pleasure of putting a great team together to deliver the product and fulfil the business plan.



Jeremy Bourke, CEO, Goaldash (UK) Limited

You dream it.
We do it.
They play it.

For more information about our Turnkey Gaming Portal solutions please contact us at: sales@greentube.com
www.greentube.com

green
...tube
NOVOMATIC GROUP OF COMPANIES



Details, details, details

Apparently small changes to a casino Website can have a significant impact on player behaviour, writes **Barnaby Page**

We reported on this page a few months ago how PartyGaming had used the testing services of a firm called Maxymiser to improve the structure and design of its Website. Now comes news of another, quantifiable success for Maxymiser's approach, this time with the Sky Vegas online casino.

Sky Vegas's goal was to improve the conversion rate of visitors to its site – the proportion of them that become active players there, rather than just taking a look and then wandering virtually off.

To discover exactly what would entice the greatest number of visitors into signing up and depositing money, Maxymiser used its MaxTEST multivariate tool, which serves different versions of content simultaneously to different visitors, and then measures the effects of each.

It discovered for Sky Vegas that two relatively simple tweaks – amending the page layout, particularly the position of graphics, and also changing the cash incentive – would provide the biggest impetus to sign up. And after implementing these, the operator found that registrations jumped by 20 per cent.

Said Sarah Merrick, Head of Acquisition for Sky Bet: "Maxymiser's solution has helped us to test our theories on design and layout of landing pages and registration forms in a quick and scientific way with results that cannot be questioned. Improving our conversion rate by 20 per cent allowed us to invest more heavily in our online acquisition channels, generating more new customers for the business at a lower cost."

Even if you're not planning to use a specialist like Maxymiser, there are important lessons here.

First, every time you make a change to your Website, try to measure the impact on traffic, turnover, length of visits, and other key

performance indicators.

Second, strive as far as you can to eliminate the effects of unrelated causes – if you suddenly get a lot more visitors at the end of the month, that may be because it's payday, not because you changed the logo.

Third, try to separate out the effects of multiple innovations. This can be tricky; sometimes you do need to overhaul lots of functionality simultaneously, or roll out a completely new look. But it's usually possible to test in advance each major change independently.

And finally, don't underestimate the difference that small adjustments can make. Achieving an ambitious goal in terms of Website performance does not necessarily mean radical transformation (that would be rather akin to the fallacious belief that the success of a project is directly linked to the time put into it). For proof of that, just look at the benefits Sky Vegas reaped from repositioning some graphics.

The good guys

Perhaps seeking to position itself and its members as the acceptable face of online Poker, the American Gaming Association has assembled a code of conduct for the game in anticipation of its legalisation, now believed to be imminent by many.

Arguing that regulation is the only way to protect consumers from unscrupulous operators, it says that every operator should adhere to six principles.

To obtain a licence, they should "submit to extensive background investigations of the company and key personnel", as well as "ensure proper identification of every U.S. online Poker player", for example through public databases, as well as geolocation and age-verification technologies.

They should "submit to regular testing and auditing of online Poker software", to ensure that their systems play according to the rules and pay out as promised.

They should "implement effective player exclusion processes", which means blocking out under-age consumers, residents of jurisdictions they are not permitted to serve, self-excluded individuals, cheats and law-breakers.

They should "incorporate effective responsible gaming protections on their sites". These would include links to Websites that help problem gamblers; easy access to players' own gaming history so that they can see whether they have lost unaffordable amounts; and provision for players to limit in advance the size of their bets, and the size or frequency of their deposits, as well as to voluntarily self-exclude.

And finally, they should "implement effective anti-money-laundering procedures". This would mean both putting protections in place within their own systems, and sharing information with other casinos.

Best of British

How to differentiate yourself from the multitude of other e-gaming operators out there is always a challenge. For a new online casino that launched for the UK market in October, the answer lay in deliberately not offering Poker or sports betting, and concentrating on classic casino standards such as Blackjack, Roulette and Baccarat as well as slots.

HarryCasino.com also makes its British customers feel at home by operating solely in sterling, and is claimed to have "a distinctive British look and feel", though at a glance we couldn't see what this actually entailed beyond a broadly red-white-and-blue design theme.



CLASSIFIED SECTION

COIN/NOTE HANDLING

ACCEPTANCE HAS NEVER BEEN HIGHER

MEI continues to win over new customers. The Regency Casino Thessaloniki is just one of the properties that agreed to try MEI CASHFLOW® SC in a value-added trial (VAT), continues to see the improved results and now specifies MEI.

Enhanced performance in note acceptance, security and jam rates lead to a better player experience and, as a result, higher profits.

Call +44 (0) 118 938 1100 to learn why casinos across Europe are specifying MEI.



Regency Casino Thessaloniki, Greece



Proven performance. Increased profits.

©2009 MEI. All rights reserved. MEI is ISO 9001:2000 certified.

ROULETTE EQUIPMENT

CAMMEGH

The World's Finest Roulette Wheel



Cammegh Limited • Tel: +44 (0)1233 820771
E-mail: info@cammegh.com • Web: www.cammegh.com

ABBIATI CASINO EQUIPMENT



INNOVATIVE SECURITY FEATURES
www.abbiati.com

REFURBISHED SLOT and VIDEO MACHINES

Seeben

Specialist in refurbished slot and video slot machines from major brands



Avenue du Parc 22
4650 Chaineux, Belgium
Tel. +32 87 31 50 50
Fax +32 87 31 32 07
info@seeben.com

www.seeben.com

Sales contact:
michael@seeben.com
urbain@seeben.com

PLAYER/SLOT TRACKING/ACCOUNTANCY SYSTEMS



SLOT TICKETS - SAME DAY DELIVERY



Quote this code **EUR-0901**
to receive a special
discount with your next order

www.eurocoin.co.uk sales@eurocoin.co.uk +44 208 275 3000

GAMING SOLUTIONS



switch on to successful gaming solutions

web: www.vont.co.im | email: info@vont.co.im



GAMING EQUIPMENT

Gaming Equipment and Solutions for Casinos and Arcades



198a Maskavas street, Riga, LV-1019, Latvia
+371 67 145 020 dlv@dlv.lv www.dlv.lv



COMPONENTS

Complete Solutions for Gaming



Please visit us at: G2E 2011, USA, Oct 4-6
Booth # 4021

www.innocoregaming.com



OUR RFID SOLUTIONS GO WHERE YOU GO.

As the leading supplier of casino RFID technology, we understand what's important to you. That's why we've made our technology portable, allowing you to quickly and accurately calculate your most valuable asset anytime, anywhere. Whether you're looking for increased security, improved efficiency, or an easy way to keep track of your chip inventories, GPI has an RFID solution for you. To learn more about how we are committed to being your casino's partner in the pit, contact your local GPI representative.



WWW.GPIGAMING.COM

THE AMERICAS · EUROPE · ASIA