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**GLOBAL GAMES AND GAMING MAGAZINE | MARCH 2013**

**EXHIBITION REPORT**

**COMPLETE EXHIBITION REPORT FROM GAMING'S BIGGEST SHOW**

# **SPECTACULAR ICE**

**NEWS**

**ECHELON TO BECOME RESORTS WORLD**

## **GENTING ON THE STRIP**

**INTERVIEW**

**GERMANY'S GAMOMAT  
REFINE AND FINESSE**

**NEWS**

**GAMING ON THE ISLAND OF MATSU**

## **TAIWAN TO WELCOME CASINOS**



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"What has taken place over the past three days must surely rank as the best ICE ever. The combination of the show's new date and new venue required a leap of faith, by both exhibitors and visitors, but we can clearly see that their faith has been rewarded with a truly excellent show; an event that sets our industry on a very positive course for 2013 and beyond."

Jens Halle, Managing Director, AGI. **Page 34**

## SPECTACULAR ICE

A complete round-up of the innovations, new games launches, latest technology and gaming industry intrigue from ICE Totally Gaming 2013  
**Page 34**



### TAIWAN TO ALLOW CASINO

The island of Matsu has been targeted as the location of Taiwan's first casino  
**PAGE 10**



### RW BIRMINGHAM IS GO

Ground-breaking has begun on the Genting Resorts World Birmingham  
**PAGE 20**



### FRENCH SLOTS CHANGES

The French government changes the operating laws for slot machines  
**PAGE 12**



### WYNN BEGINS IN COTAI

Construction work has begun on Wynn Resorts Cotai Strip development  
**PAGE 22**



### THE PERFECT GAMING CURVE

Amatic Industries shows its curvaceous side at ICE - **Pg 57**



### EVOLUTION IN ITS DNA

JCM Global's next stage of validation evolution - **Pg 70**



### BANG ON THE MONEY AT ICE - 45

# Contents

MARCH 2013



### BAHA MAR REACHES FOR THE SKY - PAGE 9



### A NEW CHAPTER FOR REVEL IN AC - PAGE 16



### GENTING CASINOS TARGETS SOUTHPORT - PAGE 29



### GAMOMAT REFINES AND FINESSES - PAGE 32





# Evolve.

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## Viewpoint

MARCH 2013



Our coverage this month of the ICE Totally Gaming exhibition shows a vibrant and re-energised sector that's currently at the top of its game. The adoption of the latest technology within the gaming industry has in the past been a

holographic dealers serve players; note acceptors intelligently accept currency without the cash leaving your pocket; even the change machines have GPS and bio-metric scanners! Brands played a massive part of the show as usual, but there was intelligent use of IP within the games, with sounds and music synched into playable features; billion-selling casual games titles launched as play-for-real games to a wider player base; and the linking together of once disparate technologies into cohesive solutions that bring not just efficiencies, but real practical benefits on the gaming floor.

**THIS ISSUE IS  
TESTAMENT TO THE  
ABILITY OF ICE TO  
DRAW THE GOOD  
AND THE GREAT TO  
LONDON AND  
DISPLAY THE VERY  
BEST GAMING HAS  
TO OFFER.**

cautious affair, with cutting edge solutions taking years to filter through to the gaming sector. What was clear from ICE 2013 is that this is no longer the case. The fastest gaming boards are adopted immediately by game developers;

Whatever the views on the move to ExCeL, the ICE show delivered the results that everyone wanted. The aisles were busy, the exhibition centre fantastic and the organisation (barring some build-up hiccups) was impeccable. The stand-by-stand coverage in this issue is testament to the ability of the exhibition to draw the good and the great to London each year, and in 2013 the very best gaming has to offer was on display.

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## Calendar

MARCH 2013 - MAY 2013

### MARCH 2013

#### IGAMING ASIA CONGRESS 2013

Date:  
March 12-14, 2013  
Location:  
Grand Hyatt, City of Dreams, Macau  
Organiser:  
Beacon Events  
20/F Siu On Centre  
188 Lockhart Road  
Wanchai, HongKong  
Contact: Gabriella Zoni  
Tel: +852 2219 0111  
Email: info@beaconevents.com  
Web: www.igamingasiacongress.com

#### FER-INTERAZAR 2013

Date:  
March 20-22, 2013  
Location:  
IFEMA, Madrid, Spain  
Organiser:  
Blanca Plaza Labrador, Grupo  
Interazar De Inversiones  
C/Santisima Trinidad 33, Local  
Madrid, Spain 28010  
Tel: +34 91 445 3702  
Email: info@grupointerazar.com  
Web: www.grupointerazar.com

### APRIL 2013

#### FADJA - ANDEAN GAMING TRADE SHOW

Date:  
April 3-4, 2013  
Location:  
Corferias, Bogota, Colombia  
Organiser:  
3A Producciones SAS,  
Carrera 41 # 6-35 Oficina  
901 A Edificio Géminis Cali,  
Colombia  
Contact: Jose Anibal Aguirre  
Tel: +572 551 8474  
Email: info@fadja.com  
Web: www.fadja.com

#### GAMENET EXPO - GREECE

Date:  
April 5-7, 2013  
Location:  
EKEP Exhibition Center, Lamia  
National Rd  
Metamorfosi, Greece  
Organiser:  
GAM Advertising/GameNET  
13 Herakleous Str, Aharnai  
Athens Greece 136 73  
Contact: Jose Anibal Aguirre  
Tel: +30 210 27 74 201  
Email: info@gam.gr  
Web: http://gamenetexpo.gr

### APRIL 2013

#### IGAMING FORUM, SWEDEN

Date:  
April 10-11, 2013  
Location:  
Grand Hotel, Stockholm, Sweden  
Organiser:  
Midfield Media  
S:t Eriksplan 11, 2 tr,  
113 20 Stockholm, Sweden  
Contact: Goran Kandic  
Tel: +46 8 650 02 70  
Email: info@midfieldmedia.com  
Web: www.i-gamingforum.com

#### GIGSE 2013 - US

Date:  
April 23-25, 2013  
Location:  
San Francisco, US  
Organiser:  
Clarion Events  
Fulham Green, Bedford House  
69-79 Fulham High Street  
London, UK SW6 3JW  
Contact: Ewa Bakun  
Tel: +44 (0) 207 384 8116  
Email:  
ewa.bakun@clariongaming.com  
Web: www.gigse.com

#### SOUTHERN GAMING SUMMIT & BINGO WORLD

Date:  
April 23-25, 2013  
Location:  
Mississippi Coast Coliseum &  
Convention Center, Bi – US  
Organiser:  
BNP Media Gaming Group  
2401 W Big Beaver Road, Suite 700  
Troy, Michigan, US MI 48084  
Contact: Lesley Grashow  
Tel: +1 203 938 2782  
Email: grashowl@bnpmedia.com  
Web: www.sgsummit.com

### MAY 2013

#### SAGSE GAMING PANAMA

Date:  
May 8-9, 2013  
Location:  
ATLAPA Convention Center, Panama  
City, Panama  
Organiser: Monografie SA, Avenida  
Alvear 1883, Loc. 21, Buenos Aires  
1129 Argentina  
Tel: +54 11 4805 4623  
Email: info@monografie.com  
Web: www.sagsepanama.com



**MAY 2013****INTERNATIONAL MASTER OF GAMING LAW, CANADA**

Date:  
May 8-10, 2013  
Location:  
InterContinental Montreal  
Montreal, Quebec, Canada  
Organiser:  
Executive Director  
International Masters of Gaming  
Law, 3885 Northbrook Drive  
Boulder, CO 80304  
Tel: +1 303 449 9955  
Email: [IMGLDirector@aol.com](mailto:IMGLDirector@aol.com)  
Web: [www.gaminglawmasters.com](http://www.gaminglawmasters.com)

**GAMING EXPO BELGRADE**

Date:  
May 21-23, 2013  
Location:  
Belgrade Fair, Hall 5, Belgrade,  
Serbia  
Contact: Nenad Radojkovic  
Organiser: Multi Solution Consult,  
Aleksandra Stamboliskog 3a  
Belgrade, Serbia 11000  
Tel: +381 11 266 1991  
Email: [office@see-geb.com](mailto:office@see-geb.com)  
Web: [www.see-geb.com](http://www.see-geb.com)

**G2E ASIA 2013**

Date:  
May 22-23, 2013  
Location:  
The Venetian Macau, Macau  
Conference Opens:  
Tuesday 9:30am - 5:00pm  
Wednesday 10:15am - 5:30pm  
Thursday 9:30am - 1:00pm  
Exhibition Opens:  
Wed-Thurs 10am - 5:30pm  
Contact: Phoebe Wong  
Organiser: Reed Exhibition  
Companies, 39/F Hopewell Centre  
183 Queens Road East, Wanchai, HK  
Tel: +852 2965 1686  
Email:  
[phoebe.wong@reedexpo.com.hk](mailto:phoebe.wong@reedexpo.com.hk)  
Web: [www.G2EAsia.com](http://www.G2EAsia.com)

**CIJUEGO PERU 2013**

Date:  
May 29-30, 2013  
Location:  
Westin Hotel & Convention Center,  
Lima, Peru  
Organiser:  
Victoria Gaming  
Regus Cronos El Derby, Av el Derby  
055, Edificio Cronos, Torre 1 Piso 7  
Santiago e Surco, Lima  
Contact: Lesley Grashow  
Tel: +51 1716 2728  
Email: [info@cijuego.comWebsite](mailto:info@cijuego.comWebsite)  
Web: [www.cijuego.com](http://www.cijuego.com)

**MAY 2013****GAMING REGULATORS EUROPEAN FORUM**

Date: May 29-June 2, 2013  
Location:  
Jersey, Channel Islands, UK  
Organiser:  
Danish Gambling Authority  
Helgeshoj Alle 9, Hoje Taastrup  
Denmark 2630  
Tel: +45 72 388937  
Email: [info@gret.net](mailto:info@gret.net)  
Web: [www.gref.net](http://www.gref.net)

**JUNE 2013****ISRA-EL EUROPEAN LOTTERIES CONGRESS**

Date: June 3-6, 2013  
Location:  
Hilton Hotel, Tel Aviv - Israel  
Organiser:  
Ortra Ltd, 1 Nirim Street  
PO Box 9352 Tel Aviv, Israel  
Tel: +972 3 638 4444  
Email: [el2013@ortra.com](mailto:el2013@ortra.com)  
Web: [www.el2013.org](http://www.el2013.org)

**IGAMING SUPER SHOW 2013**

Date: June 10-14, 2013  
Location:  
The Amsterdam RAI, Amsterdam,  
The Netherlands  
Contact: Marit von Stedingk  
Organiser:  
iGaming Business  
33-41 Dallington Street  
London, UK EC1V 0BB  
Tel: +44 207 954 3417  
Email: [marit@igamingbusiness.com](mailto:marit@igamingbusiness.com)  
Web:  
[www.igamingsupershow.com.org](http://www.igamingsupershow.com.org)

**CANADIAN GAMING SUMMIT**

Date: June 17-19, 2013  
Location:  
Palais des Congres Montreal,  
Quebec - Canada  
Contact: Chris Torry  
Organiser:  
MediaEdge Communications  
5255 Yonge Street, Suite 1000  
Toronto, Ontario, Canada M2N 6P4  
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**DAS GALA CASINO IM SCHOTTISCHEN**

Dundee soll nächsten Monat geschlossen werden und das Unternehmen befindet sich zurzeit in Gesprächen mit Mitarbeitern, nachdem die Geschäftsführung die Neuigkeit verkündet hatte, dass der Standort abgestoßen werden soll. Der Stadtrat von Dundee erklärte sich bereit, £ 8,5 Mio. für das Gala Casino und das Hilton Hotel im Rahmen des Hafenregenerierungsprojektes zu zahlen. Es steht noch nicht fest, wie viele Arbeiter von der Schließung betroffen sein werden und was Gala mit der Lizenz zu tun gedenkt.

**NEUESTE BERICHTS AUS TAIWAN**

Deuten darauf hin, dass ein Casino-Ressort auf Matsu, eine der abgelegenen Inselketten, gegen Ende 2017 komplett betriebsbereit sein könnte und das zuständige Ministerium wählt noch bis Ende 2014 qualifizierte Investoren aus. Der stellvertretende Minister für Transport und Kommunikationswesen, Chen Chien-yu, räumte ein, dass Taiwan keinerlei Erfahrung mit der Eröffnung von Casinos habe und erklärte, dass die Regierung sich an internationale Investoren wenden wird, die das Projekt überwachen sollen. Mehrere geeignete Betreiber haben bereits ihr Interesse an dem Projekt bekundet, darunter auch die Ressort-Erschließungsunternehmen Weidner Resorts Taiwan, Las Vegas Sands und MGM Resorts.

**DIE IN LOS ANGELES ANSÄSSIGE SBE**

Entertainment Group hat mit der US \$ 415 Mio. teuren Umwandlung des ehemaligen Sahara Hotels am nördlichen Rand des Las Vegas Strip in das SLS Las Vegas Hotel & Casino begonnen. Anvisiertes Ziel ist die Eröffnung des Standortes im Herbst 2014 mit mehr als 1.600 Räumen, einem Casino, vier Nachtclubs und einer Filiale des bekannten Bekleidungsunternehmens Fred Segal aus Los Angeles mit einer Fläche von mehr als 900 m<sup>2</sup>.

**EIN NEUES GESETZ, DAS ES**

französischen Casinos erlaubt, ihre Öffnungszeiten für Münzautomaten zu verlängern, auch wenn die Tischbereiche geschlossen sind, wurde von Manuel Valls und Jérôme Cahuzac, Minister des Inneren und für Haushalt, unterzeichnet. Das Gesetz, das am 22. Februar in Kraft trat, sieht vor, dass Tischspielbereiche mindestens sechs Stunden lang personell besetzt und geöffnet sein müssen, wenn der Standort über mehr als 75 Münzautomaten verfügt und mindestens vier Stunden, wenn 75 oder weniger dieser Automaten vorhanden sind.

**DIE GAMING LABORATORIES**

International (GLI), ein Testlabor und technisches Beratungsunternehmen haben ein Key-Update für ihren technischen Standard GLI-19 Interactive Gaming Systems, der ersten Reihe von Standards für die technische Regulierung von iGaming-Märkten, freigegeben. Die neue GLI-19-Version 2.0 umfasst die bewährtesten Praktiken geregelter Rechtssysteme in den USA, Kanada und Ländern in ganz Europa.

**REVEL, DAS OBJEKT IN ATLANTIC CITY,**

auf das New Jersey seine Hoffnungen setzte, wird im März, also nach weniger als einem Jahr seit seiner Eröffnung, Gläubigerschutz nach Chapter 11 des Konkursgesetzes beantragen. Dabei sollen etwa zwei Drittel der Schulden von Revel in Höhe von US \$ 1,5 Mrd. beglichen werden, indem mehr als \$ 1 Mrd. in Kapital für Kreditgeber umgewandelt werden.

# Baha Mar reaches for the sky

The Bahaman resort of Baha Mar celebrates in style the completion of its final level

Baha Mar, the US\$3.5bn resort enclave rising in the Bahamian Riviera, has celebrated its midway completion point with a Roots and Wings themed topping-off celebration.

The festivities, held inside the active construction site, marked completion of the final level, the 25th floor, of The Baha Mar Casino & Hotel, the iconic, tallest structure at the 1,000-acre resort. Central to the arts-inspired topping-off event were announcements of the creation of Believe, Baha Mar's philanthropic foundation, and a new design partnership with Bahamian multi-platinum Grammy-award winning performing artist, actor, and designer Lenny Kravitz. Baha Mar also announced it will partner with luxury spa operator ESPA, and unveiled a formal cultural alliance with The National Art Gallery of The Bahamas (NAGB).

Sarkis Izmirlan, Baha Mar Chairman and CEO, said: "By creating a Bahamian art gallery in our convention centre and public spaces and including the unique designs of our own Lenny Kravitz in our grandest villa and nightclub, we are leveraging world-class, authentic Bahamian elements to create a resort experience like no other in the world. With today's milestone, Baha Mar is taking flight, ready to become the must-visit destination of this generation."

The topping-off event also was a celebration of Baha Mar's positive impact on the community since breaking ground in February 2011. To-date, Baha Mar has engaged close to 400 locally owned construction and contracting firms and has focused on developing Bahamian professionals to help build an authentic Bahamian experience from the inside out.

This philanthropic commitment to The Bahamas complements Baha Mar's positive economic impact on the island nation, which includes a projected 8,000 permanent jobs, in addition to nearly 4,000 construction jobs. Other benefits include future increases in visitor spending and increased airlift – estimated to add \$11.2m to the country's GDP over a 20-year period.

Baha Mar, on schedule to open in December 2014, is set on 3,000 feet of white-sand beach just 12 minutes from Nassau's newly expanded Lynden



**SARKIS IZMIRLIAN,**  
Chairman and  
CEO, Baha Mar.

"With today's milestone, Baha Mar is taking flight, ready to become the must-visit destination of this generation."

Pindling International Airport. The resort will feature an elite collection of hotel brands with gaming, entertainment, shopping and natural attractions that reflect an authentic Bahamian experience. The Baha Mar Casino & Hotel, with 1,000 rooms, is the centerpiece of the resort, and includes a 100,000-sq. ft. Las Vegas-style casino, the largest in the Caribbean region. A 700-room Grand Hyatt, a 300-room Mondrian, and the 200-room Rosewood Hotels & Resorts complete the accommodations at Baha Mar.

Amenities will include the 18-hole, 72-par championship Jack Nicklaus Signature Golf Course at Baha Mar, scheduled to open in February 2014, 185,000 square feet of combined state-of-the-art convention facilities featuring a curated collection of Bahamian art, as well as a 2,000-seat performing arts center, more than 30 restaurants, nightclubs and bars.

## Gala Casino to sell off its Dundee site in Scotland

Dundee's Gala Casino in Scotland is to shut next month with the company currently in discussion with staff members after bosses delivered the news that the site was to be sold off. Dundee City Council has agreed to pay £8.5m to purchase the site of the Gala Casino and the Hilton Hotel as part of a waterfront

regeneration project. It is not yet known how many workers will be affected by the closure or what Gala is planning to do with the casino licence.

A Gala spokeswoman said: "I can confirm that the Gala casino in Dundee is going to close. We are now in consultation with staff."



# Taiwan to welcome casinos

The island of Matsu has been targeted as the location for Taiwan's first casino resort

The latest reports out of Taiwan suggest that a casino resort on Matsu, one of the outlying island chains, could be fully operational towards the end of 2017 with the Ministry looking to select qualified investors by the end of 2014.

Yeh Kuang-shih, Minister of Transportation and Communications, revealed that a draft proposal has been presented and that the Executive Yuan has been mulling over legislative changes to the Offshore Islands Development Act to address the development of a casino resort on the island. Residents in Matsu voted 57 per cent to 43 per cent in favour of casino gambling back in July last year. The vote attracted a turnout rate of 40 per cent from its population of 10,000.

According to the Offshore Islands Development Act, offshore islands can only establish a casino if it is part of an international resort.

Administrative Deputy Minister of Transportation and Communications, Chen Chien-yu admitted that Taiwan does not have any expertise in opening casinos, saying that the government will turn to international investors to oversee the project. Several operators fitting the bill are showing interest in the project including resort developer Weidner Resorts Taiwan, Las Vegas Sands and MGM Resorts.

According to the Ministry of Transportation and Communications, a casino licence can only be issued once the rest of the resort has been developed. It will include other attractions rather than just a gaming floor.

He also said the opportunity of the project becoming a joint venture partnership between Taiwan and mainland China is dependent on the company who wins the bid. The government said it would take NT\$1 from every NT\$5,000 that the casino earns to fund a foundation to research problem gambling. Anyone with a criminal record will be banned from investing. An idea put forward by Hon Hai Chairman Terry Gou to open a casino in New Taipei or other parts of northern Taiwan on the main island will not go ahead as the government will not revise its legislation to allow it.

Premier Jiang Yi-huah said it would be



"Taiwanese make 1.2m visits to Macau and contribute between NT\$600m and NT\$900m in tourism revenue" to the Chinese Special Administrative Region a year. That money could stay in Taiwan if it had its own casino resort."

**BILL WEIDNER,**  
Weidner Resorts.

some time before gaming zones can be established on Taiwan rather than just its outlying islands. Mr. Gou is one of Taiwan's richest businessmen. He believes Taiwan should mirror the example of Las Vegas and set up one special casino area with convention and exhibition facilities in the Danshuei district of New Taipei to boost the economy. The concept was welcomed by Weidner Resorts with Julia Lee, Vice President of Weidner's Taiwan Development, saying the development of such a project in New Taipei would not be problematic for a casino sector on the outlying islands.

## Work starts to reopen Sahara site as SLS Vegas

Los Angeles-based SBE Entertainment Group has broken ground on a US\$415m transformation of the former Sahara Hotel on the north end of the Las Vegas Strip into the SLS Las Vegas Hotel & Casino.

It aims to open in the Autumn of 2014 with over 1,600 rooms, a casino, four nightclubs, a 10,000-square foot branch of the famed Los Angeles clothing store Fred Segal and restaurants including branches of The Bazaar by Jose Andres, Katsuya by Starck, The Griddle Café and Umami Burger.

The Sahara shut its doors on May 16, 2011. SBE chief executive Sam Nazarian said back then that the hotel was not 'economically viable'.

SBE, a hotel, restaurant,

nightlife and Real Estate groups, is teaming up with equity partner Stockbridge Capital Group, of San Francisco, to complete the makeover of the property.

SBE and Stockbridge bought the hotel in 2007 for an estimated \$300m to \$400m.

Interior construction is believed to be underway with SBE's just needing 'the last piece of the \$415m in financing.' It is thought that this funding will come via a federal EB-5 program, which drives foreign investment into American businesses.

The Sahara operated on The Strip for 59 years and was seen as something of an iconic property as the last remaining Rat Pack casino.

### IM BEMÜHEN UM DIE ERLANGUNG

der Betreiberlizenz in der Stadt Ovalle hat sich die argentinische Casinogruppe Boldt mit dem spanischen Unterhaltungsunternehmen verbündet. Ihr geplantes Projekt, das Ovalle Casino Resort, würde die Lizenz in Ovalle belassen, eine Stadt, die 500 Kilometer von der Hauptstadt Santiago entfernt liegt, die der ursprüngliche Empfänger, Casinos Austria International, als Standort geplant hatte. CAI gab die Lizenz im März 2012 auf und machte damit den Weg frei für die neue Ausschreibung.

### RANK GAMING ARBEITET WEITER AN

der geplanten Übernahme des Konkurrenten Gala. Zuvor hatte die Wettbewerbskommission ihre Zustimmung unter dem Vorbehalt gegeben, dass die Casinos in Aberdeen, Stockton-on-Tees, Bristol und Cardiff nicht in dem Paket enthalten sein dürfen.

### WILLIAM HILL HAT EIN ABKOMMEN

mit OpenBet unterzeichnet, das ihm eine Unternehmenslizenz sowie einen umfassenden, gezielten Support für 'Promote', OpenBets nächste Generation von Visualisierungssoftware für Wetthalte einbringt.

**THE INSPIRED GAMING GROUP HAT** wie von AAMS im Februar angekündigt mit dem virtuellen Sporthomologisationsprozess in Italien begonnen. Inspired hat bereits Lizenzabkommen im Bereich des virtuellen Sports mit sechs der wichtigsten italienischen Betreiber unterzeichnet, und zwar mit SNAI, Sisal, Eurobet, Intralot, Cogetech und Lottomatica, die etwa 90 Prozent des italienischen Wettmarktes ausmachen.

### CASINOSPIELE ERREICHEN NUN AUCH

den unabhängigen Staat Samoa, wo die Kontrollbehörde für das Glücksspiel die ersten beiden Glücksspiellizenzen vergibt. Die Casinos werden auf Upolu, einer winzigen Insel im westlichen Teil der samoanischen Inseln im Südpazifik, angesiedelt. Die Behörde hat Aggie Greys Beach Resort und der Exhibition Tourism Group aus China entsprechende Vollizenzen erteilt.

### DANK EINES VERTRAGES MIT OPENBET

machen Bally Technologies ihre Slot-Inhalte online verfügbar. Die ersten Spiele, darunter Vegas Hits, Tiger Treasures, Cupid und Psyche sowie Mayan Treasures werden in diesem Monat online zur Verfügung stehen.

### IGT KÜNDIGTE AN, DASS IGT CLOUD

im kommenden Monat an 10 Grosvenor Casinostandorten an den Start gehen wird. Grosvenor wird in der Lage sein, Features von IGT Cloud sowohl lokal als auch zentral zu nutzen, so dass rechtzeitige Entscheidungen in Bezug auf den optimalen Spielernix möglich sind, während die Leistung der analytischen Tools dazu beitragen wird, erhebliche Einsicht in die Produktleistung zu gewinnen.

### SHFL ENTERTAINMENT HAT PROTEC

Games, einen computerbasierten Provider von Inhalten für Casino-Spielautomaten, Tischspiele und Online-Video-Spiele übernommen. Das im chinesischen Qingdao ansässige Unternehmen wird auch weiterhin graphische Medienelemente und Software entwickeln und Test an SHFLs Spielautomaten und anderen elektronischen Produkten durchführen.



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# New French operating laws

The French government changes the operating laws concerning slot machine to benefit operators

A new law allowing French casinos to extend opening hours for slot machines even when table sections have been closed has been signed in by Manuel Valls and Jérôme Cahuzac, Ministers of the Interior and the Budget.

The new law, which came into action on February 22, rules that table games must be manned and open for at least six hours if a venue has more than 75 slots and for four hours a day if there are 75 slots or less in operation. Operators have welcomed the move claiming that tables have become labour intensive and costly to operate. Field trials testing the new operating hours for slots and table games have already been carried out at 11 casinos.

In 2012 GGR fell by a further 1.8 per cent prompting industry executives to campaign for the Prime Minister to introduce a raft changes, including the more profitable operating hours an easier approval process for new games and the option for more. There has been no mention so far of any change to the game approval process.



In 2012 GGR fell in France by a further 1.8 per cent prompting industry executives to campaign for the Prime Minister to introduce a raft changes

The proposed changes have been awaiting approval since August 2012, but with little movement the Presidents of the Association Casinos de France, the Union of Modern Casinos and the Independent Association of French Casinos joined forces to campaign for them to be introduced. They warned that the sector's 15,500 jobs are now under threat having seen turnover fall by 20 per cent in five years. Revenue from the country's 23,000 slot machines dropped 2.5 per cent to €2,054m, whilst revenue from table games actually increased by 5.25 per cent to €221m.

## SHFL games head to GameAccount

SHFL entertainment has inked an agreement with GameAccount Network to have SHFL's online gaming products integrated onto GAN's online gaming platform. The agreement enables SHFL to offer online versions of proprietary table games such as Three Card Poker, Ultimate Texas Hold'em, and Fortune Pai Gow Poker to iGaming operators using the GAN platform in the UK, Italy and Spain. Gavin Isaacs, CEO for SHFL, explained: "Integrating onto GAN is a tremendous opportunity for SHFL. Our proprietary table games are preferred by many players in casinos all over the world and, with the rapidly growing popularity of iGaming, players also want the option of enjoying these games online. We believe GAN's platform and established relationships with iGaming operators, coupled with our suite of brands, will provide players with a dynamic, high calibre online gaming experience."

## Odyssey connected by Intralot's iGEM system

Odyssey Gaming Lounge, a new gaming hall opened in Jamaica by Supreme Ventures Limited has installed the SVL lottery terminal, as well as wager on international sporting events through the sports betting brand, JustBet, all connected by Intralot's iGEM central monitoring system.

The iGEM system is a next generation integrated solution for large-scale gaming networks. The VLTs that are installed in the SVL gaming lounges are connected and monitored by. The full suite of the system has a number of modules enabling the provision of services like wide area jackpots, real time floor management and simultaneous multiprotocol support of both legacy and G2S slot machines, providing operators the ability to efficiently manage their

operations and the opportunity to deploy the latest VLT technology.

Brian George, President and CEO of SVL, said: "Our partnership with Intralot and their Electronic Monitoring System - iGEM, has afforded us the opportunity to meet the needs of a discerning clientele. Some of the gaming machines installed in Odyssey are the first of their kind in Jamaica and the Caribbean. This has been a major investment for us and we are now poised to open our doors with the best customer service offering to our gamers."

The new gaming lounge is the first of its kind in Jamaica to introduce gaming; ticket in/ticket out for game play; a high definition digital experience and a facility that will bring ease of gaming for all its customers.

### EL GALA CASINO DE DUNDEE (ESCOCIA)

cerrará sus puertas el próximo mes, y en estos momentos la empresa se encuentra en plenas negociaciones con la plantilla después de que los directores comunicaran la noticia de la venta del establecimiento. La administración municipal de Dundee ha accedido a pagar 8,5 millones de libras para comprar los terrenos del Gala Casino y el Hotel Hilton como parte de su proyecto de regeneración del puerto. Aún se desconoce cuántos empleados se verán afectados por el cierre y cuáles son los planes de Gala para la licencia.

### LOS ÚLTIMOS INFORMES

provenientes de Taiwán sugieren que en Matsu, una de las cadenas de islas alejadas, podría haber un complejo de casino plenamente operativo hacia finales del año 2017 y que el Ministerio podría estar intentando seleccionar inversores cualificados hasta finales de 2014. El viceministro administrativo de Transporte y Comunicaciones, Chen Chien-yu, admitió que Taiwán carece de experiencia en la apertura de casinos, e indicó que el Gobierno recurrirá a inversores internacionales para que supervisen el proyecto. Varios operadores que cumplen los requisitos legales han mostrado interés por el proyecto, incluida la promotora de complejos recreativos Weidner Resorts Taiwan, Las Vegas Sands y MGM Resorts.

### SBE ENTERTAINMENT GROUP, CON

sede en Los Ángeles, ha puesto en marcha una remodelación por valor de 415 millones de dólares del antiguo Hotel Sahara, en el extremo norte de la franja de Las Vegas, que dará lugar a SLS Las Vegas Hotel & Casino. Su objetivo es abrir en otoño de 2014 con más de 1600 habitaciones, un casino, cuatro clubes nocturnos y una filial de más de 900 metros cuadrados de Fred Segal, la famosa tienda de ropa de Los Ángeles.

### LOS MINISTROS DE INTERIOR Y Finanzas

de Francia, respectivamente Manuel Valls y Jérôme Cahuzac, han firmado una nueva ley que permite a los casinos franceses ampliar su horario de apertura para máquinas tragaperras aunque las zonas de las mesas ya hayan cerrado. La nueva ley, que entrará en vigor el 22 febrero, establece que los juegos de mesa deben estar atendidos por personal y abiertos durante al menos seis horas diarias si en el establecimiento hay más de 75 tragaperras y durante cuatro horas si hay 75 tragaperras o menos funcionando.

### GAMING LABORATORIES

International (GLI), laboratorio de pruebas y asesoría técnica, ha publicado una actualización clave de su estándar técnico GLI-19 para sistemas de juegos interactivos, el primer conjunto de normas comunes para la regulación técnica de los mercados del iGaming. La nueva versión 2.0 del GLI-19 engloba las prácticas recomendadas en jurisdicciones reguladas de Estados Unidos, Canadá y países de toda Europa.

### REVEL, EL ESTABLECIMIENTO DE

Atlantic City en el que Nueva Jersey cifraba sus esperanzas, se acogerá a protección por bancarrota con arreglo al Capítulo 11 en marzo, menos de un año después de su inauguración. El acuerdo liquidará aproximadamente las tres cuartas partes de la deuda de Revel, que asciende a 1500 millones de dólares, convirtiendo más de 1000 millones de dólares en acciones para los prestamistas.



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# Genting waltzes on the Strip

The world's largest casino group, Genting, is to acquire the Echelon Casino in Vegas

In a move that few expected, Genting group has entered the Las Vegas strip casino market having bought the stalled Echelon site from Boyd Gaming for \$350m in cash. Genting said it will transform the unfinished project into Resorts World Las Vegas, starting work in 2014, and opening in 2016 with 3,500 hotel rooms, a convention centre and a 4,000-seat theatre.

CEO KT Lim said: "This is an unparalleled opportunity to showcase what has made the Resorts World brand a globally recognised success for the past several decades. Genting intends to undertake the development, either singly or jointly with other parties, and will announce the details of the development plans in due course. The land has approximately 1,523 feet of frontage on the Las Vegas Strip and is zoned as H-1, which allows for the development of gaming enterprises, compatible commercial and mixed commercial/residential uses. It also lies entirely within the gaming enterprise district, which allows for an application for a non-restricted gaming license and permitted gaming throughout the site."

Genting's plans in Las Vegas are believed to include bronze and gold-hued glass towers alongside Asian-style red pagodas, lagoons and fountains. The Malaysian group has found itself cash rich through its operations in Malaysia, Singapore and The Philippines and has been aggressive in its attempts to open a resort casino in Miami. It has a long standing in US gambling market having funded the original development of Foxwoods Indian casino in Connecticut, and having built Resorts World New York in Queens.

Echelon and Fontainebleau had become unfinished monuments of the economy crashing in Las Vegas. The property on the northern end of the Las Vegas Strip should have opened as a mixed-use development complete with 5,000 rooms in six hotels in 2010. The Stardust resort was demolished in 2007 to make way for the \$4.8bn project. Few had expected any new projects to be announced in Las Vegas for at least five years. The sale agreement includes both the 87-acre land parcel as well as all improvements to the site, with Boyd Gaming expects to receive approximately \$157m in net proceeds from the transaction.



**KT LIM, CEO**  
Genting Malaysia Berhad.

## The first updates of online technical standards by GLI

Gaming Laboratories International (GLI), testing laboratory and technical consultancy, has released a key update to its GLI-19 Interactive Gaming Systems technical standard, the first set of common standards for the technical regulation of iGaming markets.

The new GLI-19 version 2.0 encompasses the best practices in regulated jurisdictions from the US, Canada, and from countries across Europe. It introduces key updates, which address the unique technical considerations of US interactive gaming markets.

As the North American iGaming landscape continues to take shape, regulators from emerging North American markets have expressed the essential need for the standardisation of technical requirements for interactive

gaming systems. GLI has been asked by these regulatory agencies to leverage the lab's significant experience in the development of technical standards, to assist the industry in their goal of standardisation.

GLI President and CEO James Maida, said: "The library of GLI Standards began nearly 15 years ago, when regulators from emerging gaming jurisdictions asked us to create a technical standard for land-based electronic gaming devices. That technical standard later became known as GLI-11, the most broadly adopted and utilised technical standard in the gaming industry. GLI-19 v2.0 presents a continuation of that idea and assists the industry in creating essential technical standardisation within the North American iGaming market."

### EL GRUPO DE CASINOS ARGENTINO

Boldt está uniendo sus fuerzas con Invergaming, la empresa española del sector recreativo, para presentarse a la licitación de la licencia operativa en la ciudad de Ovalle, que aún está abierta. El proyecto que han propuesto, Ovalle Casino Resort, mantendría la licencia en Ovalle, a unos 500 km al norte de la capital Santiago donde tenía previsto el desarrollo su beneficiario original, Casinos Austria International. CAI renunció a la licencia en marzo de 2012 allanando el camino para la nueva licitación.

### RANK GAMING SE DISPONE A SEGUIR

adelante con la adquisición prevista de su operador rival Gala, tras la aprobación de la operación por parte de la Comisión de Competencia siempre que los casinos de Aberdeen, Stockton-on-Tees, Bristol y Cardiff no se incluyan en el paquete.

### WILLIAM HILL HA FIRMADO UN

acuerdo con OpenBet que les proporcionará una licencia de empresa y pleno soporte técnico exclusivo para «Promote», la próxima generación de software de visualización de contenido de apuestas de OpenBet.

### INSPIRED GAMING GROUP HA

iniciado el proceso de homologación deportiva virtual en Italia tal como anunció la AAMS en febrero. Inspired ya ha firmado acuerdos de licencias deportivas virtuales con seis destacados operadores italianos: SNAI, Sisal, Eurobet, Intralot, Cogetech y Lottomatica, lo que representa aproximadamente el 90 por ciento del mercado de las apuestas de Italia.

### EL JUEGO EN CASINO ESTÁ A PUNTO

de entrar en el Estado Independiente de Samoa una vez que las autoridades de control del juego han concedido sus primeras dos licencias. Los casinos se construirán en Upolu, una pequeña isla en la zona occidental de las Islas de Samoa, en el Océano Pacífico meridional. Las autoridades han otorgado licencias completas a Aggie Greys Beach Resort y Exhibition Tourism Group, de China.

### BALLY TECHNOLOGIES SE DISPONE A

llevar a Internet su contenido de tragaperras en virtud de un acuerdo con OpenBet que facilitará al público los primeros juegos este mismo mes con el lanzamiento online de títulos como Vegas Hits, Tiger Treasures, Cupid and Psyche y Mayan Treasures.

### IGT HA ANUNCIADO QUE IGT CLOUD

se pondrá en funcionamiento el próximo mes en 10 establecimientos de Grosvenor Casino. Grosvenor podrá utilizar las funciones de IGT Cloud tanto a nivel local como central, lo que permitirá adoptar decisiones rápidas acerca de las combinaciones de juegos óptimas, y la potencia de las herramientas analíticas ayudará a incorporar información significativa en aras del rendimiento de los productos.

### SHFL ENTERTAINMENT HA ADQUIRIDO

ProTec Games, un proveedor de contenidos basados en ordenador para juegos de tragaperras de casino, juegos de mesa y videojuegos online. Con sede en Qingdao (China) ProTec seguirá diseñando productos gráficos y desarrollando y probando el software de las tragaperras y otros productos electrónicos de SHFL.



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Gaming Awards  
Winner  
Traditional Gaming  
Equipment Design



# A new chapter for Revel in AC

The 'game-changer' as Revel was called at launch, files for bankruptcy protection in the US

Revel, the Atlantic City property that New Jersey pinned its hopes on, will file for Chapter 11 bankruptcy protection in March, less than a year after it opened. The deal will clear about two-thirds of Revel's US\$1.5bn debt by converting more than \$1bn of it into equity for lenders.

Revel, described as a 'game changer' when it opened, has confirmed it has reached an agreement with a majority of its lenders to significantly reduce its debt through a debt-for-equity conversion and voluntary, prepackaged Chapter 11.

The restructuring is not expected to impact Revel's guests, employees and vendors. Throughout the restructuring, Revel intends to continue normal business operations. All services, dining, scheduled entertainment, programming and events will move forward without change or interruption, and employees and vendors will be paid in the normal course of business.

Kevin DeSanctis, Revel's Chief Executive Officer, said: "The announcement is a positive step for Revel. The agreement we have reached with our lenders will ensure that the hundreds of thousands of guests who visit Revel every year will continue to enjoy a signature Revel experience in our world-class facility."

After undertaking a comprehensive strategic review of restructuring alternatives, the company determined that a prepackaged Chapter 11 would offer the best opportunity for Revel to strengthen its balance sheet and would provide it with the financial flexibility and resources to invest in the growth of the business.

Revel's lenders will provide approximately \$250m in debtor-in-possession financing (DIP), approximately \$45m of which constitutes new money commitments and approximately \$205m of which constitutes pre-petition debt. No tax payer funds will be used to finance the restructuring.

Michael Garrity, Revel's Chief Investment Officer, added: "The reduction of debt service expense this agreement facilitates will greatly improve Revel's cashflow to better support day-to-day operations. This restructuring positions Revel for long-term success by providing the company with the operational flexibility to invest in the growth of our business."



"The agreement between Revel and its lenders will allow for a necessary financial restructuring and improve the property's financial condition going forward. We see this as a positive step that will allow Revel to comprehensively address its financial needs while continuing normal business operations."

**DAVID REBECK,**  
Director of the State  
Division of Gaming  
Enforcement.

The \$2.4bn casino has already secured two rounds of additional financing since August 2012 to stay above water.

January saw its second-worst month of GGR, winning less than \$8m from gamblers. The second and third quarters of 2012 saw losses of \$35m and \$37m

Whilst condemned by local work unions, the move was heralded as 'necessary' by the town's politicians.

Bob McDevitt, President of Local 54 of the Unite-HERE union, said: "Over three years ago, Local 54 began expressing to every elected official in the city, the state and the governor's office that this project was doomed to failure. Had they listened to us three years ago, we would not have this catastrophe on our hands now."

Michael Drewniak, Governor Chris Christie's press secretary, however believes Revel will still turn things around.

"We are committed to the resurgence of Atlantic City," said Mr. Christie, "the tourism district, and the many efforts currently under way to bring world-class attractions and entertainment to the city. A rejuvenated Revel will remain an integral part of that landscape, as it continues full operations as a premiere hotel, gaming and top-flight entertainment hub for the city, in addition to employing more than 2,000 people. Most importantly, none of those things that make Revel among Atlantic City's highest-profile attractions will change, as Revel uses this new financial flexibility and the continued backing of its investors to grow the business and be part of Atlantic City's expansion."

## IL CASINÒ GALA DI DUNDEE, IN

Scozia, chiuderà il mese prossimo; proseguono frattanto le trattative tra la società e i membri del personale, iniziate dopo che i padroni hanno comunicato l'imminente liquidazione della struttura. Il consiglio comunale di Dundee ha concordato il pagamento di 8,5 milioni di sterline per l'acquisto del casinò Gala e dell'hotel Hilton nel quadro del progetto di restauro del lungofiume. Non si sa ancora quanti lavoratori saranno interessati dalla chiusura né quali siano i progetti di Gala riguardo alla licenza.

## GLI ULTIMI RAPPORTI DA TAIWAN

lasciano intendere che il casinò di Matsui, una delle catene di isole remote, potrebbe essere pienamente operativo verso la fine del 2017, mentre il ministero si occuperà di selezionare investitori qualificati per la fine del 2014. Il viceministro amministrativo per il trasporto e le comunicazioni, Chen Chien-yu, ha ammesso che Taiwan non ha esperienza nell'apertura di casinò e ha affermato che il governo si rivolgerà ad investitori internazionali affinché sovrintendano al progetto. Diversi operatori che riuniscono le qualifiche si stanno mostrando interessati al progetto; tra questi, la società immobiliare specializzata in resort Weidner Resorts Taiwan, Las Vegas Sands e MGM Resorts.

## IL GRUPPO SBE ENTERTAINMENT, CON

sede a Los Angeles, ha dato inizio ai lavori volti a trasformare l'ex hotel Sahara, situato all'estremità nord del Las Vegas Strip, nell'SLS Las Vegas Hotel & Casino, un'operazione da 415 milioni di dollari. Ha intenzione di aprire nell'autunno del 2014 con oltre 1.600 camere, un casinò, quattro locali notturni e una filiale di poco meno di 930 metri quadrati del famoso negozio di abbigliamento di Los Angeles Fred Segal.

## MANUEL VALLS E JÉRÔME CAHUZAC,

rispettivamente ministri dell'interno e delle finanze, hanno firmato una nuova legge che permette ai casinò francesi di ampliare gli orari di apertura per le slot machine anche se le sezioni dei giochi da tavolo hanno già chiuso. La nuova legge, che è entrata in vigore il 22 febbraio, stabilisce che i giochi da tavolo devono essere gestiti da personale e devono restare aperti per almeno sei ore al giorno se uno stabilimento ha più di 75 slot e per quattro ore se in servizio ci sono 75 slot o meno.

## RANK GAMING INTENDE ANDARE

avanti con il progettato acquisto della rivale Gala, ora che la commissione sulla concorrenza ha approvato l'operazione a condizione che i casinò di Aberdeen, Stockton-on-Tees, Bristol e Cardiff non rientrino nel pacchetto.

## REVEL, LA PROPRIETÀ DI ATLANTIC

City su cui il New Jersey aveva sostenuto le sue speranze, presenterà richiesta di protezione fallimentare ai sensi del Capitolo 11 a marzo, meno di un anno dopo l'apertura. L'accordo cancellerà circa due terzi del debito di Revel, pari a 1.500 milioni di dollari, trasformando oltre 1.000 milioni di dollari in partecipazioni per i prestatori.





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# Ovalle attracts new bidders

## Spains' Invergaming and Argentina's Boldt join forces in a bid for the Ovalle casino licence

Argentinean casino group Boldt is teaming up with Spanish entertainment company Invergaming to bid for the operating licence up for grabs in the town of Ovalle. Their proposed project, Ovalle Casino Resort, would keep the licence in Ovalle, some 500 km north of the capital, Santiago, where its original recipient Casinos Austria International, had planned to develop. CAI relinquished the licence in March 2012, paving the way for the new licence tender.

A Boldt spokesperson said: "Boldt Group, in partnership with Invergaming, has decided to participate in the bidding for a casino license in Ovalle. Both companies have a strong track record managing casinos in Spain, Argentina, Uruguay and Paraguay, and consider the Chilean market an interesting prospect."

Operators had until February 28 to the lodge their interest in the license with the Superintendent confirming their investment and proposed location. The final project details must be submitted before March 30 with the licence expected

Currently 24 casinos are in operation in Chile, 17 of them were authorised by the Board Process Resolving in 2006 and 2008, while the remaining seven are for municipal grants.

to be awarded in the summer. Boldt runs five gaming properties located in Buenos Aires, Santa Fe, Mar del Plata and Miramar whilst Invergaming has operations in Barcelona and other cities in Spain. The two groups have already partnered in developing casinos in Uruguay. The tender is expected to be competitive. The Head of the Department of Community Planning for the Municipality of Ovalle, Angelo Montano, said there were three or four private companies showing real interest.

The 2013 Granting Process Operating Permit began on January 2. The bidding though is not limited to Ovalle. Interested operators can pitch their request anywhere in Chile that still has casinos available. Each region can have a maximum of three casinos, meaning the regions of Valparaíso, Bío Bío and Los Lagos are all off limits. But there are also geographical restrictions such as not allowing new style casinos in metropolitan areas or in the town of Arica. Casinos also have to be developed at least 70km from their nearest rival.

## Crown Gaming agrees Octavian deal for Peru

The Peruvian Novomatic Group company, Crown Gaming, has signed a contract confirming it as the official non-exclusive distributor for Octavian products in Peru.

The deal, signed at ICE Totally Gaming, will see Crown Gaming S.A.C. provide first class sales and after sales service for Octavian systems and jackpot products.

Novomatic has achieved the group's preferred dual business strategy of being an operator as well as a supplier of gaming equipment in the Peruvian casino sector, operating 14 high class gaming operations in Peru under official licenses of the Ministry of External Trade and Tourism (MINCETUR) with consistent investments in existing and new locations.

The Octavian division has carved strong sales throughout the world on the side of

systems and progressives. Its Accounting Control Progressives (ACP) System is modular and so highly 'tuneable' to the requirements of operators and the pertaining regulations in various jurisdictions and has proved highly popular, particularly in South-America.

The system's 'add-on' functions include TITO, Cashless and Player Loyalty and has proved an extremely attractive 'package solution' for discerning operators.

MyACP is only the third system to be granted full official homologation through MINCETUR and as such enjoys a very privileged position in this new market segment. The latest developments in the Peruvian gaming market call for comprehensive casino management systems to be implemented in all gaming operations nationwide.

### IL GRUPPO ARGENTINO DI CASINÒ

Boldt si unisce alla società spagnola di intrattenimento Invergaming per presentare un'offerta per la licenza di esercizio disponibile nella città di Ovalle. Il progetto da essi proposto, Ovalle Casino Resort, manterrebbe la licenza a Ovalle, circa 500 km a nord della capitale Santiago, dove progettava di costruire il detentore originale della licenza, Casinos Austria International. CAI ha rinunciato alla licenza nel marzo del 2012, aprendo la strada alla nuova offerta di licenza.

### WILLIAM HILL HA FIRMATO CON

OpenBet un accordo che le fornirà una licenza aziendale e piena assistenza dedicata per 'Promote,' il software di nuova generazione per la visualizzazione di scommesse di OpenBet.

### INSPIRED GAMING GROUP HA

iniziato l'iter per l'omologazione degli sport virtuali in Italia, come annunciato da AAMS a febbraio. Inspired ha già firmato accordi relativi a licenze per sport virtuali con sei operatori italiani di primo piano: SNAI, Sisal, Eurobet, Intralot, Cogetech e Lottomatica, che rappresentano circa il 90 per cento del mercato italiano delle scommesse.

### IL GIOCO D'AZZARDO FA ROTTA

sullo stato indipendente di Samoa, dove l'ente per il controllo del gioco d'azzardo assegna le sue prime due licenze di gioco. I casinò saranno aperti a Upolu, una minuscola isola della parte occidentale dell'arcipelago samoano, situato nell'Oceano Pacifico meridionale. L'ente ha assegnato licenze complete a Aggie Greys Beach Resort e al gruppo cinese Exhibition Tourism.

### BALLY TECHNOLOGIES RENDERÀ

disponibile online le sue slot mediante un accordo con OpenBet. I primi giochi online saranno disponibili già questo mese, con titoli come Vegas Hits, Tiger Treasures, Cupid and Psyche e Mayan Treasures.

### IGT HA ANNUNCIATO CHE IGT CLOUD

diventerà operativo il mese prossimo in 10 casinò Grosvenor. Grosvenor potrà utilizzare le caratteristiche di IGT Cloud sia localmente che centralmente, rendendo così possibili decisioni tempestive riguardo ai mix di gioco ottimali, mentre la potenza degli strumenti di analisi aiuterà ad ottenere preziose informazioni sul rendimento del prodotto.

### SHFL ENTERTAINMENT HA

acquisitato ProTec Games, un fornitore di contenuti informatizzati per slot da casinò, giochi da tavolo e videogiochi online. ProTec ha sede a Qingdao, in Cina, e continuerà a sviluppare risorse grafiche e a sviluppare e testare software per le slot machine di SHFL e per altri prodotti elettronici.

**GAMING LABORATORIES** International (GLI), laboratorio sperimentale e consulenza tecnica, ha pubblicato un aggiornamento fondamentale del suo standard tecnico GLI-19 per sistemi di gioco interattivi, la prima serie di standard comuni per la regolamentazione tecnica dei mercati dell'iGaming. La nuova versione 2.0 del GLI-19 comprende le migliori pratiche adottate in giurisdizioni regolamentate degli USA, del Canada e di vari Paesi europei.

## Circus launches with Amaya online

Casino777.be, owned by Circus Group, has now launched the full suite of proprietary and branded games from Amaya following a three-year licensing agreement with the Canadian games developer. The Casino777.be website, one of Belgium's first regulated online gaming sites, was launched in late 2011 and has quickly become the country's premier online gaming destination.

Emmanuel Mewissen, CEO of Circus Group, said: "Amaya's suite of casino games are renowned for being highly popular with players as well as highly profitable for operators. Amaya is enriching the players' experience on casino777.be through a combination of high-yielding proprietary games including some of the most popular branded games like Superman and Batman and highly popular games from other major brands."



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# RW Birmingham is underway

Ground-breaking has begun on the Genting Resorts World Birmingham site in the UK

Construction work is now underway at Resorts World Birmingham after operator Genting UK received confirmation of its major funding for the project from The Royal Bank of Scotland.

Genting revealed that the money was made available via the government's Funding For Lending Scheme in partnership with The Royal Bank of Scotland's Corporate and Institutional Banking division.

Richard Salmond from Genting UK said: "The bank developed a bespoke package to assist with our project and has been instrumental in helping this project become a reality. We're confident that this project for Birmingham will boost the local economy and become a core asset for the company in the UK."

President of Genting Malaysia, the parent company of owner and operator of Resorts World Birmingham, Genting Casinos, Dato CY Lee, joined Trade and Investment Minister Lord Green and Genting Casinos UK President Peter Brooks to break ground on the development site.

The construction phase to build the seven-storey, 49,982sq.m. leisure and entertainment complex will last two years with Resorts World due to open to the public in early 2015.

Resorts World Birmingham, which promises to be one of the largest leisure and entertainment centres of its kind in the UK, will cost £125m and will open with a 176 room hotel. The four-star hotel will up to 10 five-star VIP suites located on the top floor. There will also be multi-use banqueting and conference centre offering facilities for large scale dinners and conventions, as well as for smaller seminars and meetings, a designer outlet centre of 45 units and 11-screen cinema offering the latest digital technology..

The 150 slot casino is expected to open in January 2015 offering over 1,100 full-time equivalent jobs and bringing £25m a year into the local economy. During the construction phase of Resorts World Birmingham 1,750 full time equivalent jobs will be supported and when fully operational 1,100 full-time equivalent jobs will be created.



"When RWB opens in 2015, it will bring an innovative and exciting new offer for the recreational and business visitor to the NEC. Resorts World Birmingham is by far our most ambitious project to date - with a scale and budget to match."

**PETER BROOKS,**  
President and COO  
Genting UK.

Resorts World is working in partnership with Solihull Metropolitan Borough Council, Jobs Centre Plus and Solihull College to ensure that local employment opportunities are maximised.

An economic assessment of Resorts World Birmingham's impact on the regional economy undertaken by PwC has highlighted that during the construction phase £58m in gross value added (GVA) will be generated and when operational the development will create £32.8m in gross value added to the regional economy and £25m to the Solihull economy specifically per annum.

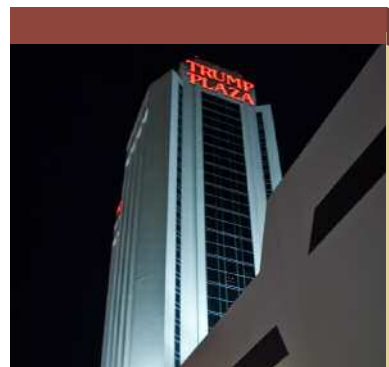
## Cash management top of the MEI agenda during ICE

Despite news dominated by the proposed acquisition by Crane Payment Systems, MEI remained focused at the ICE show on delivering its combined benefits of the SC Advance and EASITRAX Soft Count as a complete cash management solution.

SC Advance evolved from the CASHFLOW SC note acceptor, applying new technology and market knowledge to make a great product even better. It features enhanced recognition technology, faster note-to-note speed, improved barcode recognition and the increased capacity to accept up to 100 different currencies and denominations. SC Advance also has the industry's best acceptance rate for valid street-grade notes, including those that are wet, crinkled or

torn. At the same time, more MEI customers are now also implementing EASITRAX Soft Count, a product extension that expands the reach of note acceptors from the slot floor into the soft count room. The addition of EASITRAX to SC Advance or CASHFLOW SC creates a comprehensive software/hardware system designed to streamline the cash management process.

Operators typically receive a return on investment in less than one year by reducing 20-30 seconds per cash drop and improving maintenance practices. There's an interactive Savings Calculator on the new website (easitraxsoftcount.com) which can estimate how much money can be saved by implementing EASITRAX.



**THE SALE OF TRUMP PLAZA, ONCE,** the jewel in Donald Trump's Boardwalk crown, has generated the lowest ever price for an Atlantic City casino at just US\$20m. The Meruelo Group of California, owner of the Grand Sierra Resort and casino in Reno, has bought the casino for the bargain-basement price from Trump Entertainment Resorts. It wants to close the deal by the end of May, sealing its entry into a distressed market where only one casino posted year-on-year gains in the last set of financial figures. It has paid less than 10 per cent of the \$210m that it cost to develop Trump Plaza in May 1984. The Meruelo Group, which also works in the construction, engineering and real estate sectors, will rename the AC property at a later date. The new operator said it would make a considerable investment into the property.

Alex Meruelo, Founder and CEO of the Meruelo Group, said: "Trump Plaza is one of the world's most recognised gaming resort destinations and is an integral part of the Atlantic City landscape. Our company is thrilled to have the opportunity to become the new owners of this property, and we are firmly committed toward establishing it as one of the elite destinations in Atlantic City and on the East Coast."

**INSPIRED GAMING HAS SOLD ITS** Warrington-based amusement and leisure division to Playnation, in a private equity backed Management Buy Out (MBO). Inspired will use the proceeds to invest in the rapid expansion of its gaming technology business internationally, driven by the growth of government sponsored networked gaming. Playnation meanwhile will be able to invest new capital in its leadership position in the UK high volume low stakes amusement and leisure market. Playnation will be led by Adam Hodges, formerly MD of Inspired's Leisure division.

Luke Alvarez, CEO and founder of Inspired, said: "This is an important further step in the evolution of Inspired Gaming Group into a pureplay international gaming technology leader. It strengthens Inspired's balance sheet and enables a sole focus on the fast growing UK and international SBG/VLT/V-Sports markets. It allows Playnation to leverage its unique leadership position within UK high volume low stakes entertainment to invest in and grow its business."





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# Wynn breaks ground in Cotai

Wynn Resorts starts work on its US\$4bn Macau project located on the burgeoning Cotai Strip

Construction work is now underway at Wynn Resorts' next US\$4bn Macau resort on the Cotai Strip with predictions the property, boasting lakes and gondolas, will open in 2016. The resort operator confirmed that it will be built on reclaimed land that was once water between two islands.

Chairman Steve Wynn said: "We're the first (train) stop on Cotai between the ferry terminal and the airport. "The stop is right at the middle of the lake we're building that's roughly the size of Bellagio. At the bottom of the escalator from that light-rail system, we have put a gondola car that has music and is air conditioned. People will get into the gondolas and they go around the fountains into the hotel, looking at the fountains and down at our pool area while music plays and fountains dance. We are meeting in many, many new ways the challenge of our neighbours and hoping to get the folks in the other hotels to experience our own. And all of this is such great fun."



**STEVE WYNN,**  
Chairman, Wynn  
Resorts.

Wynn is looking to the new property to boost profit growth in Macau. It experienced declines in Macau in its fourth-quarter revenue, with increased profits from the company's Las Vegas properties not enough to save revenue overall. GGR in Macau was down by 9.7 per cent whilst in Las Vegas revenues increased by 12.1 per cent. Across its US and Asian properties, Wynn recorded revenue of US\$ 1.29bn, compared to \$1.1 for the quarter last year. For the year as a whole, Wynn reported GGR of \$5.15bn compared to \$5.27bn.

## Italian homologation job underway for Inspired

Inspired Gaming Group has begun the virtual sports homologation process in Italy as announced by AAMS in February. Inspired has already signed virtual sports license deals with six major Italian operators: SNAI, Sisal, Eurobet, Intralot, Cogetech, and Lottomatica representing circa 90 per cent of the Italy betting market. Further online and retail licenses will be announced soon.

Steve Rogers, Managing Director of Inspired's Virtual Sports division, said: "We welcome this announcement from AAMS as we have been preparing for this day for the past 3 years. We have worked extensively on every aspect of our platform to ensure compliance with the AAMS technical standards and we are assured by all parties that our platform is truly the best in class. Our years of experience have shown our virtual sports provide

incremental revenues for sports betting operators across all channels. We supply our virtual sports to many of the world's most successful gaming companies and we're delighted to now commence deployment of our products to the Italian betting market."

Inspired, besides providing the most successful Virtual Sport product available on the market, is already one of three leading suppliers to the relatively new VLT market in Italy, with contracts for over 10,000 terminals with leading concessionaires. The contracts with circa 90 per cent of Italian operators will see Inspired's virtual sports become a key product for leading operators in Italy.

Generating in excess of €5bn of revenue and €700m gross win every year, Inspired provides its virtual sports products to over 20,000 venues worldwide.

### WILLIAM HILL HAS SIGNED A DEAL

with OpenBet that will give them an enterprise licence and full dedicated support for 'Promote', OpenBet's next generation of betting content display software. The worldwide licence is multi-year and will enable William Hill to offer high quality, dynamic betting promotions on screen that can be tailored specifically to each shop across the retail estate to appeal to the variation of customer types and their preferred betting events throughout the sporting calendar.

OpenBet Promote is designed to deliver a vibrant, cinematic live picture experience with high definition content through unlimited video inputs and across the widest range of sports available. With total screen content flexibility, Promote will also give William Hill the competitive edge of being able to tailor their content, marketing and promotional activity to each specific shop. OpenBet Promote is a PC-based software product that is entirely compatible with most hardware presently in UK betting shops. The system supports up to 255 separate displays and can be flexibly mapped across up to 40 physical high definition screens without restriction on screen location, layout or style.



**ROB JACKSON,** Vice President Sales,  
**MARICELA MACIEL** Marketing Manager.

### GAMING PARTNERS INTERNATIONAL

was expanding its B&G currency line with the J2 jeton, a ground-breaking product that combines the aesthetic and security features of European-style jetons with the easy handling of American-style chips.

Marketing manager Maricela Maciel explained: "The J2 is easier to identify when stacked or racked due to its colour edge spots. We offer different designs in terms of decal and printing styles not previously available for jetons, including holograms and diffraction foils. We're also launching a brand new design for our standard chip."

GPI was also adding to its range of RFID products with its poker solution automating chip counting and pot calculation processes. "This speeds up the game meaning more hands per hour," Mrs Maciel said. A third product in the Paulson line of cards was also released at the show with plastic cards now joining the Paulson collection and now offer Paulson Plastic playing cards. Mrs. Maciel said: "The main benefit here is that they are able to withstand long repeated play. They still have the classic snap and feel of paper cards, but are tear, smudge and scuff resistant."

## Samoa award two casino licences

Casino gaming is heading to the Independent State of Samoa with the Gambling Control Authority awarding its first two gaming licences. The casinos will be launched on Upolu, a tiny island in the western part of the Samoan Islands in the South Pacific Ocean. The authority has granted full licences to Aggie Greys Beach Resort and Exhibition Tourism Group from China. With the option of just adding a casino to its existing facilities, Aggie Greys said it will launch its gaming operation within six months while the Chinese group expects to welcome guests onto its gaming floor in the next two to three years.

The casino at Aggie Grey's Beach Resort, located close to Faleolo airport, will host 12 gaming tables and 85 slots whilst ETC is planning to build a 500-room hotel resort. Fanene Samau Etuale, Chairman of the Gambling Control Authority, revealed that seven companies submitted bids for a license.



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# Solid ICE success of Quixant

Quixant continues to grow at a breath-taking pace thanks to the strength of its product portfolio

Quixant, specialist manufacturer of advanced all-in-one gaming platforms, enjoyed exceptional success at ICE Totally Gaming 2013. Quixant's new brand image was evident, emphasised by the company's largest ever stand at the show. The benefits to Quixant's approach of focusing exclusively on PC-based all-in-one gaming platforms for the slot machine and casino industry were evident. The depth and quality of the conversations which took place during the three days of the Show demonstrate the value customers place in working with a team of people who understand gaming and can partner with them to solve all their gaming platform needs.

The QXi-200 continues to be popular offering a superb combination of features, performance and cost. We have received significant interest in this product from Europe and South America. The flagship QX-40 has already raised the bar on performance and features, and at ICE Quixant once again demonstrated the capability to drive 10 independent screens via DisplayPort 1.2 Multi-Streaming Transport (MST).



**"The product line-up we now have enables Quixant to compete and win new business on a truly global scale as global gaming manufacturers continue to put their trust in Quixant to satisfy their gaming platform needs."**  
**GARY MULLINS,**  
Sales Director,  
Quixant.

The QXi-4000 has given many customers, which did not need quite the same level of performance and features as the QX-40, the ability to drive four independent HD screens and benefit from Quixant's unrivalled gaming feature set and comprehensive software support.

Quixant also demonstrated all of its gaming platforms through Quixant's new range of DisplayPort monitors. These are designed to be perfectly suited for gaming machine cabinets and are low power, low heat and are available in an open-frame format in a range of different aspect ratios and screen sizes.



**MARKET EAST ASSOCIATES, ONE OF** six bidders for Philadelphia's second casino license, has confirmed that Mohegan Gaming Advisors (MGA), a subsidiary of the Mohegan Tribal Gaming Authority (MTGA), will join it as a partner and operate the gaming/entertainment portion of the urban entertainment centre to be developed on the block of East Market Street between 8th and 9th Streets in Center City Philadelphia. Market East Associates submitted its application for a Category 2 gaming license in November 2012 and will present its overall plan to the Pennsylvania Gaming Control Board on February 12, 2013. Previously known as Casino Philadelphia, the new name of this urban entertainment centre will be Market8.

MTGA currently operates two of the most successful gaming and entertainment destinations in the United States, Mohegan Sun in Connecticut and Mohegan Sun at Pocono Downs in Pennsylvania. The Authority formed MGA in 2011 to pursue additional partnerships, management contracts, and consulting agreements for casino and entertainment venues in the US.

**IN A SPECTACULAR END TO THE YEAR,** Bally Technologies generated record second-quarter revenue of US\$238m for the three months ended December 31, 2012. Total revenue increased 13 per cent to a second-quarter record compared with \$210m last year. Revenues from slot sales increased 18 per cent to \$83m as compared with \$70m last year, driven by higher domestic replacement sales, the shipment of 568 Canadian Video Lottery Terminals, and the shipments of units into the Illinois Video Gaming Terminal market.

Ramesh Srinivasan, Bally's President and Chief Executive Officer, said: "Our second quarter fiscal 2013 demonstrated continued momentum in all major business areas. We are excited about our scheduled product launches over the next few months, including new wide-area progressive games featuring Hot Shot Progressive and NASCAR, as well as the recently released Pawn Stars premium daily-fee game. The Elite Bonus Suite is gaining further traction with additional customer purchases in the second quarter. Finally, traditional domestic replacement sales were up year-over-year for the seventh consecutive quarter, based on continued acceptance of our growing library of game content and our increasing presence in video lottery. I am happy with Bally's trajectory and the steadily increasing visibility we have into our near- and long-term future growth."

## OpenBet to take Bally's slots online

Bally Technologies is to bring its slot content online through an agreement with OpenBet which will see the first games available this month with titles such as Vegas Hits, Tiger Treasures, Cupid and Psyche, and Mayan Treasures being released online. Utilising OpenBet's casino and centralised account, Bally Technologies will extend the reach of its top-performing land-based content to the growing online audience. OpenBet Casino will offer existing customers the ability to select and seamlessly integrate online casino content from various content providers, now including Bally. OpenBet's device-agnostic platform will allow Bally's content to be available through operators on PCs, tablets, and mobile devices, enabling the world's largest gaming content providers to expand their international online strategy across the globe in a safe, scalable, and reliable manner.

## Austria Computing Center to use ComTrade protocol

ComTrade has announced the commissioning of its G2S Protocol Engine for the Austrian Federal Computing Centre following a very competitive procurement process. Based on the Gaming Act and the electronic gaming machine ordinance of the Austrian Federal Ministry of Finance, the connection of electronic gaming machines and video lottery terminals to BRZ GmbH is being prepared and the operation of electronic gaming machines, up to fifteen thousand is to be monitored within the scope of the Austrian legal requirements.

G2S message protocol was chosen as an open industry communication standard, developed and maintained by the Gaming Standards Association. G2S also provides a high level of security and

data authenticity including flexibility of the monitoring of gaming machines to operators and gaming regulators.

ComTrade Gaming will deliver a module to manage communication with electronic gaming machines and video lottery terminals via the G2S standard in project in stages with the initial launch took place in January, and this will allow BRZ to start testing and trialling the new system. With the trial operation operators will have an opportunity to verify the interoperability of their gaming machines with G2S Protocol Engine before the production operation in July 2013 begins. The contract was signed for duration of five years and is automatically extended after on yearly basis, subject to the agreement of the parties.



# Grand Jeu 22ws

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# Brand new thinking at ExCeL

International Brand Gaming displayed its entire range of interconnected products at ICE

The International Brand Gaming exhibit at ICE Totally Gaming fully realised the interconnectivity of the brands the company brings together under its umbrella. It was easy for visitors to envisage the complete solution offered by IBG, from the Quixant gaming controls boards and Display Port Displays, to the E2C board controller, IBG bridges the gap between video and reel-based slot machines, providing flexibility for games designers to create exactly the product they want.

Cabinets from ECP include the new Onyx and best-selling Nitro, while IBG has just been appointed as sales distributor for Sanken power supplies. "We supply specific technologies for gaming," explained IBG's John Malin at the ICE exhibition. "We offer manufacturers specific gaming technology solutions. Each of the products we supply complements the other, enabling us to offer a core technology package to our



**AMY JAMES** and **JOHN MALIN** of IBG with a range of the company's complementary products.

"Each of the products we supply complements the other, enabling us to offer a core technology package to our customers. We supply and assist OEMs to find the right solutions, offering games developers the complete package." **JOHN MALIN, IBG.**

customers. We supply and assist OEMs to find the right solutions, offering games developers the complete package."

The core competency for games developers is 'the game.' International Brand Gaming can take care of everything else from a hardware capacity. The company works with partners at the forefront of their respective technologies, offering games houses the ability to take their games to market with the help of a complete technology solutions partner. "Each of the technologies we supply offers absolute cohesion," stated Mr. Malin. "We are able to demonstrate on the stand exactly how games houses can bring together each of the separate components to enable them to bring their games to fruition. We are not a gaming wholesalers, we are bringing specialist partners together to offer a complete hardware package that can meet the needs of every OEM."

## SHFL buys Asian game developer

SHFL entertainment has bought ProTec Games, a computer-based content provider for casino slot games, table games and online video games. Located in Qingdao, China, ProTec will continue to develop graphical assets and perform software development and testing for SHFL's slot machines and other electronic products. Gavin Isaacs, Chief Executive Officer of SHFL, said: "We have been working with the ProTec team for quite some time and have been very happy with their work. To support and enhance the global growth of our slots, e-Tables and iGaming businesses, we decided to fully integrate the ProTec team into our business. We are confident that this acquisition will enable us to scale efficiently to support our growing product footprint." The company engaged ProTec for the creation of various graphical assets over the past year. Having a studio based in China will also allow SHFL to deliver game content that will be better tailored to the Asian region, a fast-evolving and promising gaming market.

## Crane Payment Solutions inks deal to acquire MEI

US diversified manufacturer Crane Co is to buy MEI Conlux Holdings and its Japanese affiliate for around US\$820m from private equity firms Bain Capital and Advantage Partners to widen its base in making machines that handle automated currency mechanisms.

Crane has invested over \$220m to grow its payment solutions business in recent years and MEI Conlux is the company's third deal since 2006 in a business segment that caters to a range of automated money handling solutions, aimed at the

gaming, retail, transportation and vending markets.

In 2006, Crane bought Cash Code, which specialises in bill validation and dispensing devices, and Telequip, which provides coin dispensing equipment. Crane acquired NRI, a European coin validation and dispensing business, in 1985 as part of the acquisition of UniDynamics Corporation.

"We expect synergies to grow to \$25m annually on a pre-tax basis, or 30 cents per share in 2015," said Crane Chief Executive, Eric Fast.



**IGT HAS ANNOUNCED** that the IGT Cloud will be going live at 10 Grosvenor Casino sites in the coming month. Grosvenor will be able to utilise IGT Cloud features

both locally and centrally, thus enabling timely decisions regarding optimal game mixes, while the power of the analytical tools will help leverage significant insight into product performance.

Simon Beacham, Head of Electronic Gaming at Grosvenor Casinos, said: "We selected the IGT Cloud as we believe that IGT is as forward-thinking as we are. We are dedicated to providing our players with the best gaming experiences possible. A new solution will empower us to make informed decisions regarding content management deployment."

The IGT Cloud will provide Rank with the included benefit of instant access to the entire IGT UK AVP game theme library. Additionally, the Cloud can be implemented across the proposed sites without Grosvenor needing to make any significant infrastructure investments. Sabby Gill, Regional Vice President for EMEA and LATAM at IGT, added: "Our partnership with Grosvenor is a great step in our developing Cloud business. We look forward to extending our relationship with them further as we feel they are a great representative of what the Cloud can achieve."

The initial launch includes a total of 94 AVP's connected, with plans to extend the Cloud offering to other Grosvenor sites later in the year.



**ZITRO, THE SPANISH** multi-national leader in Bingo Gaming, has appointed Iain London as Vice President Sales and Market Development for

International. Mr. London joins Zitro with over 20 years of experience in the gaming industry as both an operator and supplier. Most recently, he served as the Vice President of Sales for Videobet and PlayLot, where his main focus was on strategic business development and sales initiatives across the globe. Prior to joining the Playtech Group, he was with Progressive Gaming International (PGIC) in sales, product marketing and business development positions. Iain London started his gaming career in South Africa with Sun International. London also held roles with Casino Magic and Atronic.

James Boje Executive Vice President International of Zitro, said: "I am excited to have Iain join Zitro and the International team will greatly benefit from his worldwide gaming experience."



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# BetStone forecasting clouds

BetStone's focused investment in new technology was front stage at the ICE Totally Gaming show

BetStone's Cloud based management software, XGS System, continued to evolve at ICE Totally Gaming providing access to real time information from any location at any time. Marketing Manager Eileen Stephens explained how its enhanced functionality XGS System allows it to be fully accessible via the Cloud offering a number of modules including enhanced cashier and player tracking functions, greater business analysis, and additional machine management.

"BetStone can now bring cost effective solutions to gaming venues of all sizes," she said. "We've invested in both technology and content, including recent game releases including Thunderstruck II, and Mega Moolah as well new games such as Untamed Bengal Tiger."

Thunderstruck II is a 5 reel, 243 Ways, video slot, featuring the character Thor and backed up by some impressive digital sound effects. It's already out in Latin America where its range of benefits, such as Wilds and Expanding Wilds, four different Bonuses, Scatter action, a variety



**EILEEN STEPHENS,**  
Marketing  
Manager, BetStone.

"We've invested in both technology and content, including recent game releases including Thunderstruck II, and Mega Moolah as well new games such as Untamed Bengal Tiger."

of Free Spin rewards, Multipliers and absorbing Free Games have proved popular. BetStone also offers access to some of the largest and most played wide area progressive games.

BetStone was showing its four-tiered progressive Mega Moolah at ICE, a game that is performing strongly in Europe and Latin America. This five reel, 25 payline multiple coin game, with a Wild, doubles the win when substituting, scatters which trigger 15 Free Spins where wins are tripled and which can be re-triggered, and a four tiered progressive, where the player will win a single progressive amount.

## Batumi casinos operations in jeopardy of gaming ban

The Georgian government is considering proposals to prohibit gaming in the country. Zurab Tkemaladze, Chairman of Industrial Economics in the Georgian National Parliament commented that the case can be developed to instigate a countrywide ban by maintaining that gambling is dangerous for society, especially for the financial future of citizens. The proposal to ban gambling has escalated from an earlier plan to limit the advertising of gambling establishments, which received majority support in the parliament.

Opposing the change is the Minister of Economy and Sustainable Development of Georgia, Giorgi Kvirikashvili, who said that the work of

gaming companies in the country will not be limited. He added that the government is working to update gambling legislation, but improvements will not ban legal institutions. "In my personal opinion, in no event shall there be a limiting of casinos as they are vital to the financial stability of the hotel sector in Georgia."

However, as part of his current re-election campaign, Prime Minister Bidzina Ivanishvili has proposed the closure of all existing casinos in the resort town of Batumi on the Black Sea coast in Adjara. Mr. Ivanishvili said: "Tourists are not attracted to these institutions, they just spoil the image of the country. In addition, the state gets only one per cent of the profits from this area."



**RENE HUIBERS and HARALD WAGEMAKER** seal Greek distribution deal with **THANASIS MICHAEL** of Million King.

### SUZO-HAPP SIGNED A DISTRIBUTOR

and support contract with Million King of Greece during the ICE. Million King has grown to become an essential company within the Greek gaming industry and has already sealed partnerships in further gaming segments to support the Greek market in its progression towards VLT gaming. Thanasis Michail, the Managing Director of Million King, stated: "We naturally foresee a strong future demand for gaming components. It goes without saying that we are providing a major service to the Greek gaming market by having a local distribution and service base here in Greece for the vast products and solutions Suzo-Happ offers". Harald Wagemaker, Sales Director of Suzo-Happ EMEA, adds, "With Million King, we have found a very professional and experienced partner to support the Greek market."

### ESTERLINE CORPORATION, A SPECIALITY

manufacturer serving aerospace, defense and industrial markets, has acquired Gamesman, a privately held gaming equipment components and systems manufacturer in the UK. Dennis Staver, Platform President for Esterline Interface Technologies, said, "Gamesman expands Esterline's capabilities and market reach with a strong leadership team, great products and an important portfolio of customers in key markets." He added, "We believe our combined operations will both improve our ability to serve current customers, and present an even more compelling partner for OEM manufacturers in this growing market."

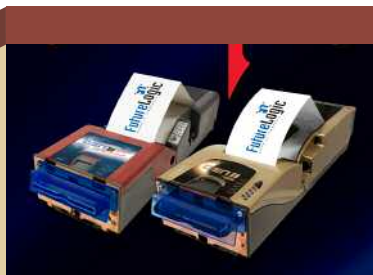
### THE BATTLE BETWEEN COLOGNE AND

Dusseldorf over the awarding of a fifth land-based, casino licence to be awarded in the German state of North Rhine-Westphalia, in the west of the country, is over. Cologne, the state's largest city, has been named as the location of the new licence. The launch of a fifth licence was approved by the ruling coalition between the Social Democrats and the Greens back in November 2012. The state already boasts casinos in Aachen, Bad Oeynhausen, Duisburg and Hohenstein, all operated by Westspiel. The operation of the new casino has been granted to German operator, Westspiel, which expects to open the new casino with 320 slot machines in 2016.

## Evolution and 888 first historic spin

Evolution Gaming, a specialist in video-streamed Live Dealer gaming, has launched an historic first with 888's Spanish Live Roulette, making the first international online operator to offer a Live Roulette service for Spain's newly regulated market. Broadcasting from Evolution's Live Roulette studio facilities at Casino Rincon de Pepe in Murcia, 888 becomes the first operator to stream live dealer roulette games on the Internet from a licensed land-based casino in Spain. The service, now live at www.888.es and hosted by native Spanish dealers, streams live games, 16 hours a day, seven days a week, to online players. 888's move into online Live Roulette follows the company's widely reported successes in Spain's new dot.es market. 888Poker and 888casino went live in Spain in June.





### FUTURELOGIC HAS BEEN SELECTED AS

the exclusive printer supplier by the Olympic Entertainment Group (OEG) operating nearly 2,500 gaming machines. The five-year agreement includes OEG specifying FutureLogic's latest technology, the award winning Gen 3 Evolution printer and covers a wide region including the Baltic States, Poland, Slovakia, Belarus and Italy. Oleg Jurtsenko, Chief Information Officer of the Olympic Entertainment Group explained: "We have installed and used the FutureLogic printer products since we introduced the TITO payment system into our operations more than a decade ago. FutureLogic's track record of excellent performance and reliability together with outstanding service convinced us to opt for FutureLogic's printers as the exclusive and preferred printer for our operations." FutureLogic's Regional Sales Manager, Nikolai Tchekan, added: "It is always a pleasure to work with a professional casino operator. Signing this long-term supply contract is testimony to our efforts with this customer and shows their confidence in our products as well as our company."



### PRESTIGE SEATING TECHNOLOGY WAS

adding gaming tables to its range of furniture at the ICE show. PST's Steve Treharne said: "We've always had a spin off in manufacturing live tables, but now this side of the business has grown and grown due to demand from the market. Our Punto Banco table is attracting a lot of interest at this show, but we've developed a full range to go with our seating portfolio. The UK is still a very lively market with the new style of licence providing plenty of opportunities for us through our relationships with Aspers and Genting."

# Genting targeting Southport

### Genting Casino continues its estate development in the UK with its new Southport opening

Genting Casino will open its new £30m development on the waterfront at Southport in March. Genting has become the second tenant based at the multi-million pound site on Marine Lake, joining tapas bar Finos at the Waterfront which opened its new tapas bar in September 2012 and is currently the only tenant although Genting will join a well-known coffee chain, a national health and fitness chain and other businesses showing interest in Southport.

The main live gaming floor in the new casino will have 14 gaming tables featuring a mix of American Roulette, Black Jack, and Three Card Poker among others, and will be next to an electronic roulette and slots area with 40 terminals.



**PAUL WILCOCK,**  
Managing Director,  
Provincial,  
Genting UK.

Overlooking the gaming area will be a spacious Poker room, however, gaming is just one part of the new Genting offer in Southport. A full programme of entertainment will be available in the stunning bar area, with a dance floor, stage and entertainment zone, and a fantastic restaurant, which can expand into the poker area if required. The restaurant has its own outdoor space overlooking The Waterfront's downstairs terrace, with a portable bar and external seating area. Customers will have the convenience of underground parking and there is an extensive high quality smoking terrace directly off the main casino floor.

Paul Willcock, Managing Director - Provincial, Genting UK, said: "We are all working hard to create the very best casino in the region and we are looking forward to moving into the Waterfront. Together with the Ramada Hotel and the new restaurants in the area, it will create a great entertainment hub and we are expecting to be very busy indeed."

Steve Parry, Managing Director of the Neptune Developments, the company behind the Waterfront Scheme, said: "We have been eagerly awaiting the news that Genting are ready to move to The Waterfront and we have already started to receive an increased level of enquiries about the remaining units. Southport will be home to one of the most stylish, new casinos in the country. We expect the new Genting Casino to attract visitors from miles around. The new interiors look stunning and we are delighted to be welcoming such a renowned brand."

Sefton Council's Alan Luft, added: "This is great news for Southport. Genting Casino is an important part of the resort's tourism offer and their modern, new premises will be an additional and improved attraction for the town. We look forward to more good news in the future as interest in The Waterfront grows."

## Industrial strength drives Advantech-Innocore's ICE

Advantech-Innocore is part of world's largest industrial automation devices and computing company, Advantech. The advantages this brings to customers was clear at the ICE show in London where Advantech-Innocore presented not only its renowned range of industrial PC components, but also digital signage solutions, portable and handheld battery-powered terminals and tablets, wi-fi modules, touchscreen computers, I/O modules, industrial controllers, open frame monitors, etc., everything available from the Advantech catalogue.

Star of the stand, however, was the remarkable new AMD Embedded R-Series Platform, the DPX-S430, which is a complete industrial computer platform for gaming applications. In common with all DPX products, the DPX-S430 includes a full feature set of I/O, COMs and security designed specifically for gaming devices. It is in the area of graphics performance that the new DPX-S430 excels.



With both the AMD R-Series integrated Radeon HD7000G GPU and the flexibility to add PCI-Express x16 graphics cards, the DPX-S430 offers an unparalleled combination of performance and scalability with the ability to drive up to 10 displays.

Customers looking to upgrade from their existing DPX-S series platforms can do so with little integration work due to the consistent mechanical and software footprint and the support of Advantech's global support network. Also on display are the DPX-S415 and the Intel HM55 based DPX-S425. The popular low-cost E-series is represented by the DPX-E120, a full boxed system with high performance integrated graphics and low power consumption based on AMD G-series APU.

# Validation on a global scale

Having made moves to acquire MEI, Crane set out its validation plans for the future at ICE 2013

With the new comma 6a+ regulations on the horizon, Italy was very much a European focus for Crane Payment Solutions. David John of CPS explained that products produced to comply with ACMI standard recommendations for the comma 6a+ market, include the Money Controls SCH5, Crane Payment Solutions v2 colibri and NRI h2 nano.

The new AES standard products add additional value to a range that already delivers real benefits to customers, Mr. John explained. The SCH5 hopper offers fast payout in single or stream mode, at a rate of up to eight coins per second. Meanwhile the v2 colibri, the first product launched under Crane Payment Solutions' branding, offers best-in-class MFT coin validation technology and a high level of flexibility thanks to various models, interfaces and sorters. The h2 nano compact hopper offers superior coin payout reliability with an industry standard footprint, while the 5" v2 eagle's compact design means it is ideally suited for slot and amusement machines.

Crane was also showing its CashCode one, which comes with oneCheck cash management and accountability solution.



In Spain, Crane Payment Solutions products are available with ccTalk interface including the NRI v2 eagle, the v2 colibri and the NRI h2 nano. The h2 nano compact hopper offers superior coin payout reliability with an industry standard footprint, while the 5" v2 eagle's compact design means it is ideally suited for slot and amusement machines.

It is the newest asset reporting and tracking cashbox management solution for both bills and tickets. Operators simply use a barcode scanning system to check the cashbox contents while the security cage remains closed. At the same time, a simple press of a button prints a ticket that displays the last five bills inserted into the validator, without opening the cashbox and presenting a security risk.

The Ardac Elite, meanwhile, is pitched as a truly global product. Among the innovations found on the Ardac Elite is the first and only field proven imaging technology. If there are any disputes about the last bill entered an image of the last note inserted can be displayed, either on the gaming machine display, or by plugging in a PDA via the USB port.

## Eurocoin's scanner demand soaring

Sales of Motorola' Symbol barcode scanners and imagers has risen steadily over the past two years, reports Garry Holland, European Technical Sales Manager at Eurocoin, and recent market trends indicate that the growth is set to continue. "Fast, secure validation of a barcoded ticket receipt or an ID card at the machine has been incorporated by a number of our leading accounts in Europe," explained Mr. Holland. "For these clients, we have worked closely with them to help integrate a Motorola solution for 1D or 2D applications, and this has been most successful." The Motorola MS range have been the product of choice for Eurocoin clients, with Garry and the Eurocoin team providing an imaging product where 3D codes (such as QR codes) need to be read quickly and efficiently.

## Koolbit launches iGoSlots in Cozy Games partnership

Gerard Cunningham, Founder and CEO of Koolbit (and former President Betfair USA) has announced that Koolbit, the San Francisco-based Virtual Currency Mobile Casino Network, has expanded into real money wagering by launching iGoSlots.com, the largest, real money, mobile casino in the UK.

Koolbit's partnership with Cozy Games Management Limited, the leading specialist provider of online, mobile and social gaming technology, has enabled it to rapidly enter the highly competitive, real money, iGaming market with the largest mobile casino in the UK. [www.iGoSlots.com](http://www.iGoSlots.com)

will launch with 25 of Cozy's games including slot machines, scratchcards, roulette, blackjack, video poker and bingo.

Focused on building mobile, casino games, Koolbit, the Mobile Casino Network, has built a leading presence in the \$3B virtual currency casino game market. The company's flagship game, City Slots, is regularly ranked in the top 20 on Google Play's Cards and Casino Games page.

Now, with the launch of iGoSlots.com, Koolbit has entered the highly competitive \$44B real money online iGaming market.



Fournier's **ROBERTO PEREA**, **BLANCA ALVAREZ** and **JAVIER BERASATEGUI**.

### CARD MANUFACTURER FOURNIER WAS

showing new technology at ICE Totally Gaming with the second generation of its Bee-tek Electronic Shoe, which maximises game integrity and tracks behavioural data during baccarat. Originally launched in 2008, the revamped model includes new security features such as the B-codes that encode a casino property allowing for optimum reading accuracy and detection of foreign cards. Another breakthrough innovation is the PR-X Brake technology that prevents any overdraws in the dealing. The new version also boasts the virtual cut card functionality that replaces the traditional dealer cut card. The card pull has been smoothed by an optional window in the lid whilst there are more connection ports for total integration with security monitors.

Roberto Perea, Export Manager for Fournier, said: "Over draws are a problem on every baccarat table. Bee-tek eliminates that. It is ideal for casinos with heavy baccarat play such as in Las Vegas or Macau. It has a display to view game results, repeated card sequences and dealer error, and tracks data relating to the game, the player and the dealer. It is not only more secure than its predecessor, but also more robust, providing real-time data, shoe error alerts for dealers or pit bosses whilst detecting unshuffled decks. Adding statistical data to video security allows casinos to better settle player disputes." Fournier, which is owned by United States Playing Cards, experienced double digit growth in 2012 with the export side of the business growing by 25 per cent. As well as Fournier's range of playing cards, the company's complete catalogue includes Bee, Bicycle, Kem, Aviator and Hoyle playing cards.

One highlight of 2012 saw Fournier special edition playing cards for the 43rd annual World Series of Poker in Las Vegas. It provided its 100 per cent PVC playing cards for the tournament tables, cards designed to offer longer resistance and durability, easy shuffling and unmatched snap. Javier Berasategui, Export Director at Fournier, said: "Poker is a game that puts playing cards under great stress. Cards are folded hundreds of times and players take their resistance to the limit when trying to sneak a peep. Our 100 per cent playing cards stay flat, clean and crispy after hundreds of shuffles and deals."



# Intensive integration policies

A new generations of casino management solutions is driving Advansys forward



## A NEW DISTRIBUTION DEAL AND A

new product made for a lively Gambee booth at ICE where the Slovenian multi-player manufacturer was also announcing some key installs. Certified now for sales into Italy, Spain and the UK, it has also inked distribution deals in all three European countries with Italy and Spain already seeing their first installs. The company has already come a long way in its short existence seeing its first installs into Colombia towards the end of 2012 with the first eight-seater GP8 roulette being placed in Casino Fortuna owned by Inversiones y Recreativos La Fortuna in Villavicencio. "They are very satisfied with the Gambee Jackpot progressive game which was well received among players," said General Manager Janez Petkovšek. The second followed soon after in Casino Brasil operated by Montana Andina in Bogota who opted for the Gambee 4-seats GT4 roulette. In Georgia Gambee has products available in Adjara Casino, Iveria Casinos, Shangri La Casinos and Peace Casino Batumi.

Mr. Petkovšek added: "We're delighted with our progress so far and the feedback the market is giving us. Our GT4 roulette which seats just four people continues to attract plenty of interest due to its intimate design. We're delighted to have signed a distribution deal for the UK and we expect installs to quickly follow. Market demand in Columbia is seeing us open an office there. In terms of product development, we've added a six seater blackjack game to our portfolio along with Hi-Lo, a three dice sic-bo game. We are currently developing a baccarat game which we'll bring to market soon. 2011 was a good year in terms of sales which led to a great year in 2012 in terms of R&D. As knowledge of our quality grows we're looking forward to an even better 2013."

## MOBILE CLEARINGHOUSE NETWORK

(MCHN) was in London showcasing its global hub that links together financial institutions, banks, payment technologies and wireless customers to move money around. Multiple channels including mobile phone, WAP, SMS, USSD and chat can be connected to MCHN via a comprehensive web service interface to facilitate the movement of money effectively in real time and in multiple currencies. Chairman and CEO Hani Beshara said: "We're the only company at this huge show offering this service."

Advansys made great waves in 2012 with its online systems, increasing revenue, sales in new markets and marketshare in its most important existing markets. Intensive R&D over the last 12 months meanwhile, has led to the release of several new generation solutions aiming to support the daily operations of casinos making them more efficient by optimising daily routines.

Regional Sales Manager, Matej Cebron, explained: "On the slots side, we have created our own HD video themes and signs for Mystery Jackpots systems previously sold without them. Our customers can choose from three existing themes or order custom video themes with audio and related signage. On the tables side, our engineers have integrated SHFL and Abbiati with our TableScanner system. One of the most interesting features is the integration of the SHFL Easy Chipper machine with our Player Tracking module, allowing automated bet collection for every player at the American roulette table with 99 per cent accuracy. To track the number of decks dealt at the card games, we have



"Our development engineers managed to integrate Poker Clock, Backoffice app, Cash Desk app (including Tickets for Buy-ins and rebuys), smart phones and tablets to manage the tournaments directly from casino floor in a very innovative way."  
**MATEJ CEBRON.**

integrated the SHFL One2Six shuffler. The integration with Abbiati American roulette wheels to pick the effective number of spins per hour and all winning numbers was the next logical step."

The group's important breakthrough in poker came with what it has called Big Boss, a Texas Hold'em Poker Tournaments Management System that it described as the most advanced in the market. "It can be used as a stand-alone product or as a module inside a casino's integrated Table Management system," Mr. Cebron explained. "Its multi-site 'pedigree' allows it to connect up to 99 different poker rooms/locations and create extra big pots."

## TransAct takes ticketing to the next level at ICE

TransAct Technologies demonstrated its EPICENTRAL Print System with a full suite of features and applications at ICE Totally Gaming. In addition to the many features the system offers casinos, such as Coupon Layout Generator, Server Manager, Campaign Center and Mobile Host, TransAct has developed and recently launched two new applications, providing a direct link to both carded and non-carded slot players.

The first of the new modules, Report Center, extends the analytic capabilities of EPICENTRAL. The system combines captured data with the power and functionality of Microsoft SQL Server Reporting Services. TransAct can now work with casinos to

import coupon redemption data and marry it with EPICENTRAL's production data, enabling the casino to analyse the impact of each promotional campaign run through EPICENTRAL and then optimise the campaign to increase its effectiveness.

The second module, Leaderboard, displays on a mobile device used by casino hosts, a real-time list of players currently carded in as they play a slot. The new Leaderboard feature can rank the player according to specified criteria or by the casino's method of ranking. It shows information about each player, including name, ID, current location, recommended comp limit, available offers and more.



A new range of plaques for VIP high rollers was proving the company that Matsui Gaming's Dave Holt is keeping these days. Some excellent chip orders in the UK capital have recently included The Hippodrome and Aspers Westfield. It has also been securing orders whenever Rank transforms a Grosvenor branded casino into a G. "The UK has certainly been keeping us busy," said Mr. Holt. "We're looking forward to the rest of the new licences coming on board in the UK."

## REFINE AND FINESSE

G3 interviewed German street gaming specialist, **Gamomat**, about its business and the future of AWP's in what was once a stable market

### COULD YOU EXPLAIN A LITTLE OF THE HISTORY AND ESTABLISHMENT OF GAMOMAT AND THE TEAM BEHIND THE COMPANY?

Gamomat is a relatively young company in terms of history, but has quickly built up a reputation for designing some of the highest performing games in one of Europe's largest street markets – Germany. Many of the team learnt their skills with some of the Gaming Industry heavyweights and their work with these companies can still be seen operating across the German market.

The founder, Dietmar Hermjohannes, completed a Masters of Computing and Mathematical Science after studying in both his native Germany and then in New Zealand. Seven years were then spent with Merkur Gaming (part of The Gauselmann Group) culminating in the position of Head of Game Design. After moving on from this role, Gamomat was formed and a further role taken up as Head of Research and Development with Bally Wulff.

Within Gamomat there are specialists in game mathematics, graphics, sound and overall game design. Every single team member has a passion for producing great games and this is reflected in the quality of their work.

### WE'VE BECOME ACCUSTOMED TO SEEING THE GERMAN MARKET DIVIDED UP BETWEEN TWO MAIN SUPPLIERS. WHAT DOES A SMALLER INDEPENDENT COMPANY HAVE TO OFFER THAT THE 'GIANTS' HAVEN'T COVERED ALREADY?

Gamomat does not compete directly with the giants of the German market, rather, supply high performing content for deployment via 3rd party hardware. Gamomat is a highly agile and nimble team, and whilst they cannot compete in terms of sheer resources, what they can do is refine and finesse every single game produced to optimise them for the market. This is clearly reflected in terms of game performance where Gamomat games are ranked consistently with the top 10 titles across the country.

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(Right) **DIETMAR HERMJOHANNES**, founder, Gamomat.



### WHICH CUSTOMERS ARE WORKING WITH GAMOMAT AT PRESENT AND WHAT SHARE OF THE MARKETPLACE HAVE YOU ESTABLISHED?

Within the German Street market, Gamomat games can be found on over 20,000 machines. Content has also been launched in Eastern Europe with entry into the Spanish, Italian and South American markets imminent. Interestingly, despite operating on a freemium type model, content will also push into the social gaming arena which is of course, an area of great interest as that market continues to expand.

### IS GAMOMAT A PURELY GERMAN STREET GAMING CONTENT PROVIDER OR IS THE COMPANY WORKING WITH DIFFERENT SECTORS - ONLINE/MOBILE AND WHAT INTERNATIONAL PRESENCE HAS THE COMPANY ESTABLISHED?

Within Europe, the Street markets represent by far the largest and most interesting sector, and so the majority of effort is placed there, that's common sense. However, Gamomat games are more than suitable for the online, mobile and social gaming markets due to the very strong fundamental mathematics of the games. It's expected that the first Gamomat game titles will be available





online in the second half of 2013.

Gamomat also has an excellent working relationship with a number of international gaming manufacturers and leverages these relationships to expand its market presence outside of the German market.

### WHICH ARE THE STANDOUT GAMOMAT TITLES AND WHAT ARE THE REASONS BEHIND THE SUCCESS OF THESE GAMES?

With over 140 game titles in the current library of content, there is a vast array of games to choose from. Some of the highest performing titles include Buffalo

Bill, Secret Island Jackpot, Western Jack, Books and Pearls, Fancy Fruits and the totally unique game Burn the Sevens which is performing particularly. Burn the Sevens is a revolutionary title in terms of game play and appeals to a very wide audience due to its individuality and compelling game play.

### AS A TEAM THAT CREATED SOME OF THE MOST SUCCESSFUL STREET GAMING TITLES - HOW HAVE GAMES EVOLVED AND WHAT ARE THE KEY ELEMENTS THAT DEFINE A GAMOMAT TITLE?

The German market, like a lot of other street markets across Europe, has evolved

Internationally, Gamomat content can be deployed into any gaming environment and it's very clear that operators have a desire to replicate their land-based content into their online and mobile gaming platforms where allowed.

considerably over the last 5 years or so. Casino and Street style content have converged as video technology has been regulated and introduced so players are looking for an immersive and enjoyable gaming experience, whilst operators are continually looking to enhance their (multigame) hardware with the very best in class content.

What defines a Gamomat game is the local knowledge and passion that the team puts into every title. Obviously, strong core mathematics, dazzling graphics, exceptional sounds and absorbing game features help, but on their own each of these factors are not enough to make a game successful. Gamomat dives deeply into individual markets to truly understand what players want, and so rather than simply produce clones of previously successful games, every single title is developed with local knowledge and huge amount of care and attention to detail.

### THE GERMAN STREET MARKET IS FACING RADICAL LEGISLATIVE CHANGE, HOW DO YOU SEE THE MARKET CHANGING AND HOW IS GAMOMAT ADAPTING TO THE CHANGES?

The German Street market has been amongst the most resilient over the last five years and that may be in part thanks to the strong German economy, the dynamics of the market and the strength of locally based manufacturers and operators.

However, with potential changes to the market looming and the possibility of a significant reduction in machines there is a considerable amount of uncertainty. This is less of a concern to Gamomat as a content supplier (rather than a major manufacturer or operator) as the potential impact is smaller, and of course, within a challenging environment, the opportunities presented quite often outweigh the concerns. The aim is to deploy Gamomat developed content to key strategic markets and really growth is very much on the agenda for the team.

### WHAT ARE THE INTERNATIONAL ASPIRATIONS OF THE COMPANY AND HOW IS GAMOMAT LOOKING TO EXPAND IN THE FUTURE?

Internationally, Gamomat content can be deployed into any gaming environment and it's very clear that operators have a desire to replicate their land-based content into their online and mobile gaming platforms where allowed. With this in mind, obviously the Class III (Casino) market is important; however it would be foolish to ignore the sheer scale of online and mobile opportunities.



# NOBODY DOES IT BIGGER

The **Novomatic** stand at the ICE Totally Gaming show was the centre of attention and intrigue

The relocation of the ICE Totally Gaming show from its home in Earls Court to the nether regions of London's ExCeL exhibition centre caused only minor discussions on the show floor compared to the opinions deliberating on the central expanse of the Novomatic stand. Consuming 4,400sq.m. of exhibition space, the Novomatic stand at ICE 2013 was the largest single booth ever created for a gaming show anywhere in the world. Over half the size of a standard football pitch, the Novomatic stand split opinion as much as it divided the show centrally into two halves. Whatever the views, a statement was made by Novomatic at the ICE show. The biggest gaming supplier/operator on the planet left the largest impression at the show of any company - ever.

The stand provided visitors with handy maps to navigate the different zones separating each of Novomatic's daughter companies: Austrian Gaming Industries, the Astra UK Gaming Group, Greentube Internet Entertainment Solutions, Admiral Sportsbetting UK, LÖWEN Entertainment, Crown Technologies, Novomatic Gaming Spain and Octavian as well as representatives of almost all international affiliates. For the first time at a trade event this was more than a Novomatic stand, it was a visual realisation of the Novomatic Group of Companies, with each area manned by staff from each of the gaming subsidiaries.

Novomatic's Max Lindenberg welcomed guests to a 'World of Gaming and a truly global set of attractions.' "Everything available from the Novomatic Group of Companies; sports-betting, land-based casino products and online gaming solutions, street market products from across the world and the complete range of Admiral's products and services have been integrated within the Novomatic presentation for the first time," stated Mr. Lindenberg. Astra Gaming Group UK featured especially prominently on the stand with a huge range of product for



The star of the ICE Totally Gaming Exhibition: The Dominator.

"What has taken place over the past three days must surely rank as the best ICE ever. The combination of the show's new date and new venue required a leap of faith, by both exhibitors and visitors, but we can clearly see that their faith has been rewarded with a truly excellent show: an event that sets our industry on a very positive course for 2013 and beyond. I would like to personally thank all of our customers, business partners and visitors for, quite literally, going the extra miles to be with us at ICE and making the show so special."

**JENS HALLE,**  
MD, AGI.

the UK casino and street sector having concluded the acquisition of distribution company, Gamestec, and manufacturer, Bell Fruit Games, mid-2012.

Such was the scale of the stand space that it needed a key product launch to bind everything together. At the centre of this massive show presence Novomatic delivered with the launch of its brand new cabinet, the Dominator. Making its world debut at ICE, the Dominator is a ground breaking gaming machine that Novomatic believes will be the undisputed leader on any gaming floor. It was said at the ICE show by a rival gaming industry CEO, that only Novomatic could call its machine the Dominator and "not just get away with it - but really mean it."

The Dominator looks as imposing as its name, with its LED illumination and game-dependent colour effects attracting maximum attention. This machine comes with three 24ins. TFT screens that can be combined with an optional independent 18.5ins. multi-purpose TFT topper to flexibly employ all sorts of casino information or game specific displays. The third screen on top of the two game screens provides the perfect position for a 3D game theme presentation or the PowerLink jackpot display.

Another completely new feature is the touch panel player interface, a modern user-friendly alternative to the various button panel layouts available. Also new, the Dominator's main door opens upwards on gas springs, providing safe and easy access for maintenance work plus optimum space between machines in a bank. "Comprised of five screens, three 24ins. widescreen monitors, a topper and fifth TouchBet button panel, the Dominator cabinet is a benchmark setting gaming product from Novomatic," commented Mr. Lindenberg.

### DOMINATING THE SHOW

Complementing the new cabinet was a range of 50 new Novoline games launched for the first time at ICE. New games, game mixes and applications for the NOVO LINE and Coolfire II platforms and new jackpots such as the Elvis-



themed The Reel King Jackpot, the Ancient Giants Jackpot and the Amazeland Community Jackpot. Even innovative signage and a proprietary video system for the flexible management of the information were shown for the first time at ICE. Brand new to the Novomatic product portfolio was a new display range whereby operators can purchase complete signage solutions directly from Novomatic's Admiral 'Absolute' display in-house system.

The new NOVO LINE games presented at ICE covered a great variety of themes and mathematical concepts. Running quickly through the titles, Da Vinci Wins is a Renaissance themed ALLPAY game; Fruits of Fortune features 10 fixed lines with expanding fruit symbols; Irish Legends lets players wish upon 10 lines and five reels; Just Jewels Quattro allows players to play four reels sets at the same time; Knights Quest is a medieval themed 25 lines game; Mystery Roulette offers players the same range of betting options as on a live French Roulette table but with two extra mystery betting fields: '?' (with odds from 9:1 to 99:1) and '??' (with odds from 1:1 to 499:1). User-





friendly graphics, an individual game speed and detailed info screens as well as the unique top prize of 500 times the bet define this new roulette game.

Ninja's Path is a 25 lines Far-Eastern gaming experience; Reach the Hill shows ants crawling along paths to find profitable routes to the anthill and finally Sizzling Hot Quattro is another four reel set game, which utilises the all-time Novomatic classic Sizzling Hot gameplay.

Novomatic also demonstrated an exciting range of new Coolfire II games at ICE Totally Gaming, with a selection of the games also presented in the new Premium-V+ Gaminator 5 multi-game mix. Comprised of five categories with 42 games, the new Premium-V+ Gaminator enables operators to offer the perfect game to customers, whatever their preference. Each category provides a carefully selected choice of games that cater to different preferences, enabling casino operators to fully optimise their gaming floor. The Coolfire II games shown at ICE included: Disco Inferno, Five to One, Hat Trick deluxe, Magic 81, Pure Jewels, Roaring Twenties, The Real



King - Aloha Hawaii, The Real King - Girls Girls Girls, Treasure Seasons and Xtra Spins.

An ever growing line-up of jackpots was shown at ExCeL, with the Amazeland! Community Jackpot taking centre stage as five guests are invited to join their ants' forces, play as a team and carry a Gold

Austrian Gaming Industries' **DAVID ORRICK, ANDREA LEHNER AND MAX LINDENBERG** at the ICE Totally Gaming show.

Coin to the end of the maze. All bets together determine the direction in which the Gold Coin is carried, with participation determining which of the teams move closer to their goal of sharing the Amazeland Community Jackpot.

Roaring onto the stand at ICE, Ancient Giant is a 'ground-shaking' mystery progressive jackpot in which a gigantic T.Rex guards four levels of massive jackpot wins: Iron, Bronze, Silver and Gold. The Real King Jackpot, meanwhile, is a tribute to the king of rock and roll, with players matching the rhythm of the game, raise their bets and watching how The Real King sets the stage for four mega mystery progressive jackpot levels: Minor, Mini, Major and Grand Jackpot. Finally, Magic Joker Jackpot sees the Joker choosing players for the Magic Joker Jackpot. He deals cards that decide whether it's going to be a Bronze, Silver, Gold or Diamond Jackpot with five of a kind. The Magic Joker Jackpot is a card-animated four-level mystery progressive jackpot that is triggered in two stages for increased jackpot thrills and is a thrilling and thoroughly engaging jackpot for any casino floor.



# REBUILDING THE MARKET

The **Astra Gaming Group** has arguably become the most important gaming company in the UK. G3 speaks to CEO **Zane Mersich** about the future.

The last 12 months have seen some dramatic changes to the Astra Gaming Group. The 300 strong business with its head offices in South Wales grew to over 1,000 people mid-2012 with the acquisition of the UK-based Gamestec Group. Evidence of the changes that have taken place within the group were obvious on the Novomatic stand at ICE Totally Gaming. In just six months of working within the Astra Gaming Group structure BFG presented its new cabinet at the show, a radical departure from previous street machine cabs. Having acquired Empire Games just the year before, Astra further showed a range of Empire created reel-based games alongside its own server-based iPub and iBet FOBT offerings.

Speaking to Astra Gaming Group's CEO, Zane Mersich, he explained the scope of the company now encompassed the UK's biggest single site operator with 28,000 different devices on site and 500 vehicles on the road. "I'd described our view of the market as buoyant and bullish," stated Mr. Mersich of Astra's take on the UK street sector. "It's been a tough few years in the UK, but we've taken the approach to invest in product and people and we're seeing really positive results. The acquisition of Gamestec, Bell Fruit Games, RLMS and Mazooma Games, together with Astra Games, means that we have a business that covers every aspect of the UK gaming market. The natural synergies between the businesses has meant that each has fitted together and is working well."

Novomatic and Astra have had an immediate impact on their recent acquisitions providing much needed investment, especially in the area of technology and R&D. "As the UK market continues through a period of transition, the Astra Gaming Group is well positioned to provide our customers with the technologies and products they need to drive the industry forward," stated Mr.

"We have seen the decline of the pub sector in the UK over the last 10 years. If you project forward without investment then you'd be looking at ground zero. We need a healthy supplier sector and Bell Fruit Games is a huge component in that. I believe the industry understands that to generate fair returns and re-invest in the business we need the support of the marketplace to grow the pie as a whole. The products had become less appealing to the player due to a lack of investment. We want to create a healthy market and to do that the dingle is here to stay. It's the business model that we are following and we believe that we can turnaround this market to the advantage of everyone."

**ZANE MERSICH**  
CEO, Astra Gaming Group.



Mersich. "We are not a group that's interested in outsourcing. We are in the business of content and cabinet ownership. We build everything ourselves from the ground up and that's a really important distinction. We have also kept each of the individual businesses as independent units within the group. Bell Fruit Games and Astra are very different as regards the products each company creates, but there are synergies that across the group we can bring to bear for the benefit of each unit. We are interested in creating the complete solution and believe that having access to such a wide range of content, under one umbrella, is our USP."

### REINVENTING THE UK AWP

While the industry had speculated that Bell Fruit Games, under Novomatic ownership, would be reduced to a brand within the Astra Games Group, the acquisition by Novomatic of the freehold to BFG's factories and properties has underlined the company's commitment

not only to the independence of each of its subsidiaries, but also to provide the financial wherewithal to grow each business. The new Bell Fruit Games cabinet is a very visible sign of this investment. "The existing BFG cabinet wasn't allowing the company to change its base footprint," states Mr. Mersich. "The new cabinet brings player appeal and modern up-to-date design elements, including LED lighting. It represents a totally different offering and the kind of synergies provided by the Group that can be brought to benefit each individual company."

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continues Mr. Mersich. "The products had become less appealing to the player due to a lack of investment. We want to create a healthy market and to do that the dongle is here to stay. It's the business model that we are following and we believe that we can turnaround this market to the advantage of everyone."

The dongle gives the Astra Gaming Group the opportunity to generate recurring revenues and for a small price increase the company can not only build from an artificially low base, but predict ahead in a business that has been unable to forecast effectively in the past. "It's hugely important to be able to plan our R&D in advance and to achieve that we have to be profitable. We needed a better model to generate recurring revenue returns and the dongle represents a fundamental shift that will allow us to reinvest in this business," states Mr. Mersich. "We acquired Bell Fruit Games to better understand the pub sector in the UK. As the leading company in that



## Novomatic underlined the importance of its Internet gaming arm, **Greentube**, at the ICE Totally Gaming exhibition in London

Greentube is the fastest growing element within the Novomatic Group of Companies and in 2013 the company has made its claim that it is ready for new market expansion. Greentube is an industry leader in providing cutting edge gaming entertainment and gambling solutions for large and small B2B customers holding a valid gaming licence in jurisdictions all over the world.

As part of the Novomatic Group, Greentube specialises in making online and mobile versions of Novomatic's most popular games; such as Book of Ra deluxe, Lucky Lady's Charm deluxe and Sizzling Hot. Currently, Greentube offers more than 60 different slot games for gaming at home or on the move.

After a successful integration into the Astra UK

Gaming Group and the launch of Greentube's first 3D slot, Marilyn's Diamonds deluxe, in 2012, Greentube is now looking forward to further expanding its successful range of mobile games that are created using HTML5 technology. Developing more 3D games, improving the visuals and strengthening the quality of the mobile portfolio will continue to be Greentube's top priority.

Currently, Greentube is targeting new B2C markets in Denmark, Holland, Spain and Schleswig-Holstein as these jurisdictions are in the process of regulating gambling verticals and online slots. Moreover, Greentube will continue its successful expansion in the UK and South America alongside Novomatic.

Thanks to the comprehensive know-how of the Novomatic group, the successful growth of Greentube's casino games will continue as new technologies and opportunities emerge within the group. During 2013, Greentube's B2B partners will see even more innovations being made available through the company's online, mobile and terminal based systems.

market, we wanted BFG's knowledge of the market within our group. At the very core of the Novomatic Group of Companies is a desire to understand every facet of the gaming industry and leverage that knowledge base for the benefit of the company as a whole."

The acquisitions Astra made in the summer of 2012 will have an impact on the future of the gaming market in the UK. Internally the company is driving new technology and investment in

**Greentube is growing in prominence both internally within the Novomatic Group as it expands its library of AGI slot products, and externally into new international gaming markets.**

companies that have been in a holding pattern in the UK market for the best part of a decade. Designing, testing and trialling new games and cabinets is an enormously expensive process and it will take the deep investment pockets of Novomatic to break the downwards cycle that has dogged the industry and brought the sector close to the brink. Externally, the industry is watching closely Novomatic's moves in a market that most international suppliers had written-off for dead.





## A DIFFERENT PLANETA

Casino Technology delighted visitors with its convergent gaming products at ICE 2013

Casino Technology's stand was brimming over with innovation at ICE with the SGT convergent platform smoothing the path between land-based, online and mobile gaming, the SENSE II Arch bringing a new shape to the slot floor and a deal with Planeta Payner bringing the stars of the popular Eastern European music house to the casino. Convergence is something of a buzz word in the industry at the moment, but Casino Technology have put the word into action with its convergent platform, tailored to provide functional integration among all known land, server-based, VLT, mobile and online gaming platforms. The solution is ready for launch in the regulated remote gaming markets with its three branded channels; SGT Online, SGT Mobile and SGT ServerTech.

Vice President Rossi McKee said: "SGT is a very interesting concept that we're very excited about. Every player that registers is given a players account, from which they can play the same games from the casino pretty much wherever and however they want. Each game linked to the system can be played via the slot machine in the casino but also on tablets,

"SGT is a very interesting concept that we're very excited about. Every player that registers is given a players account, from which they can play the same games from the casino pretty much wherever and however they want. Each game linked to the system can be played via the slot machine in the casino but also on tablets, smart phones, PCs, either at the same location or from different remote locations."

**ROSSI MCKEE,**  
Vice President,  
Casino Technology.



smart phones, PCs, either at the same location or from different remote locations. The number of games on SGT is constantly growing with many Casino Technology titles being adapted for online play. The platform allows easy integration of third-party content and isn't limited to slots with live bingo, virtual betting and live roulette also available. The idea is that online can feed land-based with players and vice versa."

The whole system is brought together by the Rhino management system so one system provides accounting, tracking,

performance and promotional activities across every platform.

On the games side, Casino Technology launched a treat for fans of South Eastern Europe folk music with an agreement with Planeta Payner, a Balkan-based music house to launch a premium branded slot series featuring the music and stars of Planeta Payner. The slot manufacturer has been delighted with the sales of its first licence, Penthouse Slots, which recently went into the Voodoo casino in Riga, owned by the Baltics biggest operator, Olympic, and has gone down a storm in Latin America.

"Obviously we realise this niche market is limited to Eastern Europe players but we're delighted to launch four Planeta Payner slots at this show and are convinced the series will be a top-seller in many of our markets. Featuring popular songs and music videos from the best-selling Balkan music stars in 2012, we've already got superb feedback from the BEGE 2012 in October in Sofia, where the operators loved the concept. In terms of our domestic and surrounding markets, from Serbia to Slovenia, it has huge potential."

The series currently includes Bad Girl, Vampire Romance, My Half and a themed multi-game called Sin and Temptation. Each is based on a different chart-topping song performed by Balkan popstars Andrea, Galena and Emilia, featured in the stories of the games and recreated with 3D-animation. The games were also presented in the Play Me grand piano multiplayer platform.

The sexy image is continued with the launch of the new cabinet; SENSE II Arch, developed for server-based and VLT markets. Its sleek design comes with a unique concave 40ins. vertical monitor.

"It's very elegant and sleek," Ms. McKee explained. "It creates a sense of rotation like with mechanical reels." Reminiscent of a control panel from the future, the SENSE Flex is the successor to the company's most successful slot line to date in the SENSE.

Casino Technology has also launched an intuitive player interface for its multi-game offering on Gameopolis Highway which offers 40 games of varying different styles. "We wanted players to be able to quickly and easily select what game they wanted to play so we've designed a navigation tool that allows them to select games by the style of their bonus features, free games, number of lines and popularity. It offers a top 10 category and differentiates between 'time on device' slots and 'gambling' games."





## WOW FACTOR BECOMES WOF FACTOR

Having teased audiences with its WOF campaign before ICE, **Alfastreet** revealed all at ExCel.

Alfastreet unveiled its WOF at this year's ICE, a wheel of fortune type offering to add to the many types of terminal play now on offer from the Slovenia multi-player specialist.

The game, which can be fully automated or live with the option for a croupier to spin the wheel, needs no introduction. Deals have already been inked and the product will launch at two venues in March. The concept is to offer the player a seat where they can play every sort of casino game.

Albert Radman, Alfastreet's Marketing and Sales Manager, said: "WOF blends in perfectly with our multi-game offering, connecting to our terminals, which already offers roulette, video roulette, sic bo, keno, craps, bingo, poker, video poker, blackjack, baccarat, Dragon versus

**"WOF HAS BEEN SIX MONTHS IN DEVELOPMENT AND IS COMPLETELY DIFFERENT AND UNIQUE."**

Tiger, One Reel Slot and Derby. We want to offer a terminal that covers all bases. WOF has been six months in development and is completely different and unique, and definitely something everyone will want to check out. The response so far has been exceptional. Given the size of the product, it's ideal for larger casino properties. Orders have already been signed and it will debut at a property in Singapore, followed by one in the United States."

Alfastreet also offers some completely unique game concepts with Shesh Besh, which delivers a twist to a dice game,

"WOF blends in perfectly with our multi-game offering, connecting to our terminals, which already offer, roulette, video roulette, sic bo, keno, craps, bingo, poker, video poker, blackjack, baccarat, Dragon versus Tiger, One Reel Slot and Derby. We want to offer a terminal that covers all bases."

**ALBERT RADMAN,**  
Marketing and Sales Manager,  
Alfastreet.

Twin Treasure, a double shaker sic bo game and Ringo, which is similar to Roulette, except it is played on a bingo wheel. All can be offered in fully automated or live mode. New video games on offer included Gold Rush and One reel Slot.

Mr. Radman added: "New Year hardly began and we can already detect many positive signals from all around our customer base. This year will be very exciting for us due to the launch of the new products. We have been working very hard these past months to bring to light another addition to our wide range of games and features. Excitement is running high and we are more than eager to see the response from our international customers. We are already busy fulfilling all the orders we couldn't finalise in the past year and we are gathering new orders too, so these first months are going to be busy. Some exciting orders are coming in from US, Europe and Asia and we are sure this year will be a happy year for Alfastreet."



## CASHLESS AND NETWORKLESS IS MORE

Key partnership agreements, prestigious installs, new product launches and online solutions make up the **FutureLogic** calendar

An action-packed 2012 saw some impressive highlights for FutureLogic including the first European installations of PromoNet at, amongst others, London Clubs International's The Casino at the Empire in London and Novomatic's Casino Admiral Colosseum in the Czech Republic.

John Edmunds, VP Global Product Management and International Markets, said: "We're very excited to receive such a favourable response from European operators to Behavioural-Based Promotional Couponing. It's a new Product Category for casinos to evaluate and the level of interest has been impressive. The Casino at The Empire was the first to launch PromoNet in Europe and has been rewarded with some fantastic results – with increased player visits and increased average net win, patrons are playing slots for longer to earn the daily promotions on offer. LCI is using PromoNet to target specific player profiles and promote its bars, restaurants, events and Total Rewards programme. The feedback has been excellent with double digit increases to average net win and typical promotion redemption rates of between 50-70 per cent."

PromoNet also went live at Novomatic's flag ship Czech property, the Colosseum, just a few days before the end of 2012, one of six PromoNet installations in Europe and 10 worldwide. Before the end of the first month, nearly 30,000 promotional coupons had been printed with over 80 per cent being used by players wanting to enter into the prize draw. PromoNet is being used to drive repeat visits with Admiral reporting double digit revenue increase compared to last year, exceeding expectations.

"We introduced Behavioural-Based Promotional Couponing to enable gaming operators to provide 'Instant Rewards' to new patrons as soon as they walk into the casino and play their first slot machine," said Mr. Edmunds. "Over 80 per cent of new casino visitors do not come back, and if they do return, many patrons want to remain anonymous – so how do casinos provide meaningful rewards in a cost effective way to build loyalty? By targeting slot marketing dollars to slot play behaviour, casinos can offer more attractive rewards to higher-value patrons whether or not they are in the Player Rewards program – the higher the value of slot play, the higher the value of the

"We're allowing casinos to segment their player base and target exactly who they want to with different offers for different types of players which is proving an incredible valuable tool for them. It identifies new high value players previously unknown to the casino and rewards them anonymously depending on their level of play. It encourages them to join a Players Club by printing a join-up offer directly into their hands."

**JOHN EDMUNDS,**  
VP Global Product Management and International Markets,  
FutureLogic.

reward – quid pro quo. The Return-On-Investment for each promotion is specified as part of the design and approval process so that every discounted meal or free drink given to patrons, is based on pre-determined play behaviour.

Marketing executives drive repeat business for fun players, promote different parts of their property for time on device players or enhance the experience and increase loyalty with VIPs. PromoNet enables casinos to segment their player base and target exactly who they want to, when they want to, with all three main categories of promotion: 'Instant Gratification', 'Achievement-Based' and 'Long-Term Engagement'. This is proving to be an incredibly valuable tool for slot operations and slot marketing particularly if the casino does not have a player rewards program. PromoNet identifies new high value patrons previously unknown to the casino and rewards them anonymously depending on their level of play. Used alongside player rewards programs such as LCI's Total

## "WE TRIALLED PROMONET ONLINE WITH IGT IN A NUMBER OF NEVADA CASINOS WITH SOME EXCELLENT RESULTS."

Rewards, promotions can be created to encourage high-value patrons to join a players club by printing a high-value join-up offer directly into their hands – such as jumping up to the next tier for six months. We're delighted with how it is going. We think it will change forever the way casinos market to their player base."

"We're also introducing PromoNet Online to our Promotional Couponing Platform," Mr. Edmunds explained. "This directly links land-based game-play with online promotions and rewards, driving patrons from land-based slots to internet gaming sites and back again. We trialled PromoNet Online with IGT in a number of Nevada casinos with some excellent results and we are now looking to roll-out across North America and international markets. Based on their cumulative theoretical win, Patrons receive winning tickets which they redeem online for access to online games with leader boards and prizes. Players are motivated to go back to the casino for more tickets to get more drawings to move up the leader board. The trials we ran in Nevada showed a redemption rate in excess of 35 per cent - 1 in 3 patrons decided to visit



the IGT site after playing on an IGT game – that's a significant impact on patron behaviour."

The Behavioural-Based Promotional Couponing solution has also been integrated with Bally's SMS and CMC solutions and Cirsa Interactive's Slot Accounting and Player Marketing System under the Forward Systems brand, a major coup for FutureLogic with Bally's global systems reach and Cirsa operating over 55,000 machines around the world.

The move demonstrates FutureLogic's refusal to rest on its laurels, which following the explosive demand for TITO technology, it could have been forgiven for doing. TITO continues its advance on all fronts. FutureLogic's latest innovation in TITO printing, the GEN3 Evolution printer, was recently selected as the exclusive printer in over 30,000 VLTs or 87 per cent of all VLTs in the Canadian market. Olympic Entertainment Group, who operates nearly 2,500 slots in the Baltic States, Poland, Slovakia, Belarus and Italy and Holland Casino in the Netherlands, which operates over 7,500 electronic gaming machines, also selected FutureLogic as their exclusive supplier of TITO printers. In addition, agreements signed in 2012 with Aristocrat, Bally, IGT, Novomatic and WMS along with a strengthened strategic partnership with Global Cash Access in a deal that will see the two companies develop cashless gaming solutions tightly integrated with current product offerings to expand ticketing solutions to table games in North America, certainly keeps FutureLogic's Systems and Product Development teams busy.

New for ICE Totally gaming 2013 was the Ticket2Go ticket-out solution, which was being made available to all amusement and low-payout gaming markets worldwide. "Our long term aim is get the same market penetration in AWP and LPM that we achieved with TITO in casinos worldwide," Mr. Edmunds explained. "The development of our Ticket2Go solution has been a real UK PLC story. It's been designed and developed and manufactured in the UK." It offers a cost effective networkless, ticket-out payment solution for AWP, SWP and LPM machines that have a serial, parallel or pulse hopper or operate on the SAS protocol. In Ticket2Go, we have developed a ticket-out payment solution that works with modern digital as well as legacy analogue gaming machines, enabling operators to benefit from moving from coin-payout to ticket-payout across their estate, without having to replace any of their legacy games. As the next feather in the FutureLogic cap, it should be one to watch out for.



"We made a big splash this year with our 'performance' based booth designs and rock 'n' roll imagery. BMM is all about our people, our expertise, our industry partnerships and the positive attitude we bring to our relationships. From our engineers to our executives, we put on a great performance each and every day."

**WENDY ANDERSON,**  
VP Group Marketing, BMM.

## TYPICALLY FOCUSED PERFORMANCE

**BMM Test Labs** split itself into two parts to cover ICE Totally Gaming in London, bringing a bit of glamour to the proceedings

Gaming testing laboratory and technical consultancy, BMM Testlabs (BMM) confirmed that the first ICE show held at ExCel, London, was a resounding success for the company.

Wendy Anderson, BMM's VP Group Marketing said of the show: "BMM has had a tremendous response at this year's ICE show. Overall attendance was up and we could see this on the show floor. Staff and executives from BMM's 13 global locations attended ICE this year, and it was a very positive experience for all who attended.

"New for 2013, BMM exhibited in two areas and this was a great experience for us, as it enabled us to concentrate our expertise exactly where it was required. BMM has been heavily involved in iGaming projects in European regulated markets over the last year and our presence in the iGaming arena at ICE allowed us to not only connect with our current clients and partners, but also provide advice and expertise to those wishing to move into new markets."

**"WE MADE A BIG SPLASH THIS YEAR WITH OUR 'PERFORMANCE' BASED BOOTH DESIGNS AND ROCK 'N' ROLL IMAGERY."**

Ms. Anderson continued: "We made a big splash this year with our 'performance' based booth designs and rock 'n' roll imagery. BMM is all about our people, our expertise, our industry partnerships and the positive attitude we bring to our relationships. From our engineers to our executives, we put on a great performance each and every day."

With a global focus on training, education and an expanding reach for 2013, BMM will be speaking at, exhibiting and attending events and shows on the global gaming calendar throughout 2013.



## SUPERHUMAN ACHIEVEMENTS

Aristocrat Technologies' delighted visitors with a stand full of superheroes and masked avengers at the ICE Totally Gaming exhibition in London

The recent ICE exhibition was Aristocrat Europe's most successful to date. Having increased its stand presence by 50 per cent and shown its most comprehensive range of gaming solutions ever, Aristocrat Europe reported outstanding customer feedback and broke all its previous sales order levels at the London show.

"Going into this year's ICE, we knew that the breadth and depth of our games portfolio was extremely strong," said Donal Maguire, Sales & Marketing Director – Europe. "Off the back of some highly positive floor performance figures from games released over the last three months, we were anticipating very strong demand for a number of marquee products and titles."

The star of the show, taking pride of place at the front of the Aristocrat stand, was Superman The Movie, a licensed Hybrid Stepper game featuring three standalone progressive jackpots and a wealth of nostalgic video footage.

"Our theme at this year's ICE was 'Let's Go!' It's a simple call to action that reflects our excitement at the outstanding new games and products we're bringing to market and how energised we are to partner customers and be part of their success. Our end-game is creating the world's greatest gaming experience, every day, and from the response we received at ICE we believe we're on track to do just that."

**DONAL MAGUIRE,**  
Aristocrat.

"Customers were excited to see one of the world's strongest and most recognised brand characters, and were assured of the longevity of the franchise, with the follow-up game Superman II also previewed at the show," said Maguire.

This continuity of theming also spurred strong sales of another game backed by a big screen name. "ZORRO The Legend Returns is another licensed Hybrid Stepper showing tremendous popularity with players over the last quarter. Orders continue to flow in, and judging by the response at ICE we can expect a similar pattern from the sequel title ZORRO The Mask and The Rose, unveiled at ExCeL," Maguire added.

A third licensed theme also contributed to Aristocrat's successful ICE in VIRIDIAN WS Feature Top Box guise. The Mummy is virtually an identikit performer to ZORRO, explained Maguire, with animations that set a new benchmark in videogaming entertainment. "Customers couldn't help but marvel at this spectacular game and those lucky enough to already have it installed on their gaming floors were equally impressed by the new content of the sequel, The Mummy Returns."

Whilst the licensed route is striking a chord with European operators and players, Aristocrat remains in a strong

position with core gaming concepts showing extraordinary prowess within key gaming segments. Wonder 4 is one such example, with performance remaining extremely robust on gaming floors worldwide up to a year after its initial release. This 'Multi-Play' segment, where players can select up to four games and play concurrent sets of reels, is maintaining steady sales orders, which continued at ICE.

"The success of Wonder 4 shows no sign of slowing down," said Maguire. "More and more operators are discovering its magic and are now eagerly awaiting the release of an expanded library of games through the follow-up 'Special Edition' and Deluxe formats."

2013 marks Aristocrat's 60th anniversary, with the company's ICE presence kicking off 12 months of celebrations across the world's major trade shows. While proud of its heritage, the company is using the milestone as an opportunity to focus on the future, as Maguire explained.

**"WE'RE EXCITED ABOUT THE POTENTIAL TO DELIVER ARISTOCRAT'S GAMING CONTENT THROUGH NEW CHANNELS, INCLUDING INTERNET, MOBILE AND SOCIAL."**

"Not only did we have a strong and innovative line-up of new casino games at ICE, we also demonstrated core competencies in parallel sectors including the street market, VLT route operations and Online. We're excited about the potential to deliver Aristocrat's leading gaming content through new channels, including internet, mobile and social gaming platforms, and working with our customers to broaden our offer as the industry evolves."

"Our theme at this year's ICE was 'Let's Go!' It's a simple call to action that reflects our excitement at the outstanding new games and products we're bringing to market and how energised we are to partner customers and be part of their success. Our end-game is creating the world's greatest gaming experience, every day, and from the response we received at ICE we believe we're on track to do just that," Mr. Maguire concluded.



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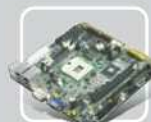
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## Review

VNE



## PLAYING BY THE METRICS

Security, simplicity and service is the motto of change machine specialist, **VNE**

Having grown to become the largest and most successful change machine manufacturer in Italy within the space of a few short years (with over 60,000 change machines in operation), VNE has much to offer to the international market. The company's expansive array of solutions was on proud display on the VNE stand at the ICE at London's ExCeL Centre.

Change machines are not just change machines any more. They are secure, safe and strong. And they are a way to reach out to customers. The VNE change machines can all be operated remotely, giving operators clear, real-time information. Change machines also hold a large amount of money, which isn't a worry thanks to VNE's ability to offer a device that tracks all their change machines – even when the power is off – displaying on Google Maps the exact location of each individual change machine.

Although the ICE is an international exhibition, VNE took the opportunity to display its solutions for local markets. The '2P' change machine is targeted at the UK family-centre entertainment (FEC) locations and seaside arcades where there are many games that cost two British pence. A capacity of 18,000 coins means that operators do not need to worry about running out of change. Should operators wish to offer the ability to change notes to coins and not just coins to coins, the 'Maxi Changer' includes a note validator.

The modularity of the VNE change machines means that operators can simply reprogramme the devices to pay out a different coin denominations – such as 10ps. Adding to all of this, the large integrated monitor and speakers allows the change machine to play music, show messages, advertising, etc. Simply connect the information you wish to display via USB, which it then runs by itself.

Brand new to the ICE was the introduction of a biometric reader to VNE's change machines.

Personnel no longer need an ID card to operate the change machine, this is all done by individual fingerprints. The

Viking change machine from VNE has an improved online connection systems and GPS.

In addition to sending back information as regards the volume of currency in the unit, the Viking can also give operators the location of the unit in case of theft.

A wide range of change machines for international markets was on display on the VNE stand. Whether for simple changing, bill breaking, VLT solutions, retail and even cheque printing – VNE is a partner that can offer solutions tailored to customer requirements.





two HD screens above, interacting and causing dynamic effects on both screens.”

As the follow-up to the Cash Wizard, Tiki Magic is Bally Technologies’ first 1080p high-definition game and features a new mystical character, Ms. Magic, three new thrilling base-game bonus features, and two fun Wizard Bonus Bet features. Also prominently featured were Bally’s Multi-Game Pro 22/22 game suite, and games with Super EZ Select button configurations to assist both low and high max-bet market needs.

Continuing the theme, Bally Interactive showed its award-winning content and play mechanics via Bally’s full suite of interactive solutions offered through the company’s remote gaming server (RGS). Bally’s open iGaming platform enables casinos to deliver play-for-free and wager-based poker, table games, video slots, and sports betting and choose from best-of-breed content; and a library of interactive games based on proven casino-gaming content.

The system enables operators to conduct marketing, bonus, data tracking, and collection seamlessly, so that they can understand and market to their players in ways never before possible. Players can play the same games, receive the same bonuses, and earn the same points on the casino floor, at home, or on the move.

Bally Technologies’  
**DAN SAVAGE,**  
**FRANCESCA DI**  
**PAOLO** and  
**MICHAEL BERTETTO**  
pictured at ICE.

### THE SUITE-EST OPTIONS

Finally, Bally’s suite of casino and slot-management systems was showcased at ICE, including SDS, CMP, and MCC, covering every size of casino. Bally conducted live demonstrations of iVIEW DM at ICE, its picture-in-picture-style player-user-interface that enables gaming operators to choose where on the game they want to display player information and bonus promotions. Bally’s Elite Bonus Suite (EBS), when combined with iVIEW DM, adds dramatic new levels of excitement and anticipation to the player’s experience. The EBS applications deliver floor-wide, personalised promotions, second-chance-to-win events, and the ability for players to earn valuable rewards.

Debuting soon in Europe is Bally Command Center, which installs media content and operating systems on the iVIEW displays and iVIEW DM. This Bally server-based solution provides operators with downloadable targeted player content instead of physically removing chips from each individual iVIEW device on the floor. Casino operators and marketing managers can download content to on the entire gaming floor simultaneously in minutes – with a touch of a button.

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## BANG ON THE MONEY

Truely localised games, massive international brands, intimate player-centric promotions and a mega multi-game launch.  
**Bally Technologies** ticked all the boxes at ICE Totally Gaming

A bevy of mega-international brand launches, including Michael Jackson, NASCAR, Betty Boop’s Fortune Teller and Pawn Stars, greeted visitors to Bally Technologies’ stand at the ICE exhibition in London. The company also delighted its customers with the first titles directly targeting the European market; demonstrated its player selectable language options across all its machines, and, most significantly for Europe, staged the world debut of its first multi-game machine. In total, the company exhibited more than 60 unique game titles, as well as a wide array of cutting-edge system offerings.

As Bally installs its first Michael Jackson machines in Europe, with Italian and French operators and customers enjoying the musical spectacle on their gaming floors, the launch of Five Moon and High 5 Games’ Golden Tower, Europe-specific titles developed specifically for European customers, made their debut on the Bally stand at ICE. Featuring noticeably

brighter, vibrant graphics and detailing, the Europe-targeted titles are easily discernible from Bally’s traditional graphical output, with defined wild symbols that can be picked out on each spinning reel, while the play mechanics have been tweaked to appeal directly to a European audience.

### IT’S A KINDA MAGIC

Bally has developed specific levels of interaction across a range of its titles, with the highest level of interaction reserved for games such as Tiki Magic, one of the best looking games in this generation of machines. Tiki Magic is Bally’s first HD 1080p screen, with 22 and 42ins screens, which is not only the largest Bally has produced, but it’s graphical resolution is truly sparkling. “Tiki Magic is the follow-up to our hugely successful Cash Wizard,” demonstrated Bally Technologies’ Michael Bertetto at ICE. “All three screens interact with each other as players send objects fired from the iDeck touchscreen panel up to the



## LEADERSHIP AND TRUST

### Cammegh builds on its amazing reputation for quality with new products and prestige orders

Cammegh enjoyed its best year ever in 2012 and at the ICE Totally Gaming show in February the company had already recorded its best January period in the 25 year history of the company. It's little wonder then that Cammegh enjoyed another spectacular show in London.

"The growing market in the online sector means that we are working with increasing numbers of online partners that wish to have the leading international brand of both manual and automatic roulette wheels driving their operations," said Andrew Cammegh at ICE. "Our customer are putting their trust in Cammegh to deliver the leadership and technology to supply their gaming needs. In the online environment we have worked tirelessly to perfect our RRS 360 wheel, which randomly changes the rotor speed, changing the conditions in which clockers try to gain an advantage. At the same time, with RRS 'no more bets' can be called later, increasing the betting time and productivity, whilst maintaining game security."

The integrity of the Cammegh brand is so universally trusted that online operators

"We are also very excited about our most recent live wheels order. On the strength of our commitment to quality, Cammegh is to supply Mercury 360 wheels with a custom finish to the prestigious London casino venue, Les Ambassadeurs. It's a privilege to be working with such a famous operator on such a prestigious project and we are thrilled that Les Ambassadeurs have put their trust in our products."

**ANDREW  
CAMMEGH.**

### **"WE CONTINUE TO DEVELOP OUR PRODUCTS, TO INNOVATE AND REMAIN FOCUSED. THAT'S WHAT'S GIVEN US OUR EDGE."**

and players want to be associated with the leading brand. This quality level is especially important in the online environment due to the level of scalability with both manual and automatic online players, with so many potential players taking part in every spin.

"We've also had a great deal of interest in our Eyecard technology with a lot of attention being paid to the ability to export information from the table for analysis," explained Mr. Cammegh. The Cammegh Eyecard system uses a discrete high definition video camera mounted on top of the Billboard display to read cards directly from the table without the need for electronic card shoes or other embedded sensors. Combining cutting-edge hardware with advanced image processing software, the Eyecard system is able to identify cards faster than the human eye.

"We are also very excited about our most recent live wheels order," stated Mr. Cammegh. "On the strength of our commitment to quality, Cammegh is to supply Mercury 360 wheels with a custom finish to the prestigious London casino venue, Les Ambassadeurs. It's a privilege to be working with such a famous operator on such a prestigious project and we are thrilled that Les Ambassadeurs have put their trust in our products."

A new development that launched at the ICE show in London was Cammegh's MediaPro, software designed to work with the company's Billboard 2 Display, enabling operators to edit, schedule and serve media direct to the Billboard. Designed for content scheduling and management over a network, MediaPro optimises the functionality of the Billboard Display System. When running MediaPro, Billboards can display game results, scheduled promotions, live TV and revenue generating advertising. MediaPro is designed to make the scheduling of content on the Billboard Display as easy as possible, while its extensive features, coupled with its intuitive interface, are appropriate for applications large and small. "Every product we develop adheres to our core principles, quality, innovation and service," underlined Mr. Cammegh. "These are the foundations of what we offer and they have helped us to maintain our position in the marketplace. We understand that we are a highly specialised company, with the roulette wheel at the centre of everything we do, both in the live and the online environment. We will continue to develop our product range, to innovate and remain focused on our area of speciality. That's what's given us our edge."





## CZECH-MATES AT ICE

**Seeben and e-gaming announced a major distribution partnership at the ICE show**

Seeben's Urbain Thewissen revealed at the ICE show in London that the Belgian company will be distributing products for Czech VLT specialists, e-gaming, in both its domestic and in defined international markets. The companies have been working on a joint compendium five dice product, Multi-Dice, for the Belgian market that received homologation in August of 2012. The game has since been in the top five earning products in both Seeben's own arcades and in those the company distributes to across Belgium.

"We have had a strong relationship with e-gaming for many years," explained Mr. Thewissen at ICE. "E-gaming has focused on its local markets in Czech and Slovakia where it has over 15,000 VLTs in operation. The company is looking to take its expertise to international markets and distribute its VLTs through Seeben into new territories. We have already signed an agreement to create a joint venture in Mexico and in Spain. The Class II product in Belgium is performing very well and we are also offering this successful

**"WE ARE VERY FLEXIBLE AND QUICK-REACTING AND WE MAKE SURE THAT WE TUNE AND ADAPT GAMES TO SUIT EACH MARKET."**

content to our online casinos in our home market. This deal represents a complete offering of machines, VLTs and online gaming."

Speaking to e-gaming's Radek Pucek, he believes that despite the downturn, now is the right time to build on the success of e-gaming's VLT strength. "I believe that even in a crisis, a strong product will succeed and that is why we are investing in markets such as Spain, which we believe will be an important market for "e-gaming. We believe that by looking to a revenue-share model we will be able to take a slice of the market and build on the success of our products in Eastern Europe."

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**RADEK PUCEK,**  
CEO e-gaming.

"e-gaming and Seeben have a very long history and a 16 year relationship between the companies," explained Mr. Thewissen. "We believe that our deal in Mexico has huge potential and we see Spain as a long-term venture. Some of the autonomous communities are changing to have VLTs approved and though this will be a slow process, we have great hopes and aspirations for e-gaming in this future market."

The e-gaming ICE stand was the first international show at which the company has exhibited its products. "The Czech market is still buoyant right now," explained Mr. Pucek. "However, there are many legislative changes being proposed by the government right now. We remain optimistic, but the month-by-month changes make it difficult to plan into the future. We are very successful in Czech and Slovakia, launching four new multi-lottery games every quarter to satisfy our customer needs. We have also launched a series of new games for our linked multi-level community jackpot - Multi Bonus, which is performing extremely strongly. However, we are also looking at new opportunities in the Balkan countries, Romania and Macedonia for example. We are a very flexible and quick-reacting company and we make sure that we tune and adapt each game to suit each market."

Such is the renown of e-gaming in its domestic markets that at the ICE show the company showed its latest VLTs running WMS games, having signed a content agreement with the US giant to supply its games in the e-gaming platform in Slovakia and Czech. "When WMS saw that every arcade in the Czech Republic has an e-gaming product, they were keen to work with us to supply their content within our multi-game VLT format," explained Mr. Pucek. "They were also very surprised at the speed of the deployment of the games on our system. We went live after working with WMS after just three months."

Another major announcement from e-gaming at ICE was the news that Pavel Michalcio, former sales director at Synot, has joined e-gaming in a similar capacity. "Pavel will be working to build on our success in Slovakia and help build our new market opportunities," said Radek. "We are delighted to have him onboard."

"I've been very impressed with the response time and speed of the company to react - they just don't have a large company attitude," said Mr. Michalcio at ICE Totally Gaming. "I think the biggest advantage e-gaming has is its technical ability and its ability to be fast and flexible."

### Amaya Gaming has become a major force in the gaming sector in a short space of time

Having combined the superpowers of Cryptologic, a pioneer within online casino, Ogame, a leader within online poker, and Cadillac Jack, a North American-based slot machine manufacturer, Canada-based Amaya Gaming is epitomising the rapid convergence of technology across gaming's many sectors.

It was at ICE Totally Gaming flexing its financial muscles once more having secured further rights to bring the superpowers of DC Comics online.

Already the exclusive provider of DC Comics comic book-inspired pay-to-play online casino games, Amaya has made great use of leveraging legendary super heroes into the online space with Superman, Batman, Wonder Woman, Green Lantern, and The Flash all featuring in their own games.

It will now have the exclusive rights to distribute pay-to-play online casino games, in markets worldwide. The partnership will also allow Amaya to develop and distribute games that include the comic book adaptation of the Justice League, Supergirl and the DC Gotham Girls (Batgirl, Catwoman, Harley Quinn and Poison Ivy), as well as DC Comics villains including such characters as Bane, The Joker and Lex Luthor.

Alain Brosseau, Director of Product Strategy for Amaya, said of the deal: "The DC Comics franchise is a leading brand globally, and we look forward to continuing and further developing our relationship with WBCP. We are also pleased to announce that new 3D games will be developed for distribution over both desktop computers and mobile devices for players around the world who enjoy the DC Comics comic book-inspired characters. Our branded games have proven to be highly popular with Internet gaming operators and their players. They attract a wide demographic of consumers and are particularly well-suited to engage people, with previously only a modest interest, in online casino gaming. The stunning graphics, animation and sound, increase the player's enjoyment of these games."

Amaya itself is becoming a force to be reckoned with. Having burst onto the



"Instant Rewards comes as part of the Ogame Poker product and so doesn't require any integration work or set-up costs for operators. They can turn the product on with a simple click.

The aim is obviously to encourage play with points awarded to the player if they, for example, collect starting hands from a pack of cards. The promotions available are varied but rewards can be anything from a \$5 entry into a poker tournament upwards."

**MARTIN LERBY,**  
Director of  
Marketing, Amaya  
Gaming.

## AMAYA FLEXING ITS MUSCLES

gaming scene some years ago during the pioneering years of electronic poker tables, it has since carved out a multi-platform presence, not least online where it has provided full-facility management for such esteemed brands as Playboy who in spring will launch a completely new site in record time.

The Playboy brand boasts ninety seven per cent brand awareness, over 7m facebook fans, and 10m unique visitors per month to its website.

David Baazov, CEO of Amaya Gaming Group, said: "This is a giant global brand for Amaya to partner with online. We are extremely pleased that Playboy has chosen Amaya to help with their online strategy for both poker and lottery. With its tremendous online audience and boasting one of the highest unaided global awareness and social media user engagements of any brand, we're confident that our collaboration with Playboy will be a recipe for success and look forward to guiding them in their online endeavours."

Central to its online offering at ICE was Instant Rewards, a new achievement engine enabling online gaming operators

to set up a number of different challenges for players and pay out related prizes in real time. In poker, for instance, the challenge could be anything from winning a hand with two Aces to collecting a certain combination of cards. Each Instant Reward has its own progress bar that shows clearly how close players are to achieving the prize. The player gets notified directly at the table about his or her progress and as soon as he or she has completed the challenge. The prize, which could be cash or tournament tickets, is made available immediately for players.

Martin Lerby, Director of Marketing, said: "Instant Rewards comes as part of the Ogame Poker product and so doesn't require any integration work or set-up costs for operators. They can turn the product on with a simple click. The aim is obviously to encourage play with points awarded to the player if they, for example, collect starting hands from a pack of cards. The promotions available are varied but rewards can be anything from a \$5 entry into a poker tournament upwards."

A full service version is also available with management, customisation of rewards and in-depth analyses of campaigns."



Mr. Lerby explained that the first evaluation of its Instant Rewards tool showed an increase of over 30 per cent in both player activity and revenues generated from poker players using Instant Rewards at Paf.com.

Herbert Paradis, Poker Manager at Paf, sung the product's praises. "Instant Rewards might be one of the most innovative poker features I have ever seen," he said. "After a two-month trial we have measured an increase in both time spent by and revenue generated from players using Instant Rewards. Poker players love challenges and this product is well suited to incentivise recreational players. It gives ordinary players an experience of competence and creates a feeling of mastery when they complete the challenge at hand. Ogame is helping us to bring back the fun in poker."

Fredrik Kjell, Head of Poker for Ogame Network, added: "The thrill of poker comes from the tension of tough challenges and the joy of winning. Instant Rewards highlights those many achievements you do every day as a poker player and provides recognition to players beyond monetary values. The

## **"THE LONG TERM STRATEGY IS TO BRING GAMES AND CABINETS TO EUROPEAN LAND-BASED CASINOS AND PORT GAME CONTENT ONLINE."**

majority of poker players do not make any money; they play because they love the game of poker. Their goal is entertainment, fulfilment and the sense of mastery of the game. Our analysis shows Instant Rewards can not only increase player satisfaction, but also increase revenues for operators."

The addition of Cadillac Jack's land-based slot machines really completes the product circle. Mr. Lerby said the aim was to combine Amaya's expertise in digital gaming with Cadillac Jack's strength in the traditional land-based sector to extend its presence as a fully integrated and dynamic technology provider.

"Cadillac Jack is a perfect addition to our portfolio," he explained. "The long term strategy is to bring the games and cabinets to European land-based casinos as well as to port the game content into our online offering."



## **MAKING YOURSELF COMFORTABLE IN FUTURE**

Patir Design showed the future of slot seating at the ICE Totally Gaming exhibition with its most comfortable slots-orientated chair ever

Germany's Patir Design was asking customers to sit down and put their feet up at ICE in what it was loosely calling its Future Chair - a chair that combines the styling of an Italian sports car, the comfort of a tailored suit and the functionality of an videogames controller.

Export Manager Süleyman Yılmaz said: "Whilst all our chairs are ergonomically designed to be the most comfortable around, we firmly believe this chair is the most comfortable ever designed for the slot industry. It's adjustable at the base so players can choose their perfect playing position; it allows them to lean backwards and offers its own panel of play buttons in the armrest so players barely have to lift a finger to play. The

Patir Design's SÜLEYMAN YILMAZ demonstrated the 'Future Chair' at the ICE Totally Gaming Exhibition.

"The Future Chair allows players to choose their perfect playing position; it allows them to lean backwards and offers its own panel of play buttons in the armrest."

## **"WE FIRMLY BELIEVE THIS CHAIR IS THE MOST COMFORTABLE EVER DESIGNED FOR THE SLOT INDUSTRY."**

chair also has its own sound system incorporated into it to totally submerge the player into the slot machine."

The seating specialist was also offering two new ranges of high-end, four-legged, table gaming chairs along with its modular range of VIP casinos chairs, Live casino chairs, poker, bingo chairs, Inspector chairs, banquette chairs, bar stools, lounge chairs and lifestyle sofas.

## SLAM DUNK FOR TCSJOHNHUXLEY

At the ICE Totally Gaming exhibition in London TCSJohnHuxley set forth its product roadmap for the future of its business

We've known changes were afoot at TCSJohnHuxley, but no one quite expected the profound new direction unveiled at the ExCeL exhibition centre in February. "It's been a significant mindset change at all levels of the company," explained TCSJohnHuxley's Director of Marketing, Luke Davis. "TCSJohnHuxley has always been a passionately customer orientated business, but perhaps not one that paid enough attention to itself. Understanding the requirements of our business has been a measured and focused shift within the company and we're now in the process of building resources and infrastructure to service the necessary growth and change," continued Mr. Davis. "It's part of a scaleable approach for this environment, which will see us building upon our strength in R&D functions, just as the major software companies have done for years."

TCSJohnHuxley is thinking outside and inside the box - looking at each of its core technologies and intelligently harmonising what have been individual and insular products in the past, making links between the functionality of a group of interconnected products as opposed to selling isolated technology to its customers. "We have three core systems that form our next generation platform, comprised of SuperNova, Gaming Floor Live and the Xia tablet," explained Mr. Davis. "This is a scaleable platform that is as capable of servicing the needs of an independent casino in the Midlands, as easily as it is driving thousands of tables in Macau. At the same time we have made key hiring decisions to drive the changes we need for day-to-day projects, bringing about convergence within the company that has harmonised our traditional business, 'live gaming,' with the e-gaming space. We have taken live gaming and linked it to our existing reporting infrastructures, adding

scalability, control and data collection. Fundamentally we believe that every table can and should be interconnected, for example, linking blackjack and sic bo tables to power mystery or progressives jackpots. We can add the thrill of a lottery

**"OUR FOCUS OVER THE LAST NINE MONTHS HAS BEEN ABOUT BRINGING OUR PRODUCTS TOGETHER AND BUILDING FOR THE FUTURE."**

type win at the table and that's a game changing offer!"

Looking closely at the launch of the Xia Tablet, this is the start of a new generation product platform. The Xia Tablet is a server-based solution offering live and automated roulette via handheld tablet devices in a live casino environment. It is a perfect live game solution for use in what have traditionally been non-gaming areas such as bars, restaurants, and smoking terraces. The system allows customers to play live roulette tables and automated wheels (blackjack and baccarat will be available soon) on a touchscreen tablet device throughout a gaming venue.

Over the next 24 months the Xia platform will join forces with Supernova and Gaming Floor Live to create a single, unique market leading casino system that is modular and scalable meeting the needs of small casinos right up to multi-national group customers.



We see Xia as the beginning of looking at our platforms to create a solid foundation.

Imagine an integrated gaming system that links all live tables, across all game types, played on multiple devices, with mystery jackpots and progressives, with yield management, centralised media distribution, reporting and security."

**CATH BURNS,**  
TCSJohnHuxley  
Group CEO.

Cath Burns, TCSJohnHuxley Group CEO commented: "Our focus over the last nine months has been about bringing our products together and building for the future. We see Xia as the beginning of looking at our platforms to create a solid foundation. Imagine an integrated gaming system that links all live tables, across all game types, played on multiple devices, with mystery jackpots and progressives, with yield management, centralised media distribution, reporting and security. All this, built around the Internet and a





company wants to drive forward, keeping these products at the forefront of innovation, reliability and profitability for the customer.

At the ICE show TCSJohnHuxley underlined its commitment to its traditional products by showing an updated Saturn wheel, proof positive that the company is still producing mechanical instruments to the highest standards whilst still driving forward with its integrated vision. The new wheel is capable of supplying even more data than before thanks to TCSJohnHuxley having added an inclinometer. It can send alerts to staff via sms or the Gaming Floor Live dashboard, should any abnormal wheel event be detected such as Drop Zone, or a sudden change of ball or rotor speed.

Coinciding with ICE, the Supernova Table Bonus System went live in London in February. The first launch was at London's newest casino venue, The Hippodrome, and further installs took

TCSJohnHuxley Marketing Director, **LUKE DAVIS**, at ICE with the new Xia gaming tablet.

"Understanding the requirements of our business has been a measured and focused shift within the company and we're now in the process of building resources and infrastructure to service the necessary growth and change. It's part of a scaleable approach for this environment, which will see us building upon our strength in R&D functions." **LUKE DAVIS**, TCSJH.

place at Aspers Stratford City, the UK's largest supercasino, which now also features a Supernova pit. The Hippodrome has installed Supernova across three blackjack tables while Aspers has launched a four table blackjack system at the casino. Both casinos have seen the value Supernova can bring to the gaming floor as the system drives increased revenues by adding higher levels of player excitement and loyalty to all live table games including roulette. Its multi-level event-based and mystery prizes can be employed on games that don't normally run progressive jackpots.

Supernova delivers floor wide progressive and game bonusing on all live table games. The system drives increased revenues by adding higher levels of player excitement and loyalty to all live table games including roulette. Casinos benefit from unique animated bet sensors and multiple level progressive pools, including event based and mystery prizes that increase player appeal and participation.

multi-site infrastructure designed to bridge both traditional and e-gaming spaces. It's a very exciting prospect."

The new product roadmap also incorporates TCSJohnHuxley's traditional products. The product development team is working closely with each region to deliver product enhancements to products such as Chipper Champ, roulette wheels and winning number displays, based upon customer and market requirements. It's a continually evolving cycle that the



## MAKING THE RIGHT CALL

**IGT** sought to add value to its partners' gaming floors with a storming presentation at ICE

When IGT acquired Progressive Gaming four years ago, the company inherited PGI's CasinoLink customers, operators using the casino management system originally designed by EndX. As IGT's Matt Hui described at the ICE Totally Gaming show, the system IGT is demonstrating to customers in 2013 is the result of years of investment in this original system, which enables operators to increase revenue on their floor with compelling rich bonuses that work on the CasinoLink platform. There's no redundancy here. "Our aim is to develop a compelling experience for the player and improve revenues and efficiencies for the operator," stated Mr. Hui at ICE. "We are offering options that can be completely customisable from player to player, offering different services and value propositions to players based on their level of spend, which gives them a unique and compelling experience."

Speaking to IGT's Sabby Gill at the ICE show, he explained that the seamless integration of key features has become the focus of the company's systems development, with IGT building on the base CasinoLink product modules that offer incredible functionality for the operator and player. "Working with CasinoLink customers such as Holland Casino, who have a very clear vision of what they want, helps us to develop key features in the right direction," stated Mr. Gill. "Operators made a major investment in these systems and want to see continued investment to remain at the forefront of the technology. They see the convergence of online markets, interactive and land-based and want a product that can bring all these elements together. At the same time we have to ensure that the product we develop isn't too customised. We have developed a roadmap with Holland Casinos for example, but the functionality and features must be applicable for all our customers."

Systems are such a core, essentially part of a casino's operation that changes and updates must be robustly managed and typically should add practical advances to the functionality of such an important and integral element of today's casino operations. "Anyone can run out an EGM, but a casino management system is a whole different ball-game," stated Mr. Gill. "System sales rarely present themselves,

IGT's **DIRK GEERE** pictured at the ICE with the new Tully's Treasure Hunt.

"IGT has the luxury of the best game content library in the business. If an operator buys a cabinet with a particular set of games, they know that we have a library of additional themes; content that we can make available within the life-cycle of operation, without having to reinvest, redesign or redeploy equipment on the floor. We offer new games, new conversions to extend the game life cycle of the cabinet, appealing to different demographics to enable operators to continually optimise their floor. In that sense, ROI and TCO are the key focuses for us at an exhibition such as ICE - not machine sales."

**SABBY GILL**, Regional Vice President, South Latin America & Caribbean, Europe, Middle East & Africa (EMEA), IGT.



but with the wide installed base of CasinoLink we have a strong customer platform with which to invest in the product and develop upon the core a series of functionalities that build upon our partnerships with operators. Advances such as the GameScreen, which keeps attention focused on the main screen and delivers App-based additional bonusing, beverage on demand functionality etc. These are the must-have functions that we're building into CasinoLink and that our partners want as part of our 'value sell.' We are partnering with our customers to deliver real value on their floor. Exhibitions such as ICE used to be about price, about discounts and about the transaction, but when you're in that role you're not part of the trusted advisor relationship."

Mr. Gill is very clear that IGT should bring real value to its customers and work with them in partnership, as opposed to viewing singular buyer/seller transactions. "If you look at a show such as ICE, everyone has some sort of promotion, show discounts, as many people procure products directly at the exhibition," outlined Mr. Gill. "Our view, overall, is that you can't look at exhibitions as your primary promotional activity in the year. The position we are investing our time and energies into creating is that of trusted advisor, which means that we

have our sales executives taking a different tack. We ask what is it that a customer wants to see? We make a decision based on their 'bread and butter,' their revenue gearing product. Which is to say that we're not looking at cost, but how much value are you buying? Everything we do is focused on the value of our product."

To achieve its value orientated proposition, IGT looks at two main operator incentives, which boils down to two acronyms, ROI (Return On Investment) and TCO (Total Cost of Ownership). "We look at exactly what our customers get from our content, as they buy that product and place it on their floor," stated Mr. Gill. "How quickly do they realise a return on that product and once they've bought that product, how do you continue to upgrade and offer new games without necessarily buying a new machine? IGT has the luxury of the best game content library in the business. If an operator buys a cabinet with a particular set of games, they know that we have a library of additional themes; content that we can make available within the life-cycle of operation, without having to reinvest, redesign or redeploy equipment on the floor. We offer new games, new conversions to extend the game life cycle of the cabinet, appealing to different demographics to enable operators to continually optimise their floor. In that





sense, ROI and TCO are the key focuses for us at an exhibition such as ICE - not machine sales."

While the stand at ICE featured a huge range of diverse systems, interactive and online content, most of the customer focus for IGT remains squarely fixed on the traditional casino operations sector - machines and game content - and making sure that from a floor perspective IGT's customer have the latest and greatest games. "70-80 per cent of our visitors at ICE traditionally come to look at what's the 'latest and greatest.' At the same time we are using this focus to open a window of opportunity for systems - seeking to establish a development road-map, explaining the features and functions that make CasinoLink such vital tool in the operators' armoury. In this sense, TCO is even more important in the system environment."

Every casino operator is at the stage where they know they need to offer an online solution, if they're not already doing so. The conversations that IGT is having with land-based customers centres on the need to convert player recognition of IGT content on the casino floor, into channels that can reach as many people as possible.

"Most of the discussions we are having

**DIRK GEERE** showed an enormously varied range of new titles and concepts at the ICE show in February covering every market sector and international niche. The creation of unique multi-progressives from which operators can choose any core base game was a coup for IGT as most progressives rely on a specific set of compatible base games. IGT has widened its See Cash/Pyramid of the Sun progressive library to include every current base game, giving operators a massive library from which to choose.

FC Cash Cup is perfectly timed for next year's World Cup in Brazil, with IGT awarding customers at ICE with tickets to the Championship. Games with particular international focus, Candy Bars and Hot Roll are high volatility games for the 'serious player,' with Phantom of the Opera destined for European and African audiences having been

based on the maths model of IGT's mega-brand hit, CSI. Also for international markets, but more obviously focused at Asia, Happy Snake is built on proven maths and themed to coincide with the Chinese zodiac's Year of the Snake in 2013. Silk Seduction and Treasures of Choy are also new titles aimed at the Asian marketplace, featuring dynamic progressive and strong game maths as new additions to IGT's core portfolio. Huevo Cartoon is a title very obviously aimed at the Latin American market, while Sumatran Storm is an IGT Australia designed game alongside Miss White and Black Orchid. Splitting Hares is especially arresting too, a unique game in which the player can switch between 2D and 3D symbols, depending on preference. Finally, Dogs, a game based on the classic IGT Wolf Run is expected to perform especially strongly in 2013.



centre on our domination of floor share in a large number of operators. Our vision is to get that content out to as many individuals as possible," stated Mr. Gill. "Whether that's in the social environment with Double Down, through mobile or online channels, we are seeing more and more people looking to play our content, but it boils down to the ability to deploy. You don't see many conversions of a full blown online offering, which is the real advantage of Double Down. You can very easily and in a short space of time convert IGT content and through our online casino offering, make that content available on your own site by linking to Double Down.

"We've seen a lot of interest in the short-term interested in how operators can speed to market, deploying an online solution that will link to player loyalty, player ID, cash transferred online, etc. It's the convergence story that IGT has positioning itself within, spending US\$220m in R&D, strategy to provide any gaming experience across any platform; online, social and land-based," continued Mr. Gill. "We are looking to develop a deep relationship, offering best-of-breed solutions, interfacing land-based, social and online."

As casino operators put their trust in IGT, in its systems, content and ability to provide its game library across all

"People are taking note of IGT not just in our core business, slots, but in the investments we have made into new channels. Fundamentally we are a technology provider in software and hardware and we have established great relationships with our customers. We have the best content and we have the means to deliver that content to the widest possible audience, but ultimately it is our relationship with our customers that we are looking to leverage to provide them with the best possible experience for their players."

**SABBY GILL, IGT.**

channels, the partnership that IGT is building with operators will pay dividends in creating technology bridges between land-based, interactive and online. When IGT moved into the social space with the purchase of Double Down, Mr. Gill admits that people who had previously dismissed IGT as a contender in that space suddenly took notice. "Operators are looking at us in a different light," stated Mr. Gill. "People are taking note of IGT not just in our core business, slots, but in the investments we have made into new channels. Fundamentally we are a technology provider in software and hardware and we have established great relationships with our customers. We have the best content and we have the means to deliver that content to the widest possible audience, but ultimately it is our relationship with our customers that we are looking to leverage to provide them with the best possible experience for their players."

"I would say that in the last year we have seen a dramatic change from operators," commented Mr. Gill. "We have built really strong relationships, becoming the trusted advisor when it comes to products and systems. I don't think that the market has increased significantly since the downturn, but operators have increased their overall spending with us. They are still being prudent and looking to sweat all their assets, but that's where we have really benefited. When an operator wants to upscale a couple of their games, convert some of their content to new games, we are there help provide exactly what they need. We don't see the market expanding or increasing in terms of spend, but we are getting a lot more of the share of the spend. If you want a library of really good content, who you gonna call? It's a journey and we're still no where near the end, but we are shifting from the transactional relationship to once of established, long-term account management and even in a downturn market, it's an approach that is really paying dividends," said Mr. Gill.

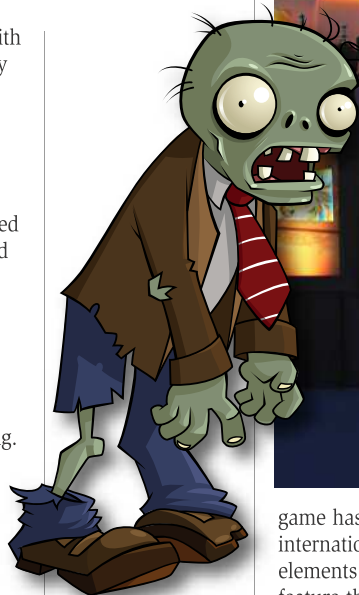
### GENERATION 'Z'

**SPIELO International** introduced visitors to the ICE show to its inspired range of PopCap games, bringing 'casual' into the play-for-real arena

As a hundred conferences in 2013 fill with delegates all desperate to learn how they can connect with the next generation of players through social media and social gaming, consider first gaming's greatest asset: its games and the ability of those games to engage with players. The SPIELO International stand at ICE focused on the thrill of playing games, richly and intensely themed with titles that surprised, delighted, and amazed. The launch of its PopCap games range in Europe, *Plants vs. Zombies*, *Zuma*, and *Bejeweled*, tap directly into the casual gaming space without lectures and hypothesising about the future of gaming. These are multi-million selling games (PopCap's games have been downloaded over 1.5 billion times by consumers worldwide, and its flagship franchise, *Bejeweled*, has sold more than 50 million units) and they're the kind of IP that converts so perfectly to play-for-money gaming (think *Monopoly* or *Wheel of Fortune*, the format of the IP is a game, with existing hooks and original player mechanics).

The casual versions of these games are beloved by billions of people worldwide, and appeal to both men and women. SPIELO International has worked closely with PopCap to stay true to the spirit of their brands and create fun and engaging new slot gaming experiences. Visually striking, SPIELO International's PopCap library of games utilises the MaxVusion cabinet design with a new 32ins. portrait high-definition LCD top screen. It offers customised, dynamic content and vibrant game screen features, along with highly visible, theme-specific packaging and a full-colour digital button deck.

The *Plants vs. Zombies* licence has been utilised in two individual games, *Plants vs. Zombies Gargantuar* and *Plants vs. Zombies Backyard Showdown*. SPIELO International has incorporated popular and easily recognisable elements from the casual game, such as unique behaviours of the various plants and zombies, into two spinning reel slot games. Fans of the casual game will recognise familiar sound effects and music, while slot players only just getting acquainted with the slot versions will quickly understand why this



The *Plants vs. Zombies* licence has been utilised in two individual games, *Plants vs. Zombies Gargantuar* and *Plants vs. Zombies Backyard Showdown*. SPIELO has incorporated popular and easily recognisable elements from the casual game, such as unique behaviours of the various plants and zombies, into two spinning reel slot games.



game has become such an enormous international hit. Incorporating even more elements from the game, both titles feature the *Graveyard Bonus*, where players pick gravestones, collect suns, and accrue credits in an attempt to win one of three progressives before the zombies invade their house and eat their 'brainz.'

The second game from the PopCap stable is *Bejeweled*, which again incorporates distinctive game mechanics from the casual game, starting with an 8x8 cascading matrix and innovative bet boosters that allow players to buy one to three win-enhancing boosts. Mirroring the casual gameplay features, bonuses and bonus pots are earned through special gems that appear via cascades, and a bonus pot is tied to each of the seven unique gems. The game is instantly recognisable to fans of the casual game, while its simple to understand play mechanics and vibrant graphics will also equally appeal to players completely new to the game.

The final PopCap favourite, *Zuma*, has players fighting evil tiki bosses while having 'ball-blasting' fun. SPIELO International has turned *Zuma* into a slot version of the casual game with some extraordinary features. Taken directly from the source, an innovative, industry-first moving ball track surrounds the reel set. The track is a win-triggering element that increments the three-level guaranteed-to-hit pots, or triggers five unique, colourful power frogs that place

wilds on the main game base screen.

Another literally massive new product on the stand at ICE was *MEGA KONG*, the new multi-level progressive link and follow-up to SPIELO International's 'Mega' successful *KING KONG CASH*. This brand-new four-level progressive link offers the action of two bonus rounds: the *Mystery Kong Bonus* and the *Mega Kong Bonus*. For both bonus types, the hit frequency is almost independent of the actual bet. However, the chances of entering one of the bonuses improves with an increasing bet in the base game. *Mega Kong* has been designed with regular players in mind, who can appreciate the chance of hitting a jackpot on a more frequent basis, and the new *Mega Kong* can be linked to existing *King Kong Cash* to extend the link.

The final major announcement on the SPIELO International stand was the launch of two completely new suites of diversity™ multi-games packages. Debuted for the first time anywhere during the ICE show, *diversity Best of Vol. 1* featured the most successful titles from all nine diversity suites. In response to customers' requests, the new *diversity Legendary Classics* featured titles with a low line count. At the show SPIELO International also announced *diversity Link*, featuring brand-new link functionality for its multigame solution. It is aimed in particular at smaller sized venues that can utilise the system to offer progressive gaming to their players at no extra cost.





## GAMING IN THE ROUND

**Gaming Laboratories International** continues its expansion programme in 2013

The roundtable events hosted by Gaming Laboratories International around the world are special meeting places that allow regulators to discuss with industry experts the issues that have affected markets in the past, are confronting regulators in the present and are looming on the near-horizon. Speaking to GLI's James Maida at the ICE show in London, he explained that the debate in 2013 is likely to shift increasingly to focus upon the big issues surrounding Cloud-based platforms and Remote Servers.

"As land-based casinos are looking to send their data to a secure Cloud-based server, we're looking at the regulatory issues that affect operators who are benefiting from reduced data costs, but are no longer holding their information on-site," explained Mr. Maida. "Similar discussions are taking place in regards to Remote Servers. If you look at Video Lottery Terminals, for example, which receive their outcomes from a central

server that's sending that information to multiple sites, both operators and regulators are asking if this is allowed? They both want to know where they should be siting their servers to meet legislation that was never designed to cope with these scenarios. Can a system platform, for example, receive updates via the Cloud to maintain and upgrade itself? These issues are being debated and discussed state-by-state and country-by-country right now."

GLI's acquisition of Technical Systems Testing (TST) in 2010 propelled the company into a leadership position in the online sector. In a sector in which content is king, distributing content to new platforms should be a seamless experience, and it's GLI's view that rather than new submissions being necessary for every new platform, a new test shouldn't be necessary for each new channel. "New games can be delivered through a variety of channels," outlined Mr. Maida. "We test if that content is different on the different platforms, but if there's no change to the maths then developers should be able to port that game to a whole host of different platforms."

(Pictured) Gaming Laboratories International's **PAUL MAGNO** and **JAMES MAIDA**.

"Our testing volume as a result of our hiring strategy is up 40 per cent and average turnaround time is down 30 per cent, and that's starting from an industry leading position to begin with."  
**JAMES MAIDA, GLI.**

### IN A DIFFERENT LEAGUE

Having published the G3 'Careers in Gaming' feature last month, there's a great deal of rhetoric about hiring the right staff, but there are relatively few companies actually hiring right now in the gaming sector - GLI is categorically one them. "We recognise the need to support our customers with world-class service," stated Mr. Maida. "To achieve that you have to be ahead of the game as regards hiring people. During this period of financial uncertainty GLI has hired 140 additional staff in the last 18 months alone. This expansion has allowed us to provide world-class services to every regulator in every country on the globe. The people we have hired has radically improved our turnaround times. We are currently hiring 50 engineers allowing us this year to add 250 at GLI, with the long-term plan to offer an unparalleled customer-facing service team. Our aim is to get products approved and walk through walls to get this done. We are testing 20 hours per day, 7am to 3am to achieve our goal. Hiring people is the lifeblood of our company."

GLI recognises that every regulator has a different policy, a different requirement,

**"OUR AIM IS TO GET PRODUCTS APPROVED AND WALK THROUGH WALLS TO GET THIS DONE. WE ARE TESTING 20 HOURS PER DAY, 7AM TO 3AM TO ACHIEVE OUR GOAL."**

and to that end the company provides individual customer solutions with one-on-one customer relationships at the centre of everything that GLI does. "You have to look at your business from the customers' perspective," stated Mr. Maida. "Regulators want accuracy, while OEMs want speed. The only way to become more efficient is to add more bandwidth. Our testing volume as a result of our hiring strategy is up 40 per cent and average turnaround time is down 30 per cent, and that's starting from an industry leading position to begin with. At the same time we are also able to spend more time working with clients. The goal of GLI is to be a company that is here over the next 100 years. We are working on the legacy of the company in the here and now."

### STAR RISING AT THE ICE

**SHFL entertainment demonstrated its diverse gaming strengths at ICE with key product launches and defined online gaming strategy**

SHFL entertainment has always been a multi-faceted business, with a portfolio spanning multiple market sectors, from live gaming equipment, slots, multi-players and proprietary games. However, at the ICE show in February, the depth of each individual element within the company was more clearly defined than ever with strength across its slots products, the launch of a new 'game-changing' ChipStar chipper, a purpose-built online B2B gaming platform, plus a new range of proprietary tables games and a stunning multi-player line-up.

Speaking at ICE to SHFL entertainment's CSO, Louis Castle, he explained the current position of the company in regards to its recent licence acquisitions and product development. "Two years ago we formed our online strategy that would create an online delivery system, serving content through our platform to enable us to control the product and ultimately who it's presented to," explained Mr. Castle. "We have since been licensed in Gibraltar with a full gaming supply licence; in Alderney with a Class II restricted licence and received certification from GLI for controlled territories in Europe. We are expecting approval in Italy soon and then will be rolling out 12 games in both Italy and Spain over the next couple of months. We are expanding our content delivery system, starting with aggregators such as Amaya Gaming to achieve the widest distribution possible."

As an online provider, SHFL entertainment describes itself as 'religiously B2B'. The company is solely serving companies that supply its games to the public. "We don't do B2C," underlined Mr. Castle. "However, anyone that wants to offer our games directly to a player can use our platform, while we remain agnostic. Our content is proven slot and table IP, in either Flash or HTML5, for the B2B social and money gambling sites located in legalised gaming territories."

At the ICE show in February, SHFL entertainment were weeks away from a series of go-live announcements that were



**LOUIS CASTLE, CSO**  
SHFL entertainment.

"Our content is proven slot and table IP, in either Flash or HTML5, for the B2B social and money gambling sites located in legalised gaming territories."

SHFL featured its suite of speciality table games available for online play, which includes Three Card Poker, Ultimate Texas Hold'em, Casino War, Fortune Pai Gow Poker, Mississippi Stud, Let It Ride, Four Card Poker, Crazy 4 Poker, Raise It Up, Six Card Poker and blackjack with Bet the Set, Royal Match, and King's Bounty side bets. Using thin-client, elastic cloud technology, SHFL's state-of-the-art online platform and its iGaming products are designed to fit seamlessly into a variety of online operations.

tantalisingly still pending. Asked about the saturation of the online market in Europe, Mr. Castle was bullish that SHFL entertainment's content presented a unique opportunity as the company's table IP is in demand the world over. "The games we have to offer have proven they can double and even triple table gaming revenues," said Mr. Castle. "Our casino partners know that these games can earn them more money and that their players will have more fun. They also know that we'll protect those games too - you won't play these games unless they're from SHFL entertainment."

IP protection is at the heart of the SHFL entertainment online platform. As Mr. Castle spells out, before countries such as France and Italy switched to highly regulated and restricted market controls for online gaming, the company had no ambition to enter the sector. "The changes in Europe have been good for us," confirmed Mr. Castle. "We saw an opportunity to invest in our content delivery system in a protected environment that enabled us to develop a platform for real-money, social and mobile gaming. Right now there's no other company in this industry covering all those sectors with this level of content. Developing a social game with the right hooks and drivers is one thing, but making that game secure and attractive to real-money players is something else - that's where elastic scale really matters. We can scale our architecture to meet the needs of the sector. We see social and mobile as a way to monetise the customer."

SHFL entertainment's goal is to convert mobile/social players to real money play, which is part of the difficult balancing act that marries together both cost of acquisition and retention of the player. SHFL entertainment's plan is to use social media for what it does best, exposing its games to millions of people and to the opportunities of real-money gaming. "It's a bad idea to spend thousands acquiring players who will go to your site to play for pennies," stated Mr. Castle. "We want to reach into the social space and find the qualified gambler. It's the opposite view in terms of what many gaming companies are looking to achieve with social media right now, but as far as we are concerned, a casino offering with only virtual



currency is not a social offering. For social games to work you need a huge team monitoring and cultivating a live ecosystem. There are a lot of companies in the gaming space thinking they can put something together like this, but it simply won't scale. If people want to be serious about social then they'll need to employ hundreds of people to manage those environments, otherwise it's just not going to happen," concluded Mr. Castle.





### A STAR IS BORN

SHFL entertainment unveiled its ChipStar shuffling machine for the first time at the ICE show. Having shown a number of different models over the years, the company's aim has always been to reduce noise, lower maintenance and increase safety for those using chipper machines. "We have been striving to create a chipper that could keep the efficiency in high chip volumes, which would prevent dealers from hurting themselves while

using the chipper and, by reducing the number of wearing parts, lower the cost of maintenance too," explained SHFL entertainment's Georg Fekete. "Our initial idea was to replace the chipping machine chain with a hopper disc - a big one - that would convey the chips and compartmentalise them using a pre-separator that could handle 7-800 chips as per a normal round."

Utilising the hopper wheel avoids jams

(Pictured left)  
**GEORG FEKETE**,  
Product Director,  
SHFL entertainment  
Asia demonstrates  
the functionality of  
the new ChipStar at  
ICE Totally Gaming.

Having debuted at the Australasian Gaming Expo in August 2012 and given its strong reception at G2E 2012, The Flintstones slot machine from SHFL entertainment was prominently displayed at ICE. This three-level, low-denomination standalone progressive features a suite of exciting base games and attractive jackpot prizes along with the exciting 'mini-reel' feature trigger.

SHFL's slots lineup also featured: 88 Fortunes, 5 Treasures, Tiger Power, Chomp, Cape Fortune, and Oink. All of the titles offer unique features like new mathematical models, new jackpot triggers, and new themes.

SHFL introduced its first game for the social casino, Mississippi Stud, at ICE. SHFL's social casino games are designed to enhance an operator's free-to-play ecosystem by promoting synergies between the land-based and online environments, such as encouraging new user sign-ups and integrating casino rewards points.

## Review

### SHFL ENTERTAINMENT

that can be caused by a chain, while the pre-separator catches all the chips and gently separates and dispenses them into the main unit without creating empty spaces that could reduce efficiency. The volume of chips going into the hopper wheel is always under control as software manages the speed of the separator according to how many chips have previously left the chipper and passed into play. The pre-separator simply expects the same volume to return and adjusts its speed accordingly.

"Every chipping machine on the market claims it can process 500 chips per minute," states Mr. Fekete. "However, this is a theoretical value only. In high chip volumes these machines cannot pick up the number of chips necessary to process that figure. They simply cannot use all the capacity they have due to inefficiency. The ChipStar, in comparison, comes closest to the 500 chips per minute figure, because 'we do it better.' At the same time, by doing away with the chain,

**"EVERY CHIPPING MACHINE ON THE MARKET CLAIMS IT CAN PROCESS 500 CHIPS PER MINUTE. HOWEVER, THIS IS A THEORETICAL VALUE ONLY."**

which runs underneath other machines, the dealer is not exposed to moving parts. There isn't a single dealer that doesn't know what that the chain feels like on their fingertips!"

However, while operators appreciate the efficiencies and dealers enjoy the safety improvements, an issue SHFL entertainment faced with using a hopper wheel instead of a chain was unrelated to function, but was all about form. "We found that dealers were reluctant to use a machine that was unfamiliar in form, and was curved rather than flat sided," said Mr. Fekete. "The solution we've used in the ChipStar is a simple one, replacing the hopper disc with a rubber belt, in which we've sited modules connected to a tooth belt. It's an incredibly low maintenance solution that maintains the footprint of a regular chipper, while raising the efficiency and safety. We are constantly developing and redeveloping every product that we create, always striving to be better and the ChipStar is evident of this process in action."



### APEX gaming's signature innovations were displayed at ICE, including the new iDROP

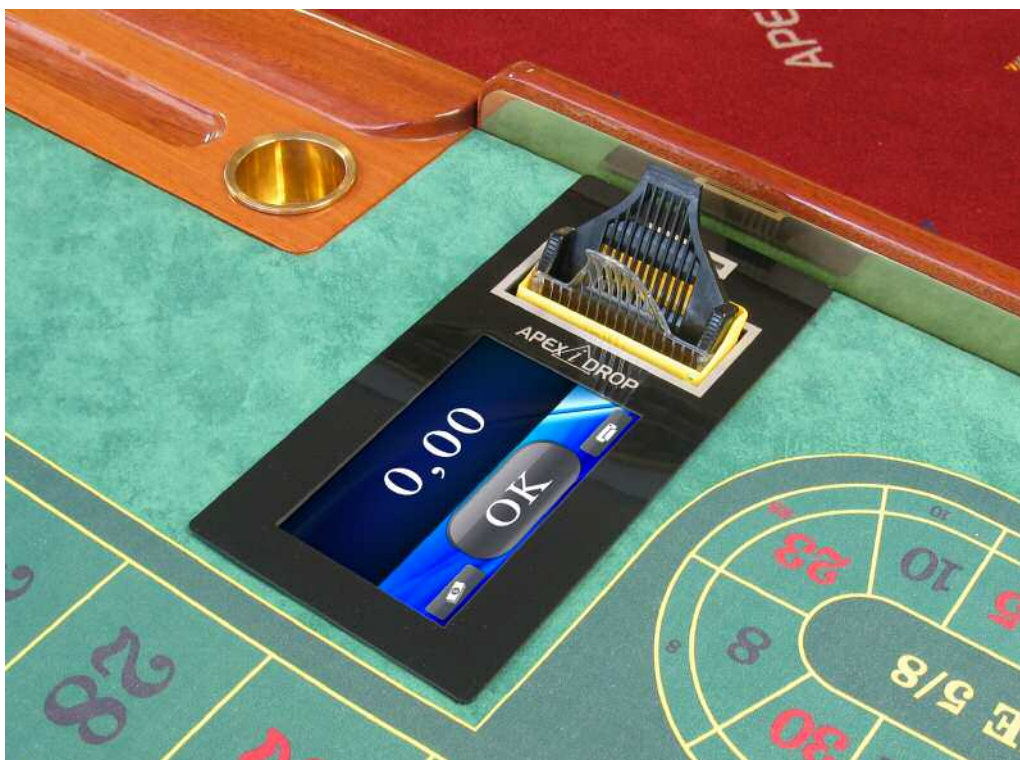
Gaming innovations came thick and fast on the APEX gaming stand at ICE. Alongside APEX's top-of-the-line Pinnacle gaming machines, brand new solutions were premiered that showed the breadth and diversity of the Austrian manufacturer's quality product range. With a strong operating base, APEX gaming understands the challenges operators face on a day-to-day basis. It is this expertise that allows APEX to develop solutions focused on solving problems and increasing efficiencies that also ensure they enthuse players.

The Pinnacle gaming machines – both the upright Pinnacle and slant top Pinnacle SL – are proven in the marketplace. Visually striking, the inner workings are the stuff to make technicians' hearts sing. The patented cooling system keeps components that often have to run 24/7 at an optimal temperature. Furthermore, impure air and tobacco smoke deposits are also quickly expelled. These systems allow APEX gaming machines to offer continuous operation.

The games packages for operators to choose from continues to grow and at ICE APEX introduced the Multi Magic VI, a new suite of intuitive, very simple to understand games introduced to complement the feature rich games for which APEX is renowned. One such example is Four Towers – where the gaming entertainment revolves around a single spinning reel, while 3D games were on display on the EVO platform.

The third generation of the Quikker was shown at the ICE show in London, with this third iteration aimed at the Asian marketplace. Quikker can be operated as a live game, semi-live or fully automated. "You can change the options depending on your dealer shifts, switching between live, semi-live and automated as is needed," explained APEX's Nenad Savic at ICE. "This latest version of Quikker also features a slightly higher resolution screen and comes with an international display option, which simplifies the information on-screen enabling Asian players to find the most important info as quickly as possible. We can support up to 60 terminals running from a single table and with Quikker's unique combination of black jack and roulette, players can win big prizes playing this game."

Keeping pace with the popularity of card games around the world, demand for automatic card shuffling machines is also growing strongly. APEX has invested its



**JOHANNES WEISSENGRUBER,** founder and CEO of APEX gaming pictured with the iDrop at ICE.

The new Apex App - Slot Challenge - is a remote server-based game, allowing operators to stage tournaments. Players can buy credits to win additional credits or prizes and rank on the leaderboard. Available from the Apple iStore and later this year from Android, the current APEX App has been downloaded 300,000 times from the App Store. The most downloads have come from the US, Germany and Australia, with Russia in a close fourth place. Players buy credits, buying into the tournament for a \$1. Operators set the start and end date.

## TOP OF THE DROPS



energies into creating a solution by popular demand. The Shuffle King II is an automatic card shuffler that shuffles a full deck of cards in 30 seconds. If a further deck of cards is used, then the waiting time is reduced to zero. Fast card games require quick shuffling machines and the Shuffle King II is truly the king in its own right in this segment.

A further important function focused upon by APEX is the support of table games croupiers. The secure handling of money and acceptance of tickets at the table has been a point of inefficiency within the industry. Not any more. The iDROP enables croupiers/dealers to place banknotes in a bulk note feeder (up to 30

at a time) for each then to be automatically and individually entered into the banknote reader. Each note is secured and validated and the information immediately accessible. The iDROP links with all SAS systems. The ticket printer allows players to have complete flexibility. Should they wish to play with a part of the ticket value – no problem. The remaining value is then paid out as a ticket. Security, speed, flexibility and accountability are just some of the benefits for operators. The iDROP brings ticket-in, ticket-out to table games and can motivate player transgression between slot machines and table games.

Finally, the Magic Mobile application from APEX now has further exciting new features. This app for IOS will from March 2013 onwards be linked to tournaments. Player buy-ins can further increase wins, while the very useful 'Find APEX' feature remains with the ability for players to find the nearest land-based APEX games, ensuring that APEX is bringing mobile and land-based gaming together.

Johannes Weissengruber, founder and CEO of APEX gaming, commented at ICE Totally Gaming: "Once again we have introduced a whole range of innovations. Our experience and fundamental knowledge on gaming operations puts us in very strong position. I am particularly pleased that our table game solutions – the iDROP and Shuffle King II – proved to be so popular at ICE."





## THROWING GAMING A PERFECT CURVE

Perfectly crafted new **Amatic** games, cabinets, multi-players and a dynamic mobile solution

This year's ICE was an opportunity for Amatic Industries to once again be present on a major stand in a central position in the exhibition hall. This year's ICE took place during the 20th anniversary of Amatic Industries – 20 years of innovation, made in Austria.

The three major pillars of Amatic Industries were on proud display – land-based multi-game, electronic roulettes and online/mobile multi-game.

### THE PERFORMER BECOMES THE OUTPERFORMER

The new Performer Grand Arc slant top was the highlight of the Amatic stand. This wonderfully designed slanttop cabinet is available in a two or three screen versions. In particular, the curved design stands out when three screens are implemented. Shaped like a half moon, it is a design that is unique in the international gaming industry. Visitors to the Amatic stand were amazed as to how such a design is possible. The 27ins. monitors in high definition further add to this unique experience.

The upright Performer – also in a design that breaks the mould – was also on display. This Performer houses two 22ins. monitors. A number of new quality games were premiered during the ICE, including Diamond Cats, Fruit Kaboom!, Mermaid's Gold, Royal Unicorn, Roman Legion and Train Robbery – the latter

being the new installment of the hugely popular Billy's Gang game. The Multi Games continue to draw international customers and the Amatic team registered increased demand and order taking for its Multi-Games packages.

### DOUBLE FUN AND DOUBLE CHANCES – GRAND JEU DOUBLE

The electronic roulette series from Amatic Industries combine elegance and a sleek design, functionality and durability, security and longevity. The original Grand Jeu electronic roulette is still a favourite. Today it is joined by the Double which continues to attract players in any location. Depending on local requirements, players can either choose to bet on one wheel or even two. The high definition graphics and four large screens above the wheel further add to a heightened player experience.

### GRAND JEU PRESTIGE

The single wheel, 8-player Grand Jeu Prestige is the electronic roulette that Amatic is best known for. Its reputation for drawing in players has made it a firm favourite in many countries, for example in Spain. Again, its excellent design, elegance, performance and longevity are all guarantors for optimal roulette entertainment.

### ONLINE GAMING – NOW READY FOR MOBILE

For more than two years the proven games of Amatic Industries can be played online at Grand X and Multi Win Casino. Amatic brought another highlight to ICE: Now the complete game portfolio of Amatic is available for mobile devices.



(Top left) **OLIVIA WEISSGERBER** and **REINHOLD BAUER** of Amatic Industries. (Top right) The Grand Jeu Double Roulette. (Above) The Amatic Performer Grand Arc.

"We had the opportunity to look back on twenty years of innovation. More importantly, we sent the signal to our customers for today's innovations."

**REINHOLD BAUER**, CEO, Amatic Industries.

The ever-popular multi-games are available everywhere at any time: land-based gaming machines, online and mobile.

Every licensed online operator can now use the game content of Amatic Industries by integrating them into their platform – in every possible form – so on gaming machines to online gaming right to the simplicity of offering Amatic games on mobile devices.

**“DESIGNING NEW GAMING MACHINES IS ALWAYS A CHALLENGE AND THE NEW PERFORMER CABINET OUTPERFORMED EVEN OUR EXPECTATIONS.”**

Reinhold Bauer, CEO, looked back on a very satisfying ICE, stating: “We had the opportunity to look back on 20 years of innovation. More importantly, we sent the signal to our customers for today's innovations. We have continually focused on bringing new, quality gaming experiences to the market. Designing new gaming machines is always a challenge and the new Performer cabinet outperformed even our expectations.”

### Suzo-Happ split its stand at ICE demarcating its manufacturing and distribution lines clearly

At this year's ICE, Suzo-Happ clearly demonstrated its focused, market-specific solutions. The stand was sectioned into the two defined sectors – exclusive manufacturing and exclusive distribution.

As the global gaming industry's largest component supplier, Suzo-Happ distributes industry household names. These were on clear display, such as ELO touchscreens, FutureLogic printers and MEI bill readers. An example of the dedication the Suzo-Happ places on these products was reflected in the fact that ELO products were only to be found on the Suzo-Happ stand at this year's ICE.

Suzo-Happ has very strong R&D teams and an extensive self-owned and self-run manufacturing base in China. In particular, the toppers and hoppers from Suzo-Happ are often clear market leaders. The Celebration Topper continued to be the topper of most focus. On the hopper side, Suzo-Happ presented a section of the stand especially for the Italian Comma 6a market. Here the new AES protocol has been implemented on the Flow Hopper – an extremely secure coin payout device available in a number of different bowl sizes. The AES T-Lock electronic locking system is an example of how well the experience and knowledge of the Suzo-Happ team has flowed into creating a solution to new market regulations. In future, Italian AWP's will only be able to be opened by registered, thus authorised personnel upon the approval of the Italian finance authorities. Naturally such authorisation must then take place online. The AES T-Lock electronic locking device from Suzo-Happ makes such complicated regulations reality. The lock can thus be released only upon such authorisation. Forward-thinking means that the T-Lock has two locks. In the case of the financial authorities having online problems, an employee could then physically go to the AWP in question and open it together with the local operator.

We are presenting a new way to communicate to our customers, having divided the show area into distributed products on one side of the booth and on the other those products Suzo-Happ manufactures for OEM customers. We build toppers, but apart from the basic unit, we also provide complete lighting assemblies, we do all the design work - manufacturing the wire-loom for example, and can create the entire kit supplied to the OEM as a single component. It's the first time we have shown this versatility to the industry. It's part of the help we can



## VITAL SUPPORT SERVICE

"The fact that we offer market and customer-specific solutions has placed us in a unique position in the market place. The ICE is an ideal location to inform the market of the benefits we offer. It was an upbeat, dynamic and we received many comments on the positive role Suzo-Happ plays in ensuring that the global gaming industry remains so innovative."  
**HARALD WAGEMAKER,**  
Suzo-Happ.

provide to OEMs as part of our R&D services. It's also the first time that we have shown the reel mechanics that we supply to Konami, Bally and WMS, the Suzo-Happ factory in China manufacturing and assembling sophisticated components for a range of manufacturers. We are a partner to the industry for sub-assemblies. The variety of parts that we can supply is vast. We have had a very positive response from customers to this presentation at ICE, whereby we are looking to inform our customers of our capabilities and deepen our relationship with them. Yes we are a distribution company, but we are also a major manufacturer too and to that end we have had great feedback to the products we have shown at ICE."

Global gaming continues to be more and more competitive and the product life cycle of gaming machines is then lowering. Thus, the demand for individual

and also exclusive solutions is rising. Suzo-Happ is playing a key role in this market segment. For the first time, Suzo-Happ placed focus on displaying such solutions. Suzo-Happ offers exclusive design and manufacturing – for example for toppers, reels, push buttons and displays. The industry's largest and most successful manufacturers are making use of this service – including Bally, IGT, Novomatic and WMS.

Harald Wagemaker, Sales Director EMEA at Suzo-Happ, looks back at an extremely successful ICE: "The fact that we offer market and customer-specific solutions has placed us in a unique position in the market place. The ICE is an ideal location to inform the market of such benefits we offer. It was an upbeat, dynamic and we received many comments on the positive role Suzo-Happ plays in ensuring that the global gaming industry remains so innovative."





**JOOST VAN EGERAAT** - Sales Director, DRGT.

## ALL THE RIGHT ANSWERS

Larger stand, more personnel, more solutions – **DRGT** underlined its strengths at ICE

The DRGT stand at the ICE show in London was dominated by glowing question marks, which posed the question to visitors: “where’s the server?” The DRGT answer is straightforward, there is no server as everything powered by DRGT’s systems is part of a serverless solution. This greatly simplifies the introduction of systems – reducing the cost dramatically and at the same time increasing security. As a result, DRGT is the fastest growing systems company in the casino industry and took the opportunity at ICE to underline its systems benefits to visitors. A much larger stand in a central position at the ICE show mirrored the growth in stature of DRGT within the gaming industry.

DRGT can connect all slots to their system – no matter the age or type. A full, readily understandable product and service range allows operators to choose the right modules they need and when – in the knowledge that DRGT is fully modular. No further software is required when expanding the system’s capabilities.

Within the past year, DRGT has grown from 8,000 to over 20,000 connected slots.

“It is our goal for customers to see systems in a brand new, positive light – providing a tool that brings endless benefits with a service to match from DRGT. That is why we highlighted our 24/7 service so much at the ICE.”

**JURGEN DE MUNCK** - CEO, DRGT (below).

The fact that DRGT is changing the way operators view systems is playing a major role. Now all operators can benefit from implementing DRGT systems – from the small arcade operator up to the large casino operator. The ‘dr’ prefix makes each product / service simple to recognise – for example, drAccounting, drPlayer Tracking, drJackpot, drCashless and drTicket.

drScreen was the real highlight on the stand. The video monitor of the gaming machine is made use of to portray all the account details. Players no longer need to squint at small additional screens. Manufacturers no longer need to include this small screen. A win-win for all sides. The game automatically moves to the upper screen when the player activates drScreen – thus game play can continue

even when the player is managing his or her account. This is added comfort for the player and of course increased play time. The screen and pay table return to their usual position once the player has exited drScreen. New features include tailor-made promotions to the individual player and drSpice – a way of demonstrating the volatility of the gaming machine (in three categories... right up to spicy).

The flexibility of DRGT systems was exemplified by the ability to accept multi currencies and automatically transfer the credit to the chosen preferred currency. This is particularly of interest for gaming machines on ferries between countries using different denominations and in countries where the local currency and the US dollar are both used. Players no longer need to change money into a single currency. This increases the chances of players making use of multi currencies – so can truly drive revenue.

The Casino Automatic Redemption Machine – drCarm – received its premiere at the ICE. This offers comprehensive bill and ticket conversion and furthermore acts as a bill breaker. The additional in-built security makes the drCarm a true compliment to DRGT systems in larger arcades/casinos. “These products have now had time to prove themselves. Many visitors commented on how well their DRGT systems are running. We pride ourselves on our secure, serverless systems that offer a whole range of marketing / advertising / promotional capabilities,” stated DRGT CEO, Jurgen De Munck at the ICE show.







## THE SIMPLICITY OF SYNCHRONICITY

Smart synchronised solutions characterised the Inspired Gaming Group stand at ICE

ICE Totally Gaming was the launchpad for Inspired Gaming Group's latest array of innovative products and gaming solutions. The exhibition stand featured both radical new departures and intuitive enhancements of Inspired's signature gaming brands, not least the launch of Sabre Synchro. Sabre Synchro allows players to play roulette variants, baccarat, and virtual horse-racing all on one gaming screen and at the same time - synchronously.

"Sabre Synchro enables players to alternate between four roulette wheels and 16 game content channels at the same time, utilising Sabre's panoramic 26-inch widescreen to switch back and forth between different games without the need to cash out and change machine or to go back to the menu screen to select a

different game," explained Inspired's CEO, Luke Alvarez at the ICE show. "Operators can utilise banks of Sabre Synchro terminals on their floor to create specific zones for roulette play and virtual sports zones, all focused on the needs of their customers at different times of the day. Up to four different games are at the player's fingertips at all times and can be enjoyed at the same time. This isn't just multiple content, this is synchronous play."

The launch of Inspired's SmartDeck is a significant advancement for its target market, the UK betting sector. The move towards touchscreen button decks has proliferated quickly in the casino sector, but innovation in the street/LBO industry has been much slower - until now. "One of the drawbacks of the new generation of touchscreen button decks is that you have to sacrifice the traditional 'dumb' physical buttons for an interactive multi-touch panel," stated Mr. Alvarez. "The Inspired SmartDeck fuses the two together. Using

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**LUKE ALVAREZ,**  
CEO, Inspired  
Gaming Group.

OpticV Buttons we have the power of a full multi-colour screen applied to a physical button combined with a central interactive touchscreen panel. It's a template that enables our game designers to let their imaginations run riot, while giving players the pleasure and sensory feedback of a 'real' button press."

Continuing the 'Smart' theme, Inspired also showed its SmartTabs at ICE. These Smart solutions add functionality to the SmartDeck, with players able to swipe-select tabs during gameplay without interrupting play. The SmartTabs are panels that can be swiped across the

**"OPERATORS CAN  
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AND VIRTUAL  
SPORTS ZONES."**





SmartDeck to reveal Apps such as Core F&B, an application that enables the player to order a drink directly from the terminal while in-game without interrupting play. Inspired expects to roll out the new functionality across its UK estate later in the year.

The big pre-show news from Inspired centred on the launch of BetBox, an integrated betting management system for any retail betting venue, casino or lottery sales point that enables bets to be placed over the counter on Inspired virtual sports and numbers games. "BetBox is a turnkey system aimed at independent bookmakers, lottery operators or casino operators who either don't have a betting management system (BMS) or have a current BMS that doesn't offer virtual bets," explained Mr. Alvarez. "BetBox is a low cost, fully configurable system that is scaleable over any number of venues and comes complete with trusted risk

management and reporting tools. It's a complete - out of the box - solution."

Inspired will evolve BetBox over the next 12 months to enable live sports betting and online sports betting in addition to the current virtual sports betting functionality. In addition to BetBox, Inspired also showed mobile gaming virtual sports Apps at ICE, which according to Mr. Alvarez have been performing incredibly well for Inspired and its customers in the UK.

One of the product enhancements making its debut at ICE was Core VIP rewards, the marketing and rewards Ecosystem for Inspired's Open SBG CORE platform. At ICE Inspired launched a more sophisticated tiered rewards solution with powerful backend campaign tools that enable operators to target small segments of customers during specified periods of time. "It's a very focused server-based

"Sabre Multi-Win Roulette is outperforming several established roulette products in the US right now, our newly-launched Blaze cabinet is performing well in Mexico and three new Comma 6a games are ready for the Italian market and on test with major concessionaires."

**LUKE ALVAREZ,**  
CEO, Inspired Gaming Group.

gaming feature, perfect for wide-area multi-venue operations," described Mr. Alvarez. "Our Fortune Code feature, for example, allows a reward code to be sent directly to the player via SMS or email, with the operator calculating the value of the prize to be redeemed at the terminal. It can be an anonymous reward, triggered by a prescheduled event, enabling operators to promote individual games, or it can be a prize redeemed by specific players that meet set criteria."

On the international stage Inspired is further developing its Virtual Sports solution in China, having previously been limited to a single canton, Inspired has permission to roll-out Virtual Sports at the national level. It's a huge development, but one that should prove to be swiftly managed thanks to the existing market penetration of Inspired's partner in China. The roll-out will also coincide with the launch of new sports in addition to the popular 'Lucky Racing' motor sports game for the market. Just as synchronicity was the theme of the Inspired stand at ICE, 2013 will also see Virtual Sports roll-out in the Italian market and further major advances will be announced in Latin America.

"Sabre Multi-Win Roulette is outperforming several established roulette products in the US right now, our newly-launched Blaze cabinet is performing well in Mexico and three new Comma 6a games are ready for the Italian market and on test with major concessionaires," outlined Mr. Alvarez of a busy 2013 for Inspired. "The spectrum of products that we have from sports, VLT, LBO, bet management, online and mobile is stronger than ever and it's our strategy to take this core product bundle into every market. Our growth has always been step-by-step, but in the last three years we have tripled our profits and I believe that by 2014 over half our revenue will be generated by international. These are exciting times for Inspired."



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News of the acquisition by Scientific Games was the talk of the ICE show, but **WMS Gaming** remained focused on games

WMS Gaming was beating its chest at this year's ICE Totally Gaming with its entry into a new slot sector; that of the multi-game machine. Specifically designed to target WMS' international players, the Game Chest Multi-Game series is powered by the CPU-NXT2 platform and is available on the Bluebird2, Bluebird2e and Bluebird xD cabinets.

Kristi Krasovetz, Senior International Marketing Communications Professional, said: "The multi-game series will be available in three unique game sets, each made up of six to eight themes featuring a mixture of proven WMS content. The first game set shown at ICE features six unique themes from the popular G + Deluxe and G + Deluxe 5x4 series, known for their volatility and free spins but we will soon be introducing our Innovative series to the multi-game platform. Our first install is already in the market. We're hoping for big things; a multi-game from WMS has been a long time in the making, but it is something that the market has asked for. It's been designed specifically with our international markets with multiple languages and currencies available."

WMS was also showing an entirely new cabinet design in the Gamefield xD. Dedicated to premium games, the Gamefield xD cabinet will be launched at ICE 2013 with three new games for WMS' popular Monopoly and The Wizard of Oz game series. The new Monopoly Prime Reel Estate slot game and The Wizard of Oz Haunted Forest and The Wizard of Oz Emerald City games will appear at ICE 2013 with spectacular high-definition graphics from dual 32-inch screens and the enhanced performance characteristics enabled by the robust capabilities of the CPU-NXT3 operating platform on the Gamefield xD cabinet. The Gamefield XD made up one of five dynamic cabinet configurations including the ever-popular Bluebird2e and Bluebird xD cabinets; the new, category-creating Gamefield xD cabinet for premium games; the all-new My Poker video poker dedicated gaming machines and the next-generation Blade cabinet.

Other new games on the CPU-NXT2 operating platform included Double Money Burst, Amazing Gems series, Awesome Reels and Colossal Reels. The Colossal Reels series quickly has become a high-performing product, utilising the



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**KRISTI KRASOVETZ**, WMS Gaming (Top).

"We think Willy Wonka and the Chocolate Factory will appeal to the same demographic as the Wizard of Oz series that is performing so well. Both will appeal to the same age group who were captivated by the films as young children."

**COLLEEN STANTON KAKAVETSIS**, WMS Gaming (Top Right).

## MOTIVATIONAL SPEAKERS

full widescreen capabilities of the Bluebird2 and Bluebird xD cabinets and power of the CPU-NXT2 platform, to feature two reel sets, traditional and oversized, that transfer wild symbols between reels. The series was expanded with six new themes and unique math models at this year's show.

In terms of new licences, Europe was treated to four; Spiderman, Kiss, Cheers and Willy Wonka and the Chocolate Factory. The slot ode to Willy Wonka will certainly move players of a certain age with its motion chair that comes alive to take players for a ride on the Chocolate River Boat. Even the game's Wonkavator feature, the free spin trigger used to determine which bonus round will be awarded, is motion enabled.

Colleen Stanton Kakavetsis, Director of Customer Communications and Interactive, explained: "We think Willy Wonka and the Chocolate Factory will appeal to the same demographic as the Wizard of Oz series that is performing so well. Both will appeal to the same age group who were captivated by the films as young children."

The Spiderman slot leverages the D-Box Technologies innovative synchronised

motion chair technology and the advanced sound and graphics powered by WMS' next-generation CPU-NXT3 operating platform to bring the thrills, excitement and sense of wonder of Marvel Entertainment's iconic superhero to casino slot floors. It is a dual-array game providing reel-spinning video action across two full 5x3 reel layouts with each spin, along with six random Spider-Sense features and exciting bonus rounds that include video and audio clips from the first three movies of the film franchise.

Kiss features the rock music made famous by one of the world's most recognised and successful bands. Cheers meanwhile is based upon the immensely popular, long-running TV sitcom show, featuring the lovable cast of characters including Norm and Cliff. Fans will love the bonus rounds like Cliff Clavin's Random Fact Bonus, where players select a card to be awarded credits and a quick clip of little known information from Cliff, or Norm's Pour You a Beer Mr. Peterson? Bonus.

Finally, the new My Poker video poker product was also making its London debut with its player-personalisation capabilities. Both the My Poker Multi-Game and My Poker Winning Streak Poker products enable players to







customise and play their favourite game, all with the added functionality and playability designed to enhance the gaming experience.

Sebastian Salat, President of International for WMS, said: "By combining player insights, detailed local market research and innovative technologies, our game developers have created compelling and imaginative gaming experiences that we expect will be met with a high level of player demand and thereby drive performance for our customers. We are confident that our ICE 2013 product line-up, which will feature over 60 new games, and the exciting new Game Chest Multi-Game series, will once again demonstrate WMS' ability to deliver must-have, near-term, high-performing games that will help to expand our international market share."

Orrin Edidin, President of WMS Industries and President and Chief Executive Officer of Williams Interactive, added: "The key to building player loyalty on the casino floor or online is to consistently offer great gaming entertainment experiences, and our proven content is an ideal solution to extend our customers' gaming entertainment beyond the casino's four walls. Our time-tested gaming content as well as our advanced services and solutions for interactive opportunities can help our international customers continue to connect with their customers no matter where these players choose to play."

## ZITRO 'TOP OF THE SHOP' AT ICE SHOW

Building on its impressive reputation in the bingo sector, Spain's **Global Zitro** showed its strength and depth at ICE

Spanish company Zitro had its own stand at ICE for the first time, cementing its growing reputation as an international manufacturer.

Already a world leader in bingo video slots, the company has been pushing into more gaming markets with a strong presence in Spain, Luxembourg, Italy, Colombia, Argentina, Andorra and Mexico.

Zitro's President Johnny Ortiz said: "We are making firm advances on the path towards internationalisation and at this new edition of ICE London we have exceeded expectations regarding the accolade of our product, which confirms we are on the right track."

Zitro's Executive Vice President of International James Boje added: "Our staging at ICE has positioned us within

"Our staging at ICE has positioned us within the top companies regarding global acknowledgement and reinforces our steps in accordance with the company's international expansion strategy." **JAMES BOJE**, Executive Vice President of International, Global Zitro.

the top companies regarding global acknowledgement and reinforces our steps in accordance with the company's international expansion strategy."

Zitro was showing its latest generation platforms: Bluewave and Blackwave. In

## A WORLD LEADER IN BINGO VIDEO SLOTS, THE COMPANY IS PUSHING INTO MORE GAMING MARKETS

terms of games the growing list included Reina del Bingo, Chavo del 8, La Catrina, Wild Rocks, Jerry en el País del Bingo, Disco Ball, BeeAlive, Elephantastic, Yaguar Bingo, Spin Bingo, HeyTiki, Rabbitmania, Power Black Bonus, Jerrystein, Tony the Lobster, Free Bingo, Stiffany's, Bingo Story, White Glove, and El Último Bingo en París.

The event also saw the unveiling of Iain London as International Sales Director. "His addition is a part of the company's strategic plan for international expansion," said Mr. Boje. "With Iain's experience in the global gaming sector, he will prove a great addition to Zitro's international team."



### THE TALK OF THE SHOW

Exhibitions are meant to delight and amaze their visitors, the **Interblock** stand at ICE Totally Gaming achieved both all on its own

Having intrigued the market at G2E Las Vegas with its Hologram Gaming Lounge, Interblock was at ICE Totally Gaming showing exactly what the system could achieve. Known as IBHGL (Interblock Hologram Gaming Lounge) the constantly packed theatre layout on the booth was treated to the system's full array of entertainment, promotional and pure gaming functions. As well as being capable of filling dead space in the casino with 'as live' entertainment and eye catching promotions, it shouldn't be forgotten that the system is linked up to Interblock's terminals to deliver a host of gaming results.

Built together in partnership with UK-based Musion Systems, the exclusive master global licensor of Musion Eyeliner, Interblock has the exclusive agreement for its gaming holographic projection technology, which creates the illusion of life-size, high definition, 3D moving images on stage. All of the images used on the system are three-dimensional, but projected as two-dimensional images into a 3D stage set. The crowd was certainly entertained with some conversations asking what could be achieved by resurrecting iconic lounge acts from years gone by.

Whilst that is a conversation for another show, Miha Miklavcic, Sales Director for Europe at Interblock did say: "The booth was unbelievable occupied at all times. Crowds of people were standing around the sitting area, seats in front of the theatre layout of Interblock Hologram Gaming Lounge were constantly occupied and this is only just a begging of the vision we set for the future."

Bojan Dreven, Regional Sales Manager at Interblock, added: "We were definitely the talk of the show. All the tremendous work has paid off and we are convinced that visitors experienced incredible presentations, which left them speechless. New technologies have been accepted with great enthusiasm and I believe Interblock has set a new path to many casino floors all over Europe."

"Interblock's illuminated G4D Wheel looks certain to be an attraction on any casino floor, and will definitely improve the drop on existing wheel games."  
**TINA FERKO,**  
Marketing Manager,  
Interblock.

Major milestone have been reached in Europe with over 100 terminals being installed in Belgium since 2010 with last year also seeing the first Organic Dice game roll into the Magic Dice Arcade in Grobbendonk City.

Interblock also gained market dominance in The Netherlands where it celebrated a staggering 500 installs with Merkur Casino in Almere claiming the 500th G3 Megastar Roulette. Holland Casino has remained an excellent customer with multi-player installs in Rotterdam and Zandvoort.



The current path isn't doing too badly. This year saw the fourth generation breed novelties such as the G4D Diamond range, the G4D Wheel with Big3Six game, the G4D Bubble 08 with Pop'n Poker game and the G4 Organic Bartop.

G4D Wheel with Big3Six game is an exciting new spin on an old classic. The game consists of three wheels which offering three times the fun and three times the action. The three wheels also act as reels for a Slot Machine themed Side Bet. Marketing Manager Tina Ferko commented: "Interblock's illuminated G4D Wheel looks certain to be an attraction on any casino floor, and will definitely improve the drop on existing wheel games."

Also turning eyes was G4D Bubble 08 with Pop'n Poker game, which features a domed casing with bouncing balls and patent pending technology that displays the results of the drawn balls on 52 LCD displays. Pop'n Poker is a proprietary game that combines the excitement of Keno and the LOTO and adds a Poker theme. Interblock's Bingo and Keno games can also be offered on the G4D Bubble.

Organic Roulette meanwhile now comes with an additional side bet called Touchdown Roulette. The Side Bet is themed around the popular game of American Football, and does not interfere with basic Roulette play. Players can

follow all the Football action with stunning animation and sound on a separate LCD display.

Away from the product launches, 2012 has been a phenomenal year for Interblock. The company clearly enjoyed being back in London, the location for one of its most spectacular installs of the last year at the immaculately crafted Hippodrome.

It designed and supplied a huge G4 Organic Island in the basement of the prestigious property, where it has installed its G4 Organic Live Card 06 along with two Stand Alone units of Dice and Roulette and four Single wall PIDs, connecting 51 play stations in a spectacular theatre layout.

Miss Ferko said: "It really is a beautiful casinos and a fantastic example of what Interblock can achieve." The installs have been flying out of the company's manufacturing plant in Slovenia in recent months. New markets were penetrated such as Chile thanks to an install of a ten station Organic Roulette football at Casino Marina del Sol and Georgia where Casino Europe took hold of a 40-player Organic Roulette. The Odyssey Gaming Lounge in Jamaica recently opened with an eight seater Organic Roulette. South Africa has proved a huge market with multi-player installs at Sun City, Sibaya, Black Rock and Safari Casino Club. Le Grand Casino in Tanzania.



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## BACK WITH A VENGEANCE

**Aruze Gaming** was back at the ICE Totally Gaming exhibition for the first time in five years with a renewed focus on the European market

Aruze Gaming was back at ICE for the first time in five years with a renewed focus on Europe and the aim of only bringing product to market if it was capable of blowing the market away.

The company has invested heavily in R&D over the last few years to develop slot innovations unique to the market such as its flashing, spinning and dancing Radiant Reels and the Reel Feel technology behind its Paradise Fishing game performing so well stateside.

Albert Yu, Operations and Sales Manager for Aruze said: "Our sales directive in Europe is very much focussed on France, Portugal, Germany and some of the Eastern European countries that we sold to before Aruze sold Universal and Sigma. Because of those prior relationships we have a very extensive knowledge of the players in those markets already. Our aim is to bring something different to the market, something niche that isn't yet available, something fun that players haven't seen yet in Europe. For example, our multiplayer G-Station game, Lucky Big Wheel, does excellently in Macau and America but isn't really seen in Europe yet. It brings a new look to the Big-6 casino game in a multi-station platform where the players spin the wheel to reveal the winning outcome. Then there's the Innovator stepper line with its radiant Reels, Rich Life with its competitive edge and Aladdin & The Lamp with new levels of interaction."

As a revolutionary spin on stepper technology, Radiant Reels is displayed with pride on Aruze's Innovator Stepper line. Designed with large reels dynamically illuminated by multi-

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**ALBERT YU,**  
Operations and Sales Manager for Aruze Gaming.



**"OUR SALES DIRECTIVE IN EUROPE IS VERY MUCH FOCUSED ON FRANCE, PORTUGAL, GERMANY AND EASTERN EUROPEAN COUNTRIES."**

coloured LED lights and variable spin speeds that build anticipation for winning combinations, Innovator games capture the player's attention and provide an engaging and energetic stepper experience. Among the new Innovator titles on display are the spectacularly packaged Cherry Chance series along with Gold and Crystal, which are extremely popular in Macau and America.

In Rich Life, Aruze was giving players the chance to not only sit next to each other but play against each other with a head-to-head competition called the Versus Event. A large game board is displayed on

a 60-inch LCD monitor where players can follow each other's progress as they move through the game. Rich Life allows players to select their own character to play with 70 per cent of the game taking place overhead.

Alibaba sits proudly in the Innovator Premium category where the innovation focuses on touch and interaction and builds on the game mechanics developed with Reel Feel. The game features top box technology known as Random Visual Layer, which uses physical devices to block part of the screen, in this instance the 'open sesame' cave shudders open and closed, vibrating as it reveals either treasure or some of the 40 thieves.

The Aladdin game features a 3D sculpted lamp in the top box. The player rubs the lamp to release several genies into the top screen. The genie flies down to the reels in the bottom box, making them spin into life, triggering the reel feature of the Innovative stepper making them dance one then the other at high speed to a back drop of flashing LED lights. The 240 full-colour LED lights and feature different illuminations and motions for various game play scenarios.





## ROUND THE CLOCK GAMING

**Konami Gaming** synchronised its casino gaming offer at the ICE Totally Gaming show

Konami Gaming was bringing Rock around the Clock to London in four varieties on its innovative Advantage 5 and Advantage Revolution cabinets. The stand-alone four-level progressive video slot takes players back into a classic 1950's era of rock 'n' roll.

Launched two years ago, the game has proved immensely popular throughout North American slot floors. Based on "Rock around the Clock" by Bill Haley and His Comets, a favourite tune in 1970s sitcom Happy Days, Konami is now bringing the iconic song to Europe.

The aim of the game is to reach Bonus Time and enter one of the features. Every spin lights a time slot on a large LED clock, once all the segments are lit, the progressive feature is triggered, offering up to four jackpots for each progressive feature triggered. Each jackpot is displayed as a record on a jukebox. Players spin the record needle and the record it points to pays out the corresponding jackpot prize. The game comes in several guises. The Party All



Night and Rock All Day versions are 5-reel 30-line, high volatility games with plenty of free games.

The Rhythm 'N' Riches and Shakes 'N' Spins versions are 3-reel 27-ways-to-win stepper games with a unique reel unit that pivots during bonus games, to display video- and wheel-based bonuses.

The company was also showing the evolution of its Konami Casino Management System (KCMS) in London for the first time. The result of significant product development efforts, Synkros enables new products and features to be

**THE FOCUS OF SYNKROS IS TO PROVIDE MARKETING TOOLS THAT OPERATORS CAN USE TO INCREASE REVENUES AND TIME ON DEVICE.**

displayed on such a scale that the system is evolving beyond the casino management system and into a fully integrated gaming enterprise management system, delivering floor-wide bonusing games, automated system-delivered tournaments, and a full library of animated bonus award games deliverable to specific players at the machine during regular game play. The focus of Synkros is to provide marketing tools that operators can use to increase revenues and time on device.

Housed in the all new Synk Box, it includes innovations such as Super Series floor-wide bonusing, Draw Poker Bonusing, True-Time Windowing, True-Time Tournaments, Konami Enterprise Intelligence (KEI) and BonuStream library of bonus game animations.

(Top) **ANNABELLE LEE**, Marketing Manager, Konami Gaming. (Above) **SCOTT RICHARDS**, Corporate Business Development Manager for Systems,



## JCM Global presented the next stage in the evolution of currency validation at ICE

The way the world spends money is evolving with gaming transactions being no different. The message from the ICE Totally Gaming stand of JCM Global was that evolution was in the currency validation manufacturer's DNA.

JCM is helping casinos everywhere evolve their gaming floors to be even more accurate and secure with three key products launched at ICE 2013; its Dynamic Network Applications, its Mobile Wager Wallet and the iV8 table game bill validator.

Operating wirelessly or hard-wired, Dynamic Network Applications (DNA) passively monitors the EGM 'SAS' line for critical housekeeping data, while securing two-way communication with all critical peripheral components.

Tom Nieman, Vice President of Global Marketing at JCM Global, said: "DNA is a validation port on steroids. The amount of extensive, real time reports it provides is unreal. It delivers firmware updates instantly, with no downtime, across the entire operation. The back end is a highly regulated information highway. It instantly verifies peripheral devices, updates software versions and enables the viewing of reports. DNA will continue to evolve with more applications. The bill validator is no longer just a bill validator."

The evolution continues to table games with the new iV8 table game bill validator, which gives operators Intelligent Validation at eight notes per second. The iV8 bill validator was developed specifically for the high-volume table game marketplace of Macau and Las Vegas. It has a compact, sleek, streamline design and has been proven to increase play time.

"This month we'll have three units out on trial in markets where the buy-in process on high volume tables can slow the game down. The denominating process in Baccarat can shut down play for minutes, which in those markets can cost fortunes. Buy-ins are inserted directly into an adjoining tray where every note is then validated and counted and the total value displayed for everyone to see and verify, the player, the dealer, pit management and overhead surveillance, all at an



## EVOLUTION IN ITS DNA

**"DNA IS A VALIDATION PORT ON STEROIDS. THE AMOUNT OF EXTENSIVE, REAL TIME REPORTS IT PROVIDES IS UNREAL."**

amazing speed of eight notes per second," described Mr. Nieman.

iV8 moves rejected or suspect notes into a separate tray during tabulation. This 'reject' tray is capable of handling up to 50 notes per buy-in. The entry tray has a capacity of 200 notes, enabling iV8 to process the largest of buy-ins. Because iV8 validates and counts each note, it helps to eliminate human errors and potential fraud in counterfeits, adding to the operation's bottom line.

"The real advantage with this validator though is in the number of extra games the casino can have each hour," Mr. Nieman added. "Instead of buy-ins stopping play for up to three minutes, the iV8 buy-in process takes mere seconds, allowing play to resume much more

quickly, and therefore adding the potential for a full hour's play."

In terms of evolution though, it is probably Mobile Wager Wallet, that remains the most futuristic, however this is also a product for the here and now. Mobile Wager Wallet is the world's first fully interactive mobile wager network that connects players, QuickJack redemption ATM kiosks and gaming devices. Developed in conjunction with Techfirm, Mobile Wager Wallet delivers mobile transaction capability across the entire casino operation, quickly, easily and securely. NRT, the leading provider of multifunctional redemption ATM kiosks, has integrated the Mobile Wager Wallet technology into their ATM. This integration allows casino customers to withdraw virtual funds from ATMs onto their phone and into their mobile wager wallet for use at electronic gaming machines, and potentially at retail, food and entertainment venues within a casino property.

Mobile e-money is commonplace in Japan, with millions of smartphones being NFC enabled. Outside of Japan, the technology is just starting to be accepted in all aspects of automated transactions. It is anticipated to grow quickly in North America (Google recently announced its launch of a Google Wallet).





## A REAL HIGH FLYER

**Merkur Gaming** displayed its 'Made in Germany' heritage at the ICE show in London

Gauselmann's Merkur Gaming was showing 120 gaming machines for the international market at this year's ICE, all stamped with the 'made in Germany' seal of approval.

Thomas Niehenke, COO of the Gauselmann Group, said: "Our stand was exceptionally well visited on all three exhibition days. That makes us proud and shows that our gaming machines, our company philosophy as well as our exhibition stand entirely meet the needs of our customers. It was not just our excellent product portfolio but also our

long-standing international experience that truly struck a chord with our business partners. Merkur Gaming stand out as a reliable partner due to its history of many years of success as well as a guarantor for sustaining collaborations to secure future-oriented investments. In addition to this, we place particular emphasis as one of the leading companies in global gaming on the field of research and development."

A further success that Merkur Gaming noted at ICE was the sealing of two large orders to deliver gaming machines to the British market.

The modified WB-5 Privilege cabinet counted as one of the show highlights at this year's ICE. The Privilege is a new

wide-bodied upright cabinet that contains two 22ins. monitors for optimal games presentation. It stands out particularly due to its ergonomic form that offers players maximum comfort. In addition to this, Merkur Gaming presented two new jackpot systems: A new VLT jackpot for the Czech market as well as Jackpot Rain for international casino markets.

Alongside the Privilege upright cabinet and the Evolution slant top cabinet, Merkur Gaming received acclaim for the unique 'Highflyer'. Here the upper monitor seems to be floating in the air. This enables players to choose between different sitting positions: The standard position is looking at the lower monitor or players can lean back and focus on the floating monitor. A further benefit: players have a better view of their surroundings as the Highflyer monitors are separated and so they can enjoy gaming in a more relaxed fashion in the entertainment centre.

A further focus for Merkur Gaming centred on market solutions for video-lottery-terminals (VLTs) and server-based-gaming (SBG). Operators focussed particularly on how Merkur Gaming can support them in this important market.

**"PLAYERS HAVE A BETTER VIEW OF THEIR SURROUNDINGS AS THE HIGHFLYER MONITORS ARE SEPARATED, SO THEY CAN ENJOY GAMING IN A MORE RELAXED FASHION."**

**DANIEL VAN MARISSING,**  
Merkur Gaming,  
pictured with Magic  
VLT at ICE.

"Merkur Gaming stand out as a reliable partner due to its history of many years of success as well as a guarantor for sustaining collaborations to secure future-oriented investments."

**THOMAS NIEHENKE,**  
COO, Gauselmann  
Group.

Merkur Gaming already successfully operates VLT and SBG solutions around the world and so can make use of a broad wealth of experience. Furthermore, the extensive games library with a total of 90 varied games offers the right games mix for each and every player.

Merkur Gaming also presented the Merkur Dispenser 100 – the ideal banknote recycler for the gaming, change and payment machines – on its stand. This innovative money management system can store and pay out up to 102 banknotes in three separate denominations. More than 87,000 units are already in daily operation. Merkur Gaming has further enhanced the Merkur Dispenser 100 for global markets to offer the Ticket-in / Ticket-out feature.



## STANDING TALL

**EGT** has developed a range of products that are head and shoulders above the rest

One of the standout products on the booth of Euro Games Technology was the Stork Multi-player Terminal, which displays new, refined and practical designs combined with first-class technology and user-friendliness in every respect. It featured brand new Multi-game software allowing for simultaneous play of up to three roulette wheels together with Blackjack or the futuristic looking Bingo Sphere.

Standing tall amongst the video slots were the Premier Series Cabinets P-24/26 Slant Top and P-24/24 Upright. Based on the Exciter II Platform, the latest Multigame from the Premier Series, Premier Multi 4, offers 38 games.

Ognyan Todorov, Director R&D Department EGT, said: "This is the first time that we've offered card games, Keno and virtual roulette games in a multi-game together with the other EGT games. The players' demands are growing but we are prepared to satisfy and even exceed their expectations."

EGT chose the ICE Show to reveal a product which is already present on the gaming market; EGT Online Gaming.

Stanislav Stanev, Head of Sales and Marketing at EGT, said: "Nowadays we tend to choose the online solution for more and more activities. Online Gaming is the future and EGT has made sure to bring 100 per cent of the entertainment of its most popular games in our online versions. I am very excited by ICE 2013. It has marked a good start to the year with the visitor's feedback extremely positive. As a result, we've secured new installations for our Online game input, first installations for our server based games and more AWP's in the following months. I have every reason to expect that 2013 will be another successful year for EGT."

Vladimir Dokov, Managing Director EGT, added: "EGT is a relatively young



(Top) **SILVIA MINCHEVA**, PR and Marketing Manager, EGT, (Above) The EGT Online Gaming platform in action at ICE.

company on the gaming market, but we have already established a tradition of high quality products. In the last few years we have also proved to be growing fast. Our progress is visible."

Silvia Mincheva, PR and Marketing Manager EGT, said: "The new venue for the ICE Show proved to be better structured and more spacious. The show was an extremely busy one, but that was to be expected – ICE is a tradition and a

**THIS IS THE FIRST TIME THAT WE'VE OFFERED CARD GAMES, KENO AND VIRTUAL ROULETTE GAMES IN A MULTI-GAME ALONGSIDE OTHER EGT GAMES.**

must in the gaming industry calendar."

As well as the biggest operators in Europe, the EGT stand was also visited by many operators from South America, the Caribbean region, Africa and Asia.

Mario Trayanski, Sales Manager Balkans at EGT, said: "The biggest operators in Bulgaria like Efbet and Sesame, as well as from Greece like Regency, Loutraki and Rio were all excited by the variety of new products which EGT can supply to their casinos in very short terms."





Swiftstake Technologies is an on-airprise

## A NEW SLANT ON SLOTS

Momentum continues to build behind **AGT** as it showed another strong line-up at ICE

Following a strong year on the back of the release of its A560 slot machine, Ainsworth Gaming was predicting even more from the market following the debut of the A560st Slant Top at the 2013 ICE.

The slant top boasts a dual widescreen LCD presentation, powerful Quadtronic processor, compact storage, premium sound system and an intuitive player interface supporting a 15 button play deck play with a programmable button option.

Ainsworth's CEO Danny Gladstone said the A560st was set to provide for a high impact gaming experience: "The all new A560st is an extraordinarily engineered

cabinet providing for a spectacular presentation no matter where it is placed on your gaming floor."

Robert Dijkstra, Managing Director of Ainsworth UK, said: "It's been an interesting year. 2012 really saw us push on with the commercial side. Sales were strong into France, Monaco, Germany and Slovenia through our distributors. The release of the A560 into Europe really helped performance and allowed us to increase our footprint and our market share. Whilst the upright version of this machine has been out for two years, we're releasing the slant top version at this show. It has been very well received by the market. Whilst 2012 was a strong year for Ainsworth in Europe, we expect 2013 to be even better."

Ainsworth was launching five packages of MultiGames to market at ICE:

Ainsworth Game Technology's **LEN AINSWORTH** and **ROBERT DYKSTRA** pictured at the ICE show with the new A560st Slant Top.

"The release of the A560 into Europe really helped performance and allowed us to increase our footprint and our market share."  
**ROBERT DYKSTRA**, Ainsworth Game Technology.

Multi Win 1, Multi Win 2, Multi Win 3, Multi Win 4 & Multi Win 5 boasting an array of Play 100 Lines/ Play 50 Lines/ Play 40 Lines titles.

Mr. Dijkstra highlighted several games as potential highlights for the year ahead with Inca Reef Grand, Red Wolf, Tower of Fortune, Reels of Wheels and King Spin – Wild edition all released in the new Mega Top A560 and Wide Boy A560 cabinets featuring a 32ins. LCD top box.

AGT's GamePlus game library also saw innovative updates to the now legendary Double Hit range, Triple Shot, Quadshot, High Denom Games, and Play 100 Lines games.

Ainsworth also unveiled the QX32, an intelligent controller that sets itself apart from the competition, not only does it manage multiple jackpot banks, the QX32 has the ability to simultaneously manage both symbol and mystery jackpot pools. The range of options are endless, Ainsworth now provides the ultimate in

**"THE ALL NEW A560ST IS AN EXTRAORDINARILY ENGINEERED CABINET PROVIDING FOR A SPECTACULAR PRESENTATION NO MATTER WHERE IT IS PLACED."**

jackpot solutions. At the recent ICE show, Ainsworth also launched two Mystery Jackpot Packages: Hummin Mystery and Glitter Mystery along with many more new and innovative Jackpot Packages due for release in 2013.

Attendees were impressed with Ainsworth's Premium Plus titles: Inca Reef Grand, Red Wolf, Tower of Fortune, Reels of Wheels and King Spin – Wild edition that were released in the all new Mega Top A560 and Wide Boy A560 cabinets featuring a 32ins. LCD top box.

Ainsworth's Group General Manager of Strategy and Development, Scott Clarebrough, added: "Our expectations were definitely surpassed, we are absolutely satisfied with the enthusiastic feedback and the opportunities received during the exhibition. Ainsworth has been building for the future and now we're ready to further raise the performance bar with more leading edge brands and exceptional game titles in 2013."

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## HI-TECH HERITAGE

**JPM Group presented an innovative range of interactive and traditional games at ICE**

With the fundamental dynamics of ICE Totally Gaming changing this year courtesy of later diary dates and a new London location, there was a tangible sense of anticipation regarding the success of the event. However, it seems exhibitors and visitors alike deemed the show a resounding success with the JPM Group reporting one of its most successful shows ever.

"We enjoyed an incredibly busy three days and were particularly gratified by the positive response to our new product ranges. It also provided an important opportunity to meet with all our various partners and we appreciated the feedback and general support from operators and site owners," commented JPM COO, Paul Bursnell.

Confessing genuine appreciation for the way ICE was organised this year, Paul gave credit adding: "The larger floor footprint and space provided by ExCel seemed to improve the entire professional atmosphere of the event and despite initial concerns about the show moving across London, it proved an ideal location."

General highlights for the JPM Group were verification of its latest release of a six game compendium in the popular Max Power series aimed at the international casino market. For the UK, JPM's new five game Cat.B3 5 game compendium video Max Power attracted

considerable attention. Still in the UK, the Al Murray franchise continued to draw acclaim. "Success seems assured for the Cat. C Al Murray's The Pub Landlord with numerous orders placed at the show," revealed Paul.

While the response to new games is always paramount, it was also industry reaction to JPM's commitment to developing product for specific sectors which gained acclaim at the show.

"Reaction to developing product under the JPM Crystal brand was really positive and operators appreciate that we are keen to work with them to produce a range in direct response to their commercial needs for the UK Category C sector. Double Dough Seven received an excellent response at ICE and we anticipate that this first title will mark a return to JPM's dominance in this particular sector," predicted Paul.

JPM debuted various additional new titles which also included The Great Escape, and Cat. B4 games Magic Six and Casino Crazy Open The Box, plus its interactive division JPMi proudly demonstrated its proficiency in deploying the Group's unique library of popular gaming titles for online play.

"For JPMi ICE obviously represented an opportunity to showcase our online game content and premier our latest interactive Max Power title, 4th Dimension. Discussions with operators prove there is an understanding that JPM as a Group is unique and that this division is not just a content provider" explained Managing Director Andrew Davies.



"We enjoyed an incredibly busy three days and were particularly gratified by the positive response to our new product ranges. It also provided an important opportunity to meet with all our various partners and we appreciated the feedback and general support from operators and site owners."

**PAUL BURNSNELL,**  
COO,  
JPM Group.

(Top) **Simon Herbert,** Owner, JPM Group, pictured at the ICE Totally Gaming show at London's ExCel.

"JPMi has developed its own proprietary Gameology engine which we can integrate with any partner systems provider. Alternatively, courtesy of the agreement signed with Microgaming

**"THE JPM GROUP COMMANDS A UNIQUE POSITION IN THE INDUSTRY COURTESY OF ITS 40 YEAR HERITAGE AND POPULAR BACK CATALOGUE OF PROVEN GAMING TITLES."**

Systems operators utilising Quickfire we will also soon be able to offer JPMi's range of AWP and progressive jackpot Max Power titles.

"The JPM Group commands a unique position in the industry courtesy of its 40 year heritage and popular back catalogue of proven gaming titles which players are enjoying seeing repurposed online. In addition to developing these titles, JPMi is committed to working closely with operators to ensure it provides substantial marketing support and assistance to ensure optimal commercial returns."

Summing up, Andrew added: "We were able to take advantage of all our partners being together at ICE to meet and discuss future innovations, bespoke development and JPMi's general commitment. It's rare we have such an opportunity and the event proved a real success."

# Index

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Gaming Publishing's G3 US Market report examines the states of casino play across the USA. Investigating the gaming markets in California, Delaware, Florida, Illinois, Massachusetts, Nevada, New Hampshire, New York and Texas, both historically and in relation to current and future changes, the G3 US Market Report gives a clear summary of the opportunities and the disruptions taking place in US marketplace. The report covers both land-based and online gaming developments with expert interviews from all spectrums of the gaming: AGA President, Frank Fahrenkopf, Williams Interactive CEO, Orrin Edidin, Congressman Jon Porter (ret) and more...



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Advantech-Innocore	43
<a href="http://WWW.ADVANTECH-INNOCORE.COM">WWW.ADVANTECH-INNOCORE.COM</a>	
Alfastreet Gaming	8
<a href="http://WWW.ALFASTREET.SI">WWW.ALFASTREET.SI</a>	
Amatic Industries	25
<a href="http://WWW.AMATIC.COM">WWW.AMATIC.COM</a>	
APEX Gaming Technology	5
<a href="http://WWW.APEX-GAMING.COM">WWW.APEX-GAMING.COM</a>	
Austrian Gaming Industries	11
<a href="http://WWW.AUSTRIAN-GAMING.COM">WWW.AUSTRIAN-GAMING.COM</a>	
Bally Technologies	IFC
<a href="http://WWW.BALLY-TECH.COM">WWW.BALLY-TECH.COM</a>	
Cammegh	15
<a href="http://WWW.CAMMEGH.COM">WWW.CAMMEGH.COM</a>	
Crane Payment Systems	63
<a href="http://WWW.CRANEPS.COM">WWW.CRANEPS.COM</a>	
DRGT	93
<a href="http://WWW.DRGT.COM">WWW.DRGT.COM</a>	
FutureLogic	17
<a href="http://WWW.FUTURELOGIC-INC.COM">WWW.FUTURELOGIC-INC.COM</a>	
Gaming Laboratories International	21
<a href="http://WWW.GAMINGLABS.COM">WWW.GAMINGLABS.COM</a>	
Gamomat	19
<a href="http://WWW.IGT.COM">WWW.IGT.COM</a>	
Greentube	65
<a href="http://WWW.GAMOMAT.COM">WWW.GAMOMAT.COM</a>	
Inspired Gaming Group	27
<a href="http://WWW.INGG.COM">WWW.INGG.COM</a>	
International Game Technology	19
<a href="http://WWW.IGT.COM">WWW.IGT.COM</a>	
JCM Global	4
<a href="http://WWW.JCMGLOBAL.COM">WWW.JCMGLOBAL.COM</a>	
MEI Group	6
<a href="http://WWW.MEIGROUP.COM">WWW.MEIGROUP.COM</a>	
Patir Casino Seating	13
<a href="http://WWW.PATIR.DE">WWW.PATIR.DE</a>	
PST Seating	65
<a href="http://WWW.PSTSEATING.COM">WWW.PSTSEATING.COM</a>	
Suzo Happ	7
<a href="http://WWW.SUZO.COM">WWW.SUZO.COM</a>	
TCSJohnHuxley	OBC
<a href="http://WWW.TCSJOHNHUXLEY.COM">WWW.TCSJOHNHUXLEY.COM</a>	
VNE	44
<a href="http://WWW.VNE.IT">WWW.VNE.IT</a>	



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March 2013 **PAGE 76**



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