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GLOBAL GAMES AND GAMING MAGAZINE | JANUARY 2013

PREVIEW

A GLIMPSE OF THE FEBRUARY SHOWCASE UNDER THE ICE

INTERVIEW

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REVIEW

GIBRALTAR - A ROCK AND A HARDWARE PLACE

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UK DEALER SKILLS CHAMPIONSHIP THE WINNING STREAK

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Bally Interactive



SUMO Kitty!

Bally
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"A year ago everyone came to the States looking to do a deal with a US operator and we learned an awful lot from the European model; how to construct a back office, integrate player databases, best-of-breed technologies etc. However, when we looked at the ideology of the companies, we saw that we had the best chance of growing our business in the right direction with Bally."

Alec Driscoll, Director of Gaming Development, ACEP. Page 64

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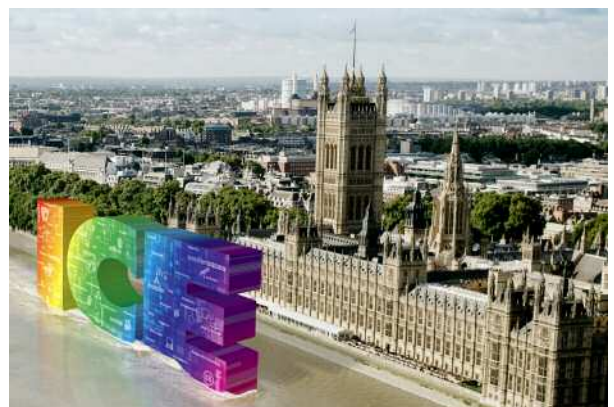
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Viewpoint

JANUARY 2013



The interview this month with American Casino & Entertainment Properties' Alec Driscoll, casts a very different light on the events of Black Friday (April 2011), in which FBI officers made a series of iGaming industry focused arrests, raids and

However, the operator perspective in the US was very different - the opposite in fact. ACEP saw Black Friday as an opportunity, one that would not have presented itself had the European model been adopted. Any land-based operator looking to compete with the established brands and mega-marketing budgets would have been insane. The FBI clear-out changed all that, it rebalanced the playing-field in favour of land-based US operators for the first time.

BLACK FRIDAY WAS AN OPPORTUNITY, ONE THAT WOULD NOT HAVE PRESENTED ITSELF HAD THE EUROPEAN IGAMING MODEL BEEN ADOPTED.

As ACEP goes live this month with its Bally Interactive solution, the company is one of the first out of the blocks into a pristine market in which 'land-based' holds all the cards. The number of operators in the comparatively tiny Las Vegas market will undoubtedly prove a liquidity headache for operators who will have to team-up to pool their player resources, but while this may be a wholesale rejection of the European 'open market' model, a great deal has been learned by land-based operators from their European colleagues. Getting the balance right won't be straight-forward, but the level playing field will certainly help.

warrant issues. The view from this side of the Atlantic has been that the US online market, which had moved tantalisingly close to a European model in the period before Black Friday, had done irreversible harm to the industry and itself that day.

Lewis Pek Editor - Tel: +44 (0) 1942 879 291, Email: lewis@gamingpublishing.co.uk
 John Slattery Commercial Director - Tel: +44 (0)7917 166471, Email: john@gamingpublishing.co.uk
 Phil Martin News Editor - Tel: +44 (0)161 236 6669, Email: phil@gamingpublishing.co.uk
 Karen Southall G3 Spain - Associate Editor, Email: karensouthall@gmail.com
 John Carroll G3 Germany, Email: carroll@carrollconsulting.de
 Lisa Nichols Sub Editor, Gareth Irwin Senior Designer, Paul Jolleys Production Manager,
 John Malin, David Addison, Bepi Mottes, Alexandre Rotenberg Contributors,
 Jennifer Pek Subscriptions Manager
 John Pek Commercial Administrator, Feature Images: Gareth Irwin

For sales enquiries contact: John Slattery, Tel: +44 (0)7917 166471 - Email: john@gamingpublishing.co.uk

For editorial enquiries contact: Lewis Pek, Tel: +44 (0)1942 879 291 - Email: lewis@gamingpublishing.co.uk

Gaming Publishing Limited, Samson House, 457 Manchester Road, Manchester M29 7BR, UK

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Calendar

JANUARY 2013 - MAY 2013

JANUARY 2013

EAG EXPO

Date: January 22-24, 2013
Location: ExCel London Exhibition Centre, London, UK
Organiser: European Amusement & Gaming Expo Ltd, Alders House London, UK EC1A 4JA
Contact: Karen Cooke
Tel: +44 1582 620951
Email: karencooke@eagexpo.com
Web: www.eagexpo.com

MOBILE GAMES FORUM

Date: January 23-24, 2013
Location: Dexter House, London, UK
Organiser: Osney Media, Churchill House, 142-146 Old Street, Churchill House 142-146 Old Street London, UK EC1V 9BW
Tel: +44 20 7336 4600
Fax: +44 20 7336 4601
Email: events@osneymedia.com
Web: www.mobilegamesforum.co.uk

FEBRUARY 2013

LEGAL GAMING IN EUROPE SUMMIT

Date: February 4-5, 2013
Location: London
Organiser: FC Business Intelligence 7-9 Fashion Street, London United Kingdom E1 6PX
Tel: +44 (0)20 7375 7537
Email: keir@fcbusinessintelligence.com
Web: www.bulletbusiness.com/gambling-conference

ICE TOTALLY GAMING 2013

Date: February 5-7, 2013
Location: ExCel London Exhibition Centre, UK
Organiser: Totally Gaming, Fulham Green, Bedford House, 69-79 Fulham High Street, London, UK SW6 3JW
Tel: +44 (0) 20 7384 8121
Email: cassie.jauffret-lenzi@clarion-events.com
Web: www.icetotallygaming.com

FEBRUARY 2013

IGAMING NORTH AMERICA 2013 CONFERENCE

Date: February 19-21, 2013
Location: Planet Hollywood Resort & Casino, Las Vegas, US
Organiser: The Innovation Group 7852 S Elati Street, Suite 100 Littleton, Colorado US, CO 80120
Tel: +1 303 962 8053
Fax: +1 303 798 7171
Email: info@igamingnorthamerica.com
Web: www.igamingnorthamerica.com

GAMING EXECUTIVE SUMMIT LATAM 2013

Date: February 19-21, 2013
Location: Panama City, Panama
Organiser: Terrapinn 96 Spring Street New York US NY 10012
Contact: Felipe Lima
Tel: +1 212 379 6320
Fax: +1 212 379 6319
Email: felipe.lima@terrapinn.com
Web: www.terrapinn.com/2013/gaming-executive-summit-latam/

FLORIDA GAMING CONGRESS

Date: February 25, 2013
Location: Seminole Hard Rock Hotel & Casino, Hollywood, Florida, USA.
Organiser: Spectrum Gaming Group, 1201 New Road, Suite 308, Linwood, NJ 08221, USA
Tel: +1 609926 5100
Email: events@spectrumgaming.com
Web: www.floridagamingcongress.com

MARCH 2013

ENADA SPRING 2012

Date: March 12-15, 2013
Location: Rimini Expo Centre, Rimini, Italy
Organiser: Rimini Fiera S.p.A. Via Emilia 155, Rimini, Italy
Contact: Gabriella Zoni
Tel: +39 541 744214
Email: g.zoni@riminifiera.it
Web: www.enadaprimavera.it

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

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

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, Hong Kong
Tel: +852 2965 1686
Email:
phoebe.wong@reedexpo.com.hk

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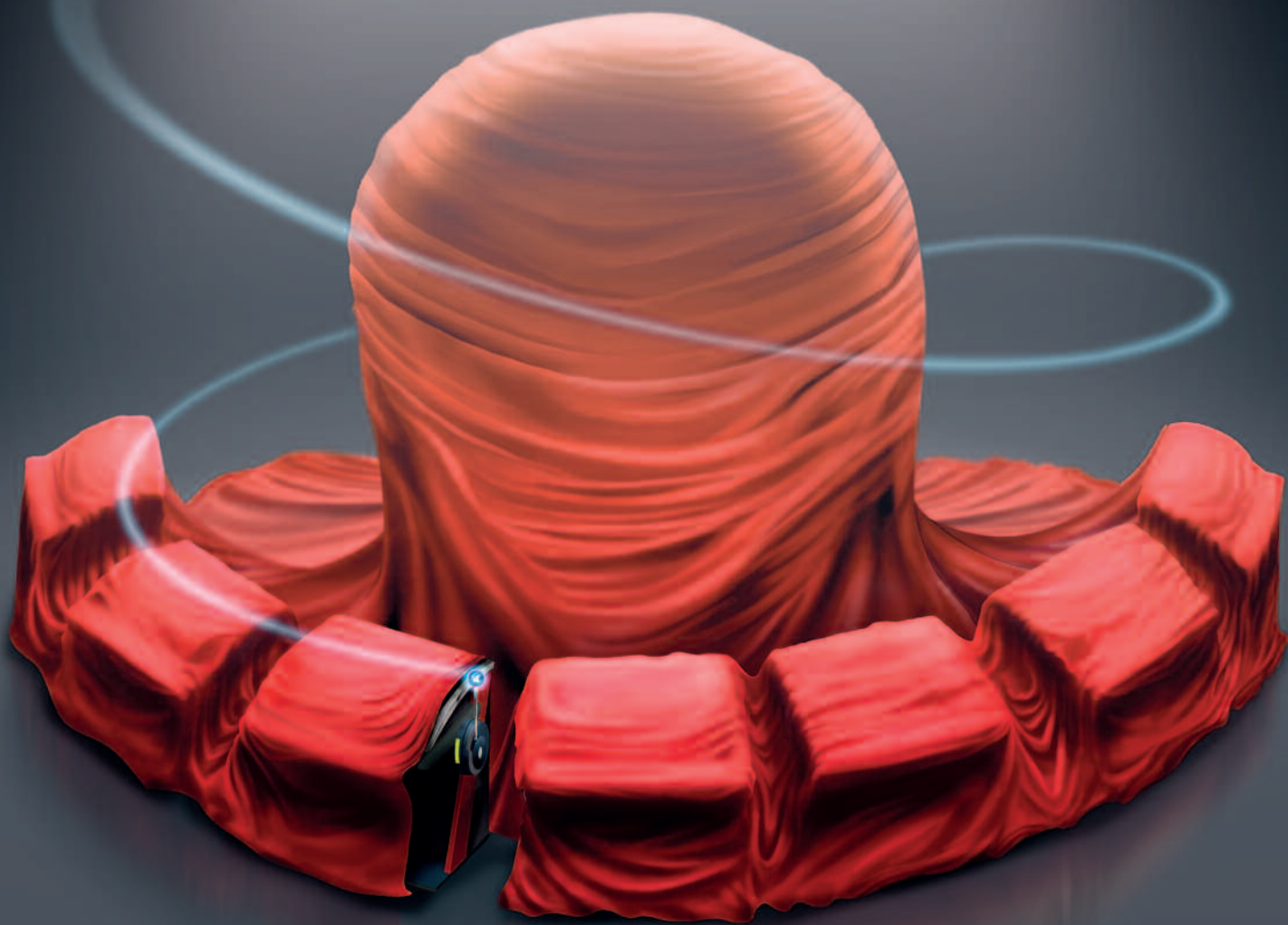
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DAS GRAND CASINO BADEN HAT SICH

mit einer grandiosen Neueröffnung Anfang Dezember eindrucksvoll zurückgemeldet. Das Facelifing fällt mit dem zehnten Jahrestag der Einrichtung zusammen und wurde unter anderem mit einem Auftritt der britischen Band Hot Chocolate gefeiert. Bei der Neueröffnung wurden im Grand Jeu die neue Fulldome-Kuppel mit ihrem Planetarium, die Heineken Lounge, ein umgestaltetes Foyer sowie eine Rolltreppe, die das Automatenkasino mit dem Grand Jeu verbindet, vorgestellt.

EIN KONSORTIUM, BESTEHEND AUS

Unternehmen, die von OPAP, der Lottomatica Group, Scientific Games und Intralot kontrolliert werden, wurde provisorisch als der erfolgreiche Bieter für die griechische Lottokonzession erwählt. Der Erwerb bezieht sich auf die 12-Jahres-Konzession für die exklusiven Rechte an der Produktion, am Betrieb, an der Förderung und am Management der staatlichen Lotterie in Griechenland.

INTRALOT HAT FÜR SEINE OPERATIONEN

in Italien iCasino Slots an den Start gebracht und bereichert auf diese Weise das interaktive Spieleportfolio seiner italienischen Tochter, Intralot Italia. Das neue Produkt zeichnet sich durch eindrucksvolle graphische Elemente und Spielinhalte aus, die es Spielern erlaubt, ihre favorisierten Kasinospiele vollständig integriert mit anderen interaktiven Produkten des Unternehmens zu erleben.

EIN VOM BRITISCHEN MINISTERIUM FÜR

Kultur, Medien und Sport veröffentlichter Gesetzesentwurf sieht die Einführung einer "Point-of-Consumption-Steuer" vor, die von allen Anbietern von Online-Spielen eine Glücksspielbetriebslizenz verlangt, die es ihnen erlaubt mit britischen Konsumenten Geschäfte zu tätigen und im Vereinigten Königreich Werbung zu betreiben, unabhängig davon, wo sich ihr Geschäftssitz befindet.

EINIGE DER WICHTIGSTEN NAMEN AUF

dem Gebiet des Glücksspiels sind wohl gerade dabei, das Kleingedruckte ihrer Lizenzabkommen zu studieren, nachdem die Erben des Autors JRR Tolkien beschlossen haben, den Filmemacher Warner Bros wegen Vertragsverstoßes im Zusammenhang mit den auf das Thema Herr der Ringe Bezug nehmenden Geldspielautomaten zu verklagen. Die Erben Tolkiens sowie der Buchverlag HarperCollins fordern US \$ 80 Mio. an Schadenersatz, weil Warner Bros ihrer Meinung nach gegen vertragliche Bestimmungen verstoßen haben, indem sie eine Kollektion von nicht autorisierten, auf die Themen Herr der Ringe und Hobbit Bezug nehmenden Artikeln genehmigten.

DAS ÖSTERREICHISCHE

Finanzministerium steht vor der Einführung dreier zusätzlicher Lizenzen für Casinos in Wien und Niederösterreich, die in separaten Verfahren vergeben werden sollen. Der Staatssekretär im Finanzministerium, Andreas Schieder, erläuterte, dass Wien zwei neue und Niederösterreich ein neues Kasino erhalten würde, wodurch die Anzahl der österreichischen Casinos von 12 auf 15 ansteigen würde.

Grand reopening celebration

Grand Casino Baden responds to the gauntlet thrown down by the new competitor in Zurich

As it looks to take on the might of the new casino in Zurich, the Grand Casino Baden has reinvented itself with a grand reopening in December.

The facelift came as the property celebrated its tenth year and was welcomed in with a performance by British band Hot Chocolate. The reopening saw the launch of the Grand Jeu, a new full-dome planetarium, the Heineken Lounge, a redesigned lobby and an escalator connecting the slots room with the Grand Jeu.

The casino's repositioning as a House of Entertainment was also evident in the revamped Joy Club, which will operate as a multifunctional events venue.

CEO Detlef Brose said: "The design of the noble and multifunctional event location will set additional accents in terms of entertainment, helping attract a new audience. Our new strategy will help us embrace an international trend and reposition the Grand Casino Baden with an entertainment offering that goes far beyond the Grand Jeu games. We are,



"Our strategy will help us reposition Grand Casino Baden with an entertainment offering that goes beyond Grand Jeu games."
DETLEF BROSE, CEO.

therefore, an attractive House of Entertainment for an adult audience. Various musical performances, shows and parties are planned with even more space than before, rounded off with professional catering and bar facilities."

The Baden casino operators have invested CHF7m into the new Grand Casino Baden. The redesign has taken place over the past five months without the casino shutting down. "We've almost performed open heart surgery on the casino," Mr. Brose added. "The load over the last few months has been well above average for everyone, but now when I look at the result, I am convinced it was worth it."

Zynga looks to Nevada and real money gaming

Social gaming specialist Zynga is looking to step up as a real-money, gambling operator, having filed an application with the Nevada Gaming Control Board.

Viewing gambling as a new revenue source amid slowing sales, Zynga has filed for a preliminary finding of suitability for gaming in Nevada. Chief Revenue Officer Barry Cottle said it could take the San Francisco game maker up to a year and a half to become eligible for real-money wagering in the state.

Mr. Cottle said: "Zynga has filed its Application for a Preliminary Finding of Suitability from the Nevada Gaming Control Board. This filing continues our strategic

effort to enter regulated RMG markets in a prudent way. We anticipate that the process will take approximately 12-18 months to complete. As we've said previously, the broader US market is an opportunity that's further out on the horizon based on legislative developments, but we are preparing for a regulated market. We've also recently partnered with bwin.party to bring the highest quality real money gaming experiences to our UK players in the first half of 2013."

In October, Zynga said it had signed a partnership with Gibraltar-based Bwin.Party Digital Entertainment to offer real-money gambling in the UK. It plans to launch during the first half of 2013.

Intralot wins Greek lotteries contract

A consortium comprised of companies controlled by OPAP, Scientific Games and Intralot has been provisionally selected as the successful bidder for the Greek lotteries concession. Lottomatica, which was part of the original consortium has withdrawn, granting its 33 per cent stake to OPAP. Lottomatica had been prepared to back an offer of up to 150 million euros, but when the government upped the bid to €190m, the Italian company exercised its right to withdraw. The acquisition covers the 12-year concession for the exclusive rights to the production, operation, circulation, promotion and management of the Hellenic Lotteries in Greece. The Consortium, after internal deliberations, offered an upfront payment of €190m, which was accepted by the Fund. In addition, the Consortium guarantees a minimum of €580m additional payments over the life of the 12 year concession.

Scientific signs Paddy Power

SG Gaming forges ahead in the UK with Paddy Power gaming machine supply agreement

SG Gaming, a division of Scientific Games Corporation, has signed a contract with Paddy Power to supply gaming machines to a portion of the Paddy Power estate.

The agreement provides an opportunity for SG Gaming to supply yet another major bookmaker in the UK. The deal will enable Paddy Power to gain access to machines powered by innovative platform software as well as SG Gaming's field-based support and portfolio of content, including popular and recognisable roulette games as well as slots favourites such as Thai Flower and Rainbow Riches.

Phil Horne, Managing Director of UK LBO at SG Gaming, said: "We are delighted to be working with Paddy Power and running this trial across 20 shops. Our team is looking forward to working closely with them to showcase the strengths of SG Gaming and our gaming machine offering. Paddy Power has been experiencing tremendous growth in recent years, through its UK LBOs, its international expansion and its online



"We are delighted to be working with Paddy Power and running this trial across 20 shops." **PHIL HORNE,** SG Gaming.

success. As a company that takes its gaming offering very seriously, we are looking forward to building a relationship with them and bringing their customers an exciting gaming experience."

SG Gaming recently brought together three successful businesses from the gaming world, The Global Draw, Barcrest and Games Media.

OpenBet extends Sky Vegas reach

OpenBet has extended its relationship with Sky Vegas and was chosen to provide the back-end infrastructure of their new HTML 5 based mobile gaming product that has just launched. The Sky Vegas product is based on advanced HTML 5 technology to ensure compatibility with all smartphones and tablets while ensuring they retain as much control over where the product is available. The OpenBet platform is designed to give operators complete flexibility over the look, feel and technology used for their offering while ensuring that it is completely compatible with OpenBet's account system to manage bet and play transactions. Features include third party integration, account security and full integration with OpenBet's single account for a seamless experience for the end customer. As part of the project, OpenBet has also supplied Sky Vegas with a number of proprietary table games with a strong offering of mobile content available including 'best of breed' third party games.

Uruguay casinos prove recession-proof in 2012

Uruguay's state casinos are on course to post record profits with revenues for the 11 months of 2012 so far already surpassing that of the whole of the previous year.

During 2011, total Gross Gaming Revenues reached US\$220m, a figure bettered already by £7m at the time of writing in December. During 2012 the Hotel Salto Casino opened along with new slot halls in Mercedes and Chuy. The Head of the Directorate General of Casinos, Javier Cha, predicted that profit would reach a record \$90m.

Mr. Cha said improvements in revenue and earnings were due to investment in technology and in new slot



machines. Revenue is expected to reach US\$4.9bn by the end of the year. GGR should be boosted further in 2013 with a new casino set to open in Durazno and a further two licences being considered in Tacuarembó Paysandú.

KAM SANG CO., EIN

Immobilienunternehmen aus Kalifornien, hat das Casino Montelago und das angrenzende Hotel Ravella am Lake Las Vegas für \$ 46,8 Mio. erworben und plant nun der Einrichtung mit ihren 300 Geldspielautomaten Spieltische hinzuzufügen. Der Lake Las Vegas in Henderson im Bundesstaat Nevada ist ein 320 ha großer künstlicher See, an dem sich mehrere Hotels und Casinos niedergelassen haben, wie z. B. auch das Monte Lago Village Resort, das Westin Lake Las Vegas Resort, das Ravella at Lake Las Vegas sowie das Casino Montelago.

Die GAUSELMANN-Tochtergesellschaft Merkur Gaming wird in Kürze den ersten Produktionsbetrieb für Geldspielautomaten in Südafrika eröffnen, nachdem mit Grand Parade Investments der Beschluss gefasst wurde, ein gemeinsames Unternehmen namens Grand Merkur zu gründen, das Geldspielautomaten, Sportwettenterminals und Lotterieterminals herstellt, montiert und vertreibt. Das neue Unternehmen wird darüber hinaus nach Möglichkeiten des Betriebs von Spieleinrichtungen und ein Schulungszentrum zu entwickeln suchen sowie ein Forschungs- und Entwicklungszentrum, in dem lokal entworfene Software, Spiele und alternative Hardware entwickelt werden sollen. Grand Merkur wird seinen Sitz in Kapstadt, der Heimat von GPI haben.

Der FÜHRENDE BETREIBER IN

Kambodscha, NagaCorp, ist eine von fünf Kasinogruppen, die ihr Interesse an der Entwicklung eines Resorts im Verwaltungsgebiet Primorski bekundet haben, in einem Gebiet in der Nähe von Wladiwostok im Fernen Osten Russlands. Nash Dom – Primorye OJSC, das für und im Namen der Gebietsverwaltung Primorski agiert, erklärte, dass es offiziell sechs Antworten auf die Aufforderung zur Einreichung von Konzepten (RFC) erhalten habe, von denen jedoch eines aus Lushnikow nicht alle Bedingungen erfüllte, die im RFC-Dokument spezifiziert wurden.

Am 1. JANUAR 2012 ERKLÄRTE DAS

kirgisische Parlament Casinos und Einrichtungen mit Münzspielautomaten für illegal, nachdem es den Gesetzesentwurf über das Verbot von Glücksspiel auf dem Gebiet der Republik angenommen hatte. Laut Yuruslan Toichubekow, dem Vorsitzenden des staatlichen Dienstes für die Regulierung und Überwachung finanzieller Märkte, haben kirgisische Bürger jedoch drei Casinos in Kapchagay eröffnet und fahren Kunden in Bussen dorthin. "Während es in der Vergangenheit 18 Casinos gab, sind es heute 50 heimlich betriebene Casinos. Die Finanzpolizei muss sich damit beschäftigen, das ist ihre Pflicht, aber wir haben zurzeit keine Autorität."

ZUM ERSTEN MAL IN DER GESCHICHTE

von Greentube hat Greentube Malta Ltd. jetzt mit ihrer Website www.starvegas.it ihren Betrieb am italienischen Markt für Online-Glücksspiele aufgenommen. StarVegas.it bietet eine Reihe ikonischer Novomatic-Automatenspiele wie Book of Ra deluxe, Lucky Lady's Charm deluxe und Dolphin's Pearl deluxe.

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Show.**



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Jens Halle, Phone: +43 2252 606 234, sales@novomatic.com, www.austrian-gaming.com

UK demands online licensing

New UK legislation slated for the end of 2014 would introduce licensing for online operators

A draft bill published by the UK's Department of Culture, Media and Sport is looking to introduce a 'point of consumption tax' which requires all online gambling companies to hold a Gambling Commission license to enable them to transact with British consumers and to advertise in the UK no matter where they are based.

The department said that the Draft Gambling (Licensing & Advertising) Bill supports the regulation of remote gambling, offering increased protection for online gamblers as for the first time, overseas based operators will be required to inform the Gambling Commission about suspicious betting patterns involving British customers,

These operators will also be required to pay Operating License fees, and to contribute to research, education and treatment in relation to British problem gambling and regulatory costs.

Minister for Sport & Tourism, Hugh Robertson, said: "These proposals will ensure that British consumers enjoy consistent standards of protection, regardless of where a gambling business is based, and will also help the fight



"We regulate less than 20 per cent of online gambling by British consumers and cannot insist on overseas operators providing us with information about suspicious sports betting transactions."
PHILIP GRAF.

against illegal activity and corruption in sports betting."

Chairman of the Gambling Commission, Philip Graf added: "We welcome the proposed changes as currently we regulate less than 20 per cent of online gambling by British consumers and cannot insist on overseas operators providing us with information about suspicious sports betting transactions."

William Hill, one of the UK's largest online betting providers, is believed to want to challenge the bill, which it claims is pitched against European law and the free movement of goods and services in the European Union.

The government hopes to introduce the new legislation by the end of 2014.

GRAND CASINO BADEN SE HA

reinventado a sí mismo con una espectacular reapertura a inicios de diciembre. Esta renovación coincide con la celebración del décimo año existencia del establecimiento y contó con la colaboración de la banda británica Hot Chocolate. La reapertura incluyó la presentación del Grand Jeu, una nueva cúpula completa con planetario, el lounge Heineken, un vestíbulo rediseñado y un ascensor que conecta la sala de las máquinas tragaperras con el Grand Jeu.

EL PARLAMENTO DE KIRGUISTÁN

prohibió los casinos y las instalaciones de máquinas tragaperras el 1 de enero de 2012 con la adopción de la Ley de prohibición del juego en el territorio de la República. Sin embargo, según Yuruslan Toichubekov, Presidente del Servicio estatal de regulación y supervisión de los mercados financieros, ciudadanos de Kirguistán han abierto tres casinos en Kapchagay y trasladan a los clientes en autobús hasta las distintas ubicaciones. «Si en el pasado había 18 casinos, ahora hay más de 50 casinos clandestinos. Antes en un casino había cuatro mesas, mientras que ahora hay solo una. La policía financiera debe lidiar con ello, ya que es su deber, pero en estos momentos carecemos de autoridad».

LA FILIAL DE GAUSELMANN, MERKUR

Gaming, se dispone a crear la primera planta de fabricación de máquinas tragaperras en Sudáfrica a consecuencia de un acuerdo con Grand Parade Investments según el cual se formará una empresa de capital conjunto denominada Grand Merkur para fabricar, ensamblar y distribuir máquinas tragaperras, terminales de apuestas deportivas y terminales de lotería. La nueva empresa también investigará oportunidades para una posible operación de instalaciones de juego, y pretende desarrollar un centro de formación, así como un centro de investigación y desarrollo donde se producirán juegos, software y hardware de diseño propio. Grand Merkur tendrá su base en Ciudad del Cabo, sede de GPI.

ALGUNOS DE LOS NOMBRES MÁS

destacados en el mundo del juego podrían estar revisando la letra pequeña de sus contratos de licencia a resultados de una decisión de los representantes del escritor JRR Tolkien de demandar a la productora Warner Bros por infracción contractual a causa del uso de máquinas tragaperras con el tema de «El señor de los anillos». Los representantes del patrimonio de Tolkien y la editora del libro, HarperCollins, reclaman 80 millones de dólares por daños y perjuicios alegando que Warner Bros ha infringido sus obligaciones contractuales al permitir una serie de merchandising basada en el tema de «El señor de los anillos» y «El hobbit».

POR PRIMERA VEZ EN LA HISTORIA de

Greentube, Greentube Malta Ltd. está presente ahora en el mercado del juego online italiano con la página www.starvegas.it. StarVegas.it ofrece toda una serie de juegos de máquinas tragaperras clásicas de Novomatic, como Book of Ra deluxe, Lucky Lady's Charm deluxe y Dolphin's Pearl deluxe.

TransAct performs a virtual makeover

TransAct Technologies has launched its new, improved website at www.transact-tech.com. The new website offers a great number of improvements over the old site with extensive information and a categorised approach to TransAct's growing product portfolio. The new site has improved navigation that allows visitors to easily find the information they need and learn more about the growing product portfolio. It boasts a clean user interface with a fresh new look that reflects TransAct's familiar corporate colour scheme and typography. It has fully integrated the Printrex product line following TransAct's acquisition of Printrex. It also provides a wealth of information about each of TransAct's key brands: Epic and Epicentral for Casino, Gaming and Lottery.

Monte-Carlo Bay gets slim line with Gaming Support

Aristocrat Technologies Europe has selected Slim line signs from Gaming Support to highlight the new gaming experience recently introduced at the luxurious Monte-Carlo Bay Casino. Gaming Support worked with Aristocrat to create and make a range of Slim line Custom, Brand and Bank End signs to communicate and promote the 84 new Aristocrat machines installed as part of the refurbished Monte-Carlo Bay Casino.

René Akker, Account Manager for Gaming Support, said: "We are delighted that Aristocrat has chosen to purchase more

of our Slim line signs to help it launch the new gaming experience at Monte-Carlo Bay Casino. We designed and made some uniquely superb signs, including a triple sign installed on two separate walls with an archway sign in between to promote Cashman Fever, the bar, and the multi-theme jackpots available on Aristocrat's cabinets. We look forward to continuing to work with Aristocrat in the future."

Slim line signs offer a new level of flexibility to operators and machine OEMs. They are faster to make, easier to install, and deliver excellent value for money.

2012

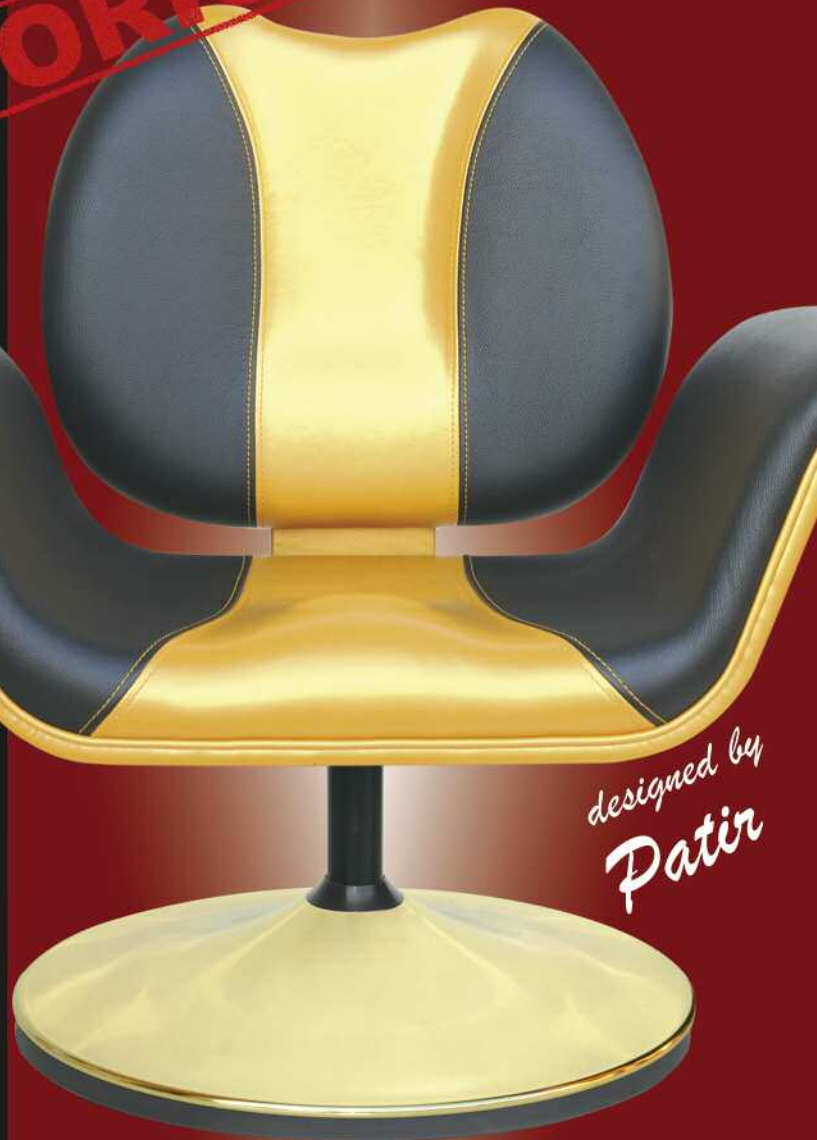
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Tolkien heirs feeling precious

The Tolkien estate is claiming US\$80m in damages for breach of license agreements

Some of the biggest names in gaming could be checking the small print of their licensing deals following a decision by the estate of author JRR Tolkien to sue film-makers Warner Bros for breach of contract when it comes to Lord of the Rings themed slots.

The Tolkien estate and the book's publishers, HarperCollins, is claiming damages of US\$80m, having alleged that Warner Bros has breached contractual obligations by allowing a collection of unauthorised Lord of the Rings and The Hobbit-themed merchandise.

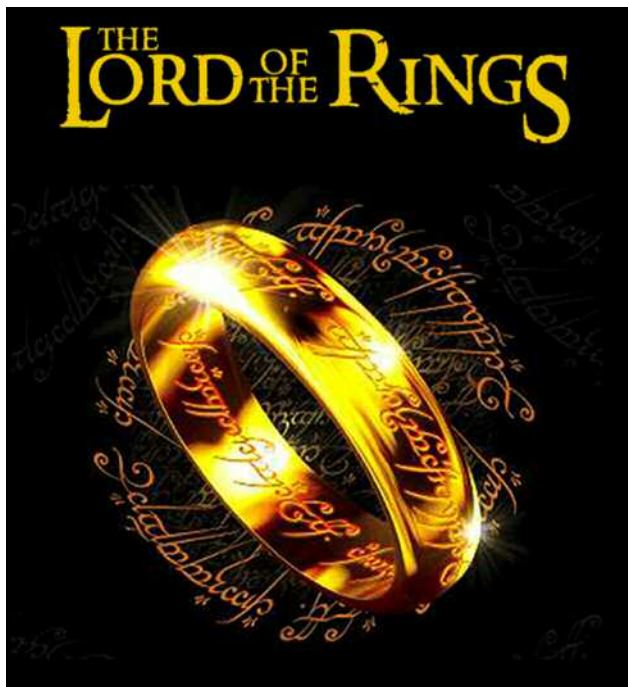
It claims that Warner Bros is only allowed to create 'tangible' products, such as 'figurines, tableware, stationary items, clothing and the like.' Amongst the 'intangible' products that it claims infringes the contract are those based on digital and electronic content such as downloadable video games, slot machines and online slot machines. The estate claims that the gambling element of themed merchandise has caused 'irreparable harm to Tolkien's legacy and reputation and the valuable goodwill generated by his works.' It described the games as 'morally questionable.'

Lawyers representing the estate claim that Lord of the Rings fans have been outraged by the film's link to casino gaming. This has formed the basis of their lawsuit, claiming the presumption is that the estate consented to the commercialisation.

The brand licensing agreement dates back to 1969, and refers directly to 'electronic or digital rights.'

Two Lord Of The Rings slot machine franchises have been permitted so far, one for land-based slot machines, which was granted to WMS Gaming, and one for internet slot content which was granted to Microgaming.

Microgaming announced the licence to release a trilogy of Lord Of The Rings slots through a deal with Warner Bros Digital Distribution in January 2010. Its games were used online by Virgin, Ladbrokes and 32Red Casino. WMS' slot tribute to the film first appeared in casinos in July 2010 utilising the company's Adaptive Technology and surround sound gaming chair.



EGT ploughs into Shangri La in the Armenian market

Euro Games Technology has entered a new market in the South Caucasus region of Eurasia with a machine install at the Shangri La Casino proving the Bulgarian manufacturer's first deal in the Armenian gaming market.

Operated by Storm International and situated in the Armenian capital of Erevan, the Shangri La Casino is one of the most important and prestigious casinos in the region.

EGT completed an install of Vega Vision + Upright video slot machines which management say have contributed greatly to the atmosphere of high-class gaming facilities in the casino. This includes a rich library of the latest Vega Vision + Multigames adding a new dimension to the variety of slot options available at the Shangri La Casino.

Radostina Valcheva, Director of EGT Georgia, stated that the



management team from Shangri La Casino was so impressed with the machines they have launched a separate jackpot especially for them. The prize is a Snowmobile, which is on show on the gaming floor close to the EGT machines.

Ms Valcheva said: "This installation is a milestone in EGT's development because it marks the company's expansion into a brand new market. I am confident that our company will conquer the Armenian market due to our constant efforts to satisfy our partners' needs and to further improve and expand EGT's product portfolio."

KAM SANG CO., UNA EMPRESA

inmobiliaria de California, ha adquirido el Casino MonteLago y su hotel adyacente Ravella en Lake Las Vegas por 46,8 millones de dólares y ahora tiene previsto añadir mesas a este recinto que ya cuenta con 300 máquinas tragaperras. Ubicado en Henderson, Nevada, Lake Las Vegas es un lago artificial de 320 hectáreas que alberga varios hoteles, incluidos el Monte Lago Village Resort, el Westin Lake Las Vegas Resort, el Ravella at Lake Las Vegas y el Casino MonteLago.

888 SE DISPONE A LANZAR productos con dinero real a través de la red social más popular del mundo, facebook, con sus galardonados juegos de bingo, casino y máquinas tragaperras con dinero real que se presentarán en la plataforma de facebook en el Reino Unido. Aprovechando el funcionamiento del sistema social ya existente de 888, la primera aplicación en presentarse será un bingo, y habrá un casino con máquinas tragaperras, juegos de casino y póquer.

EL OPERADOR LÍDER DE CAMBOYA,

NagaCorp, es uno de los cinco grupos de casinos que han expresado su interés por construir un complejo dentro de la Administración Territorial de Primorsky, en un territorio en la zona más oriental de Rusia, cerca de Vladivostok. Nash dom - Primorye OJSC, actuando en representación de la Administración Territorial de Primorsky, afirmó haber recibido oficialmente seis respuestas a la Petición de conceptos, pero la de Lushnikov no cumplía todas las condiciones especificadas en el documento.

INTRALOT HA LANZADO ICASINO Slots para sus operaciones en Italia, enriqueciendo así aún más la cartera de juego interactiva de su filial italiana, Intralot Italia. El nuevo producto presenta unos elementos gráficos y unos contenidos de juego impactantes que les permiten a los jugadores disfrutar de sus temas favoritos de tragaperras de casino completamente integrados con otros productos interactivos de la empresa.

UN BORRADOR DE LEY PUBLICADO

por el Departamento de Cultura, Medios de Comunicación y Deportes del Reino Unido se propone introducir un «impuesto de punto de consumo» que les exige a todas las empresas de juego online que estén en posesión de una licencia de la Comisión de Juego que les permita realizar transacciones con consumidores británicos y difundir publicidad en el Reino Unido, independientemente de dónde esté su base.

EL DEPARTAMENTO DEL TESORO DE

Austria se dispone a lanzar tres licencias adicionales de casino en Viena y la Baja Austria, todas ellas licitadas en procesos por separado. El secretario financiero, Andreas Schieder, declaró que Viena contará con dos casinos nuevos y la Baja Austria con uno, lo que aumentará de 12 a 15 el número de casinos en el país.

SG GAMING, UNA DIVISIÓN DE

Scientific Games Corporation, ha firmado un contrato con Paddy Power para suministrar máquinas de juego a una parte de su establecimiento. Dicho acuerdo le brinda a SG Gaming una importante oportunidad para suministrar sus productos a otra importante casa de apuestas en el Reino Unido.

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Genting pins hopes on Japan

Political changes in Japan have spurred Genting Singapore to reveal its designs on the market

Genting Singapore has said that it expects Japan to be its next big investment opportunity and that it is hopeful of legislation paving the way for the introduction of casinos in Japan within the next year-and-a-half.

It also revealed at a press conference in Singapore, where it operates Resorts World Sentosa, an Integrated Casino Resort, that it has been following Japan's legislative process and that the market offers 'good potential' for casino gaming.

Japan's government has been mulling over casino regulation for more than a decade, but with the main opposition Liberal Democratic Party returned to power in landslide election in December, casinos could be very much on the cards as the party has long been an advocate of legalising casino gambling.

Genting Chairman Lim Kok Thay said: "I'm more optimistic of something happening in Japan. We see some possible movement in terms of Japanese legislation. We believe if the Japanese government does legislate gaming, then they will be looking for large-scale integrated resorts. The group wouldn't do anything until there's clarity on gaming regulation."

Tan Hee Teck, Chief Operating Officer of Genting Singapore, added: "We believe that some legislation will come along in the next 12 to 18 months."

In 2011 a study by Hong Kong-based investment group CLSA said that developing casinos in Japan would be the 'Holy Grail of gaming in Asia.'

Aaron Fischer, CLSA's director of gaming and leisure research, predicted however that 2017 was the earliest launch date for casinos in Japan.

He believes a Japanese casino market would be worth at least US\$10bn in revenues. The pachinko industry is already hugely popular with Japan's 128m population with revenues of over \$25bn a year.

Issei Koga, a politician from the Democratic party of Japan, meanwhile has described casino resorts as 'enormously strong engines' for generating international tourism.



"I'm more optimistic of something happening in Japan. We see some possible movement in terms of Japanese legislation."
LIM KOK THAY

Operators including Las Vegas Sands and Caesars Entertainment have already confirmed their interest in the market. Wynn Resorts, however, would have to rethink its plans of partnering with its former largest shareholder and Japanese pachinko king Kazuo Okada, the owner of Aruze Gaming, following its court room fall outs.

888 to offer real money games on Facebook site

888 is to launch real-money products over the world's most popular social network, Facebook, with its award-winning real-money bingo, casino and slot games going live on the platform in the UK.

Using 888's existing social facing operation, the first app to launch will be bingo, with a casino offering including slots, casino games and poker to follow shortly thereafter.

The 'freemium' Bingo Island product that the company already has at the site will be upgraded to a real money site. Itai Frieberger, COO of 888, said: "888 has long recognised the potential for social gaming. Our Facebook freemium (play for fun) offerings have found a significant audience, and we are very excited by the opportunity that real money gaming on Facebook provides. We are working closely with

Facebook on this launch, ensuring we introduce the best of both worlds of real money and social gaming".

Julien Codorniou, Head of Games Partnerships for Facebook in Europe, said: "Facebook is a great platform for playing games with your friends and we are really pleased to be working with 888, who have a strong reputation on both the quality and safety of their games."

UK national newspapers have reacted negatively to the news, with the Daily Mail announcing 'Fury at Facebook online casinos' - and 'Social network is 'tempting young to gamble' with new betting games'. The backlash to the evolution of social gaming to real money gaming looks to have started and could stir opposition to the roll-out of RMG in the social space.

IL GRAND CASINÒ BADEN SI È

rinnovato ed ha riaperto in gran pompa all'inizio di dicembre. Il restauro si è compiuto nel decimo anno di vita della struttura ed è stato celebrato con un concerto della band inglese Hot Chocolate. La riapertura è coincisa con il lancio di Grand Jeu, un nuovo planetario a 360 gradi, e la Heineken Lounge, una sala di nuova progettazione che collega la sala giochi con il Grand Jeu, tramite un ascensore.

UN CONSORZIO DI AZIENDE

controllate da OPAP, Lottomatica, Scientific Games e Intralot è stato scelto provvisoriamente come concessionario delle lotterie in Grecia. La concessione, della durata di 12 anni, comprende i diritti esclusivi alla produzione, gestione, diffusione e promozione delle Lotterie Elleniche, in Grecia.

L'AZIENDA SG GAMING, APPARTENENTE

a Scientific Games Corporation, ha firmato un contratto con Paddy Power per la fornitura di videogiochi a una parte delle proprietà appartenenti a Paddy Power. Per SG Gaming l'accordo rappresenta un'altra opportunità per la fornitura di servizi ad una delle principali società di scommesse nel Regno Unito.

UNA PROPOSTA DI LEGGE DEL

Ministero inglese della Cultura, Mezzi di comunicazione e Sport sta cercando di introdurre una tassa basata 'sul punto di consumo'. Questa legislazione richiede a tutte le aziende di giochi e scommesse di possedere una licenza della Commissione Giochi e Scommesse. Questa licenza permette alle aziende di effettuare transazioni con i consumatori britannici e di fare pubblicità nel Regno Unito, senza considerare il luogo di provenienza delle aziende.

IL PARLAMENTO DEL KIRGHIZISTAN

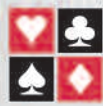
ha messo fuori legge i casinò e le slot machines a partire dal 1° gennaio 2012, dopo l'approvazione di una legge che vieta i giochi d'azzardo in tutto il paese. Tuttavia, secondo Yuruslan Toichubekov, presidente della commissione statale per la gestione e supervisione dei mercati finanziari, i cittadini del Kirghizistan hanno aperto tre casinò a Kapchagay e trasportano i clienti in questi locali con degli autobus. "Se in passato c'erano 18 casinò legali, adesso ce ne sono 50 illegali. Un tempo un casinò era dotato di quattro tavoli, adesso ne ha solo uno. La polizia finanziaria si deve occupare di questo problema, è suo compito. Noi non abbiamo alcuna autorità al momento."

ALCUNE DELLE PIÙ IMPORTANTI

aziende di giochi d'azzardo potrebbero dover rivedere i termini dei contratti di concessione della licenza, in seguito alla decisione dei gestori del patrimonio dello scrittore JRR Tolkien di fare causa alla società Warner Bros per violazione contrattuale, riguardo ai videogiochi a tema Signore degli Anelli. I gestori del patrimonio Tolkien e la casa editrice del libro, HarperCollins, pretendono un risarcimento di \$80milioni, e sostengono che la Warner Bros ha violato il contratto, permettendo la diffusione di merce non autorizzata, a tema Signore degli Anelli e Hobbitt.

PER LA PRIMA VOLTA NELLA STORIA

di Greentube, la società Greentube Malta Ltd. è attiva nel mercato italiano dei giochi d'azzardo online, attraverso il sito www.starvegas.it.



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Carrasco to reopen as Sofitel

Hotel chain, Sofitel, is expanding its gaming reach in Uruguay with the help of partner Codere

After three years of prolonged and thorough restoration work, Hotel Casino Carrasco, once one of the leading casinos in Uruguay, changed its name to Sofitel Montevideo Casino Carrasco & Spa and finally reopened to the public on December 15. Spanish-born operator Codere has partnered with Argentina Gaming Group (AGG) to plough US\$74m into the project with the hotel side of the business falling under the responsibility of Sofitel.

The Interim Minister of Tourism, Antonio Carámbula, wants the hotel to form part of the 'new' city as a tourist and business attraction. The venue is located in the up market, residential suburb of Carrasco in the capital of Montevideo on the city's southeast coast of Rio de la Plata. It has a privileged location on the Carrasco beach



The hotel will offer 116 rooms, a lobby bar, a 450-seat conference center, an indoor and an outdoor pool and a fitness centre. It is Sofitel's first hotel in the region to have a casino. The hotel will employ 150, whilst 300 people will work in the casino itself.

promenade, facing the La Plata River, close to the Carrasco International Airport and features excellent connections to Buenos Aires and Sao Paulo.

A spokesperson for Sofitel South America commented: "Montevideo is an important destination in Latin America due to its potential for growth, its tourist attraction and its stable economy. Since the city does not have a luxury hotel of this standing, our objective is to position it as the best in the region, including its luxury casino and events space."

VIZ slot launch on Sky Vegas Mobile

VIZ Slot, already a firm desktop favourite, has launched on the new Sky Vegas Mobile site. The Slot developed by Blueprint Gaming features all the humour, audio and graphical depth of the original Flash version. Now in HTML5 it can be accessed via the majority of IOS and Android powered Mobile and Tablet devices.

In developing VIZ and the HTML5 offer more broadly, Blueprint have worked closely with Core Gaming utilising their cutting edge Mobile Framework. Blueprint continues to invest heavily in the Mobile compatible HTML5 format and believes the evolving nature of both the technology and the hardware means on-going R&D and a flexible approach is key within the space.

Matt Cole, Blueprint Gaming's MD of Digital commented: "Mobile and particularly Tablet gaming is a hugely exciting area for the industry, and we look forward to working with our partners in developing the offer to meet the player demand which clearly exists. With a track record in developing profitable slots we feel well placed and look forward to further imminent game launches, and to showcasing a broad portfolio of rich HTML5 games at ICE."

Vienna and Lower Austria set for three new licences

The Austrian Treasury Department is to launch three additional licenses for casinos in Vienna and Lower Austria, all of which will be awarded in separate processes.

Financial Secretary Andreas Schieder said that Vienna would get two new casinos and Lower Austria one, taking the total number of casinos in Austria to 15 up from 12.

According to the tender documents, the single concession Vienna South West will be limited to the districts 3 to 19 and 23, a licence for Vienna North West will be launched for districts 2 and 20 to 22. So far there is only one casino in Vienna, and indeed those of Casinos Austria in Kärntnerstraße in the first district. The Lower Austrian single concession is in the state of free choice, outside the districts of Baden, where

Casinos Austria already operates a casino, in the district of Mödling.

Casinos Austria CEO Karl Stoss has in the past repeatedly stated the company's intention to apply for any new gaming licenses. So too has Novomatic, with spokesman Hannes Reichmann saying: "We will apply in due course for all three individual concessions."

The new operators of the so-called 'city packages,' the six casino licences in the state capitals, currently run by Casinos Austria, are due to be announced before the end of the year. The tender should originally have been concluded before the summer. The relevant documents are currently with the advisory committee, which is headed by Austrian Finance Chief, Wolfgang Nolz.

L'AZIENDA 888 STA PER LANCIARE

dei prodotti che fanno uso di soldi veri sul social network più popolare del mondo – Facebook. I suoi bingo, casinò e slot machines, che utilizzano denaro vero, verranno lanciati sulla piattaforma Facebook nel Regno Unito. Utilizzando l'applicazione esistente di 888, la nuova applicazione lancerà un bingo ed un casinò virtuale comprendente slot machines, giochi di casinò e poker.

L'AZIENDA MERKUR GAMING, UNA

sussidiaria del gruppo Gauselmann, intende costruire la prima fabbrica di produzione di slot machines in Sud Africa, in seguito ad un accordo con Grand Parade Investments. Una nuova società, denominata Grand Merkur, si occuperà della produzione e della distribuzione di slot machines, terminali per scommesse sportive e terminali per lotterie. La nuova società ricercherà inoltre nuove opportunità per la gestione di giochi d'azzardo, e per lo sviluppo di un centro di formazione, nonché di un centro di ricerca e sviluppo, in cui verranno prodotti software di produzione locale, giochi e hardware alternativo. L'azienda Grand Merkur avrà sede a Città del Capo, dove risiede l'azienda GPI.

NAGACORP, IL PRINCIPALE

operatore di casinò della Cambogia, è uno dei cinque gruppi interessati allo sviluppo di un resort nel Territorio di Primorsky, su dei terreni nei pressi di Vladivostok, nella parte più orientale della Russia. Nash dom – Primorye OJSC, che agisce per conto dell'amministrazione del Territorio di Primorsky, ha affermato di avere ricevuto sei risposte alla richiesta di progetti, ma che una, proveniente da Lushnikov, non rispondeva alle condizioni specificate nel documento RFC.

L'AZIENDA INTRALOT HA LANCIATO

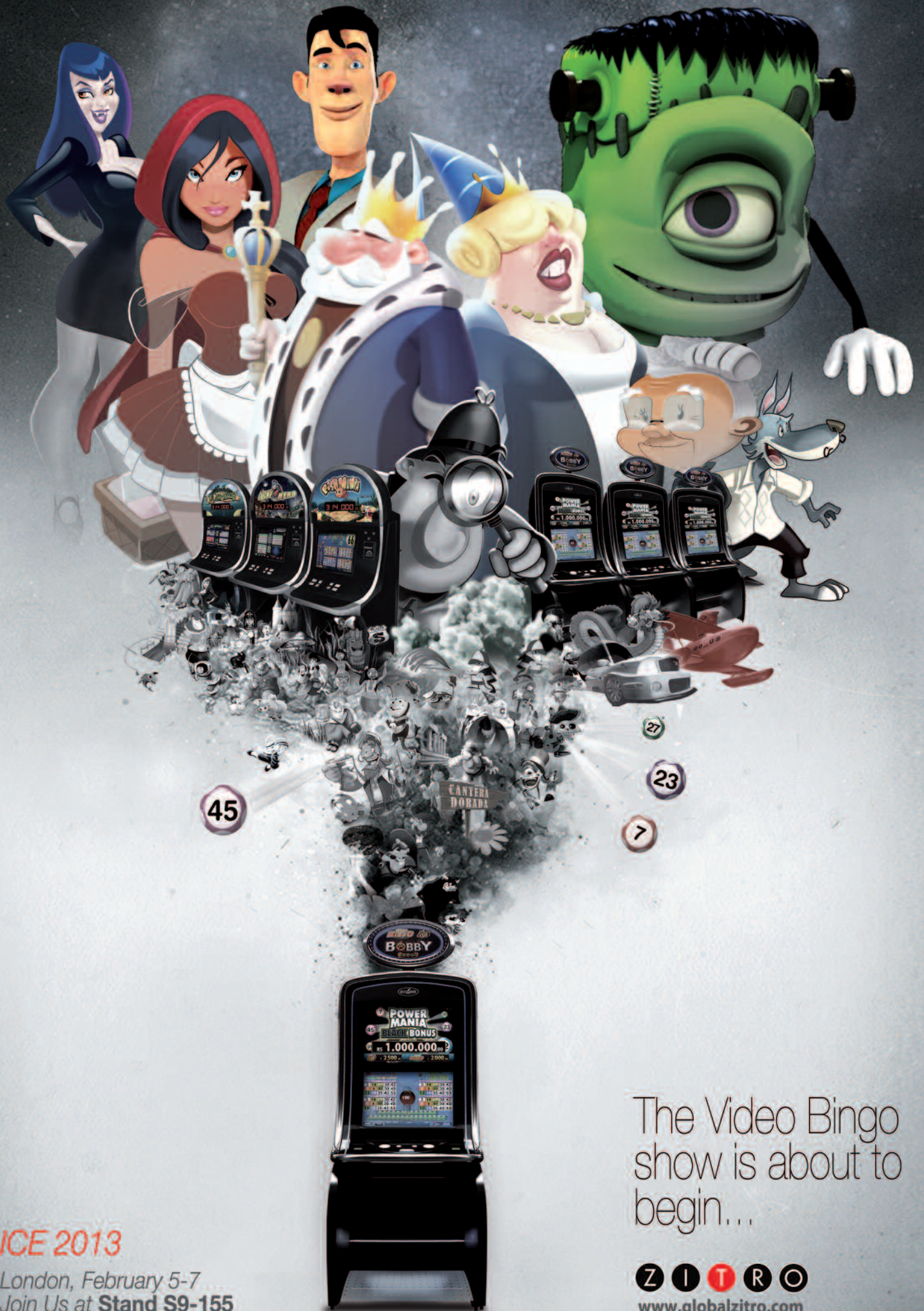
iCasino Slots per le sue operazioni in Italia, rafforzando ulteriormente il portfolio di giochi interattivi della sua sussidiaria italiana, Intralot Italia. Il nuovo prodotto presenta elementi grafici impressionanti, e contenuti che permettono ai giocatori di provare le loro slot machines preferite, integrate perfettamente con altri prodotti interattivi dell'azienda.

IL MINISTERO DEL TESORO AUSTRIACO

sta per lanciare una gara di appalto per la concessione di tre nuove licenze per casinò a Vienna e nell'Austria meridionale; le licenze verranno assegnate con modalità diverse. Il Ministro delle Finanze Andreas Schieder ha affermato che alla città di Vienna spetteranno due nuovi casinò e uno andrà all'Austria meridionale. Quest'operazione porterà da 12 a 15 il totale dei casinò in Austria.

L'AZIENDA KAM SANG CO., UNA

società immobiliare della California, ha acquistato il casinò MonteLago e l'adiacente hotel Ravella, a Lake Las Vegas, per \$46.8m e adesso intende aumentare il numero dei tavoli nel locale, che attualmente ospita 300 videogiochi. Lake Las Vegas, situato a Henderson, nel Nevada, è un lago artificiale di 320 ettari, ed è sede di diversi hotel e casinò, tra i quali il Monte Lago Village Resort, il Westin Lake Las Vegas Resort, il Ravella at Lake Las Vegas, e il Casinò MonteLago.



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MonteLago expands gaming



Lake Las Vegas' Casino MonteLago is set to expand its gaming offer with new owner

Kam Sang Co., a California real estate company, has bought the Casino MonteLago and adjacent hotel Ravella at Lake Las Vegas for \$46.8m and now plans to add tables to the 300 slot property.

Situated in Henderson, Nevada, Lake Las Vegas is a 320ha artificial lake, home to several hotels and casinos including the MonteLago Village Resort, the Westin Lake Las Vegas Resort, the Ravella at Lake Las Vegas, and Casino MonteLago.

Kam Sang took over the operational reins for the casino and 349-room Ravella last year from Village Hospitality.

Phil Wolfgramm, Kam Sang's Senior Vice President, said: "Our company is looking to get to the next level on acquiring properties of the scale and quality of Ravella, and it's a great opportunity for us and we are looking forward to getting more involved in that area of the hotel world."

Village Hospitality, an extension of Deutsche Bank, took over the property, previously a Ritz-Carlton, in February 2009 after the former owners filed for bankruptcy, having defaulted on a US\$103m mortgage.

Casino MonteLago is currently under lease to Intrepid Gaming, a company that specialises in casino management. Mr. Wolfgramm revealed that following the acquisition, Kam Sang wanted to talk to the casino group about renovating the casino and adding live table games, with the expectation that MonteLago will operate tables in the near future.



CROWN CASINO IN BURSOOD, A southeastern suburb of Perth, has been granted permission to install 100 slot machines a year over the next five years along with 25 additional gaming tables each year for the next four years. Australia's largest operator, owned by Chairman James Packer, has been given approval to add 500 more slots and an additional 100 tables. The Gaming and Wagering Commission has approved the move, which upon completion will see the West Australian boast a total of 2,500 pokies and over 300 gaming tables. Crown stated: "The commission has approved an additional 500 electronic gaming machines (phased in over five years) and an additional 100 table games (phased in over four years)."

To seal the approval, Crown Perth has agreed to build a six star hotel at the complex. Crown Towers Perth will be a luxury hotel costing A\$568m to develop and taking three years to construct. The hotel will push Crown's total investment in renovating its Perth casino to more than \$2.2bn. The commission will review Crown Perth's request for a further 30 table games to accommodate the new VIP gaming rooms planned as part of the development.

It said a number of issues were considered when making its decision to increase the product mix, including the state's lower rate of problem gambling compared to other states and territories. It only allows 'destination gambling' at the casino in Perth. The benefit of an improved tourism offering and the extra jobs that will be created also played their part in the decision.



Century announces plan for future Calgary racino

Century Casinos has reignited plans for a proposed race track and entertainment center in Balzac, the north metropolitan area of Calgary, Alberta, Canada by issuing a \$13m loan to the United Horsemen of Alberta.

The long-proposed racetrack has been delayed since 2007 due to a lack of investment. Now with the loan, the project is re-launching as a scaled-down version of the previous \$22m plan that was supposed to open in 2007. Century Casinos Europe has signed credit and management agreements with United Horsemen of Alberta.

The proposed project would be the only horse race track in the Calgary area and would consist of a 5.5 furlongs (0.7 miles) race track and a Racing

Entertainment Centre, including a gaming floor proposing 625 gaming machines, a bar, a lounge, restaurant facilities, an off-track-betting area and an entertainment area. This Racing Entertainment Centre license is the only license still available in any metropolitan area of Alberta. Century has agreed a loan to United Horsemen of Alberta up to C\$13m for the exclusive use of developing the proposed project. The loan has an interest rate of LIBOR plus 800 bps, over a term of five years and is convertible by Century into a 60 per cent ownership position in United Horsemen of Alberta.

Century will receive 60 per cent of United Horsemen of Alberta's net profit before tax as a management fee.



RON JEFFREY HAS been named as the Managing Director of Bally Australia, reporting directly to Srinivasan (Srinil) Raghavan, Senior Vice President of Asia-

Pacific and Managing Director of Bally India. Mr. Jeffrey had been Sales Manager for Bally Australia since 2010. He will remain based out of Bally's Australia headquarters in Sydney, New South Wales, Australia. In his new role, Mr. Jeffrey will be responsible for the company's overall product and marketing strategy and operations for the Australia gaming market.

"Ron's proven leadership, strong customer relationships, industry depth, and ability to execute will strengthen Bally's position as a provider of games, systems, and interactive technologies in the Australia market," said Bally's President and COO Ramesh Srinivasan.



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GAMINGLABS.COM

Kyrgyz ban not going to plan

Kyrgyzstan has shifted from gaming ban to gaming boom as policing proves ineffectual

A bill to prevent gambling in Kyrgyzstan introduced at the start of 2012 is, according to government officials, not just failing to stop gaming in the country, but has increased activity. The Kyrgyz parliament outlawed casinos and slot facilities on January 1, 2012, having adopted the 'bill to ban gambling in the territory of the republic' on September 29, 2011. The bill was supported by 105 MPs, one voted against and one abstained from voting. The initiative to ban casinos in Kyrgyzstan was put forward earlier by MPs representing Ar-Namys (Dignity) opposition party Bakytbek Dzhetigenov.

Criticism of the gambling business was endorsed by the president of Kyrgyzstan, Roza Otunbayeva. The head of the republic stressed that casinos had a 'detrimental effect on society.' However, she prophetically acknowledged that the ban on gambling establishments would not eliminate them, but rather force them underground. Prior to the ban, Otunbayeva urged citizens to unite against 'casino barons.'

According to official data, there were 21 casinos and approximately 3,000 slot machine facilities operating in Kyrgyzstan before the ban. On the morning before the vote on the bill, casino employees gathered for a rally outside the parliament building. Protesters stated that the deputies were deliberately trying to drive the gambling business underground. "And then the very same MPs, who gamble in the casinos, will provide 'protection services' and all the money that now goes to the state treasury will flow into their pockets," claimed a member of the Gambling Business Association, Myrza Niyazov.

In June 2012, the Kyrgyz Parliament approved a law toughening the punishments for underground casinos and slot operation, though Deputy Dastan Bekeshev considered that it was impossible to prohibit gambling on the Internet and voted against the law. Yuruslan Toichubekov, Chairman of the State Finance Department more recently claimed that: "Currently, over US\$200,000 is being 'exported' from Kyrgyzstan each day as a result of clandestine casino activities in the country."

According to Mr. Toichubekov, Kyrgyzstan's citizens have opened three



"If in the past there were 18 casinos, now there are over 50 clandestine casinos. Before a casino had four tables, now it has only one. Financial Police must deal with this, as it is their duty, but they have no authority right now."

YURUSLAN TOICHUBEKOV.

casinos in Kapchagay and regularly bus customers to the locations. "There are no officially registered casinos in the republic. All gambling machines were sealed, but these places cannot be stopped as they are private residences. However, the Financial Police has registered them and demanded the owners to sell the gaming equipment or take them out of the country," stated Mr. Toichubekov. He noted the financial reform has had a negative impact on the fight against casinos. "If in the past there were 18 casinos, now there are over 50 clandestine casinos. Before a casino had four tables, now it has only one. Financial Police must deal with this, as it is their duty, but they have no authority right now," Mr Toichubekov added.

Genting Group withdraws its Florida petition hopes

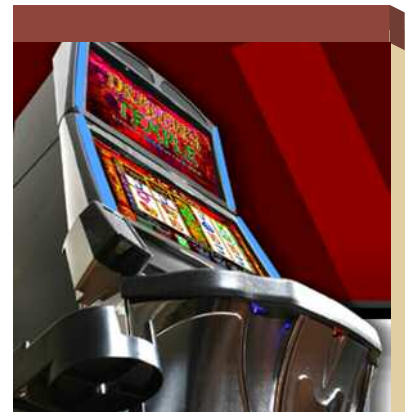
The Genting Group is changing its strategy in Florida; scrapping plans to petition locals on the prospect of introducing casino gaming in the area to concentrate on offering 'thoughtful analysis' to drive a casino amendment on the 2014 ballot.

Genting wants to build a US\$3.8bn casino-and-hotel complex along Miami's Biscayne Bay. However its push for a destination resort-style casino gambling in Florida was derailed in the summer, having failed to emerge from a House committee.

The Malaysian operator had set up a political committee called New Jobs and Revenue For Florida and invested money on consultants and

pollsters to push for a constitutional amendment to legalise casinos. The goal was to have it go before voters in 2014. Brian Ballard, a lobbyist for Genting, said it would opt for a less aggressive stance. "We are not going forward with a petition drive effort and there have not been any petitions gathered," he said. "The approach the Legislature is taking with this, a thoughtful analysis, we think makes absolute sense and we want to be a constructive player in it."

Genting invested over \$905,000 preparing for its petition drive on top of the \$236m for the plot of land. Mr. Ballard added: "It is now a good opportunity to look at all aspects of the regulatory and strategic environment."



SIELO INTERNATIONAL HAS SIGNED a contract to provide new video lottery terminals (VLTs) in Saskatchewan as part of the Western Canada Lottery Corporation (WCLC)'s machine replacement cycle. The contract award, which follows a competitive procurement process, is the 10th Canadian award in a row for SIELO.

By early 2013, it expects to install approximately 1,375 prodiGi Vu terminals in Saskatchewan as part of WCLC's network of approximately 4,000 VLTs. The VLT deployment comprises the provision of 13 games (including game refreshments). Earlier in 2012, WCLC also selected SIELO International to provide its Intelligent central system to support their VLT program.

Victor Duarte, SIELO International Senior Vice President and COO, said: "This is the 10th consecutive contract we've won in Canada in this current round of replacement VLT procurements, which speaks to the trust and continued recognition of our expertise by Canadian lottery operators. We are delighted to continue supporting Saskatchewan's VLT network: we've provided them with gaming cabinets for the past 10 years, and central system software for the previous 20 years."

LATVIAN GAMING OPERATOR, ALFOR, which owns the 'Fenikss' slot machine chain, was the leader in Latvia's tourism, hospitality and entertainment industry last year with a turnover of LVL32.873m, according to the Latvian Business Report 2012. Casino operator Olympic Casino Latvia was second with LVL19.046m in turnover, followed by bistro/restaurant chain 'Lido' – LVL 18.008m, travel agency Tez Tour – LVL 14.173m, gambling company Joker Ltd – LVL 12.014m, hotel "Viesnica Latvija" – LVL 11.008m, gambling company Admiralu klubs – LVL 10.883m, travel agency Latvia Tours – LVL 10.068m, "McDonald's" representative in Latvia – Premier Restaurants Latvia – LVL 9.692m, catering company Airo Catering Services Latvia – LVL 9.391m..

According to the report, a 21 percent increase in the number of foreign tourists was among the industry's main achievements in 2011. Moreover, foreign guests spent 14 per cent more in Latvia last year. The industry's main challenges will be the need for new tourism products attracting visitors all year long.

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Baha Mar Caribbean cruising

The Baha Mar Casino & Hotel welcomed its first visitors to the spectacular island development

The Baha Mar Casino & Hotel was set to open its doors on December 14 as the focal point of over 400 hectares of white sand beaches, along with three other distinguished brands: Rosewood, Mondrian and Grand Hyatt.

Baha Mar's new 100,000 sq. ft. casino is set to be one of the most compelling and exciting gaming experiences in North America, comparable only to the best in Las Vegas.

The charm of Bahamian music in the lobby, the views to the ocean, the buzz from the Vegas-style casino just steps away, and the chic crowd of pleasure seekers will begin to paint a picture of moments spent at The Baha Mar Casino & Hotel, the centerpiece of Baha Mar, which boasts a total of 2,200 hotel rooms, spread across the four major hotel brands.

The gaming floor at The Baha Mar Casino & Hotel is over 9,000 sq. m. of homage to fortune. With private high-limit rooms, state-of-the-art machines, and every popular table game in the world, this is the largest casino in the Caribbean and one of the most discreetly opulent and sophisticated to be found anywhere in the world.

Sarkis Izmirlan, Baha Mar Chairman and CEO, said: "The opening of Baha Mar Boulevard marks another significant step in our journey towards completion of Baha Mar. The past 12 months have seen many accomplishments for Baha Mar starting with the first anniversary of ground breaking in February, the global launch of our residential sales in June and the achievement of the 100 ft milestone of our iconic casino tower in July. Today's opening sets the stage for Baha Mar's final phases of construction while providing the community with another major improvement in the island's transportation infrastructure."

With a long and very successful history of managing exclusive luxury properties, including three award-winning resorts in the Caribbean, Rosewood Hotels & Resorts will operate and manage a 200-room luxury resort, including residences and villas at Baha Mar.

A Morgans Hotel Group hotel, Mondrian at Baha Mar features 300 distinctively



SARKIS IZMIRLIAN,
Chairman and
CEO, Baha Mar.

styled rooms that continue the brand's tradition of celebrating creativity, culture, fashion and art as part of the pursuit of our guests' passions whilst the Grand Hyatt at Baha Mar offers 700 rooms blending authenticity and luxury to bring a new standard of excellence to the natural beauty of The Bahamas.

Casino Gran Madrid unveils live TV online roulette offer

A year after becoming the first Spanish land-based casino to offer internet gaming, Casino Gran Madrid has now launched a television-based, betting platform to stream live roulette from its gaming floor to living rooms across Spain.

On a daily basis, and from 2:00 am, will air live roulette from the casino via an agreement with Jet Multimedia and Brand TV.

The operator said: "Casino Gran Madrid TV is the new remote gambling project from Casino Torrelodones. On a daily basis, and from 2am, we will now air live roulette from the casino. All equipment used for the realization of the program has been approved and has the approval of the National Game Commission, an agency that also oversees content. Also, its presenters, Antonio Santana and Mireia Ortega, have received specific training in play, given by the casino's own croupiers, and are advised at all times by the



Department of Game Casino Gran Madrid."

Customers can even watch presenters Antonio Santana and Mireia Ortega being filmed live as they spin the roulette wheel from the television studio. By way of a welcome, Casino Gran Madrid is offering a bonus of €200 to new customers who must register at the website. In just three steps, players can enjoy the experience of Casino Gran Madrid from the comfort of their sofas.



Nevada Governor **BRIAN SANDOVAL**, GLI Sr. Director of Marketing **CHRISTIE EICKELMAN**, GLI General Counsel and Director of Government Relations **KEVIN MULLALLY** and Vice Chair of Clark County Board of Commissioners, **SUSAN BRAGER**.

GAMING LABORATORIES International (GLI) has been awarded a State of Nevada Certificate of Recognition by Nevada Governor Brian Sandoval. Governor Sandoval presented GLI with the Certificate of Recognition in a ceremony during a meeting of the State of Nevada Economic Development Council (EDC). The Governor awarded GLI with the Certificate in recognition of what the award said is GLI's "innovation and entrepreneurship, which has helped drive economic growth and job creation in Nevada."

The Chairman of Nevada's Economic Development Council Glenn Christenson, said: "On behalf of our Board of Directors and the entire community, we congratulate GLI on its decision to expand their investment in Southern Nevada. We look forward to working with the GLI team, wish them continued success and appreciate their contribution to our growing economy."

"The GLI team is extremely honoured to receive this Certificate of Recognition for its extensive economic development efforts in and commitment to Nevada," said GLI General Counsel and Director of Government Relations Kevin Mullally.

FOR THE FIRST TIME IN GREENTUBE'S history, Greentube Malta Ltd. is now live in the Italian online gaming market with the site www.starvegas.it. StarVegas.it offers a range of iconic Novomatic slot games such as Book of Ra deluxe, Lucky Lady's Charm deluxe and Dolphin's Pearl deluxe. Players in the Italian market will also be able to try their hand at roulette and play video poker against real people. Each user can play either with virtual currency or real money – all in a completely safe environment that guarantees a great playing experience. StarVegas will be continuously updated with fresh content to keep the site both vibrant and exciting.

Tomislav Autischer, Head of Sales and Marketing, commented: "The Italian online gaming market is becoming increasingly exciting for Greentube as players' spending continues to increase and the overall forecasts for 2013 look highly promising. We are certain that our combination of prime technology and classic Novomatic content on StarVegas.it will delight Italian players and pave the way for further developments, game launches and new opportunities in Italy next year."

As part of the **Social Media Course for Casinos** programme, Marc Campman looks at six ways to use Twitter in your casino

Twitter is one of those social media tools that many casinos talk about, but once they are on it, they don't know what to tweet about. The fact is that many casinos are using Twitter these days as a new communication medium (140 characters) to keep in touch with their customers. As of May 2012, The Wynn Las Vegas had 444,400 followers, Luxor had 80,044 and MGM Grand 75,652 according to the Center for Gaming Research.

So why do many casinos shy away from Twitter? The reality is that your casino customers and potential customers are on Twitter and you're missing out on the opportunity to have a two-way conversation - which is virtually impossible with traditional marketing. So, how do you use Twitter for your casino? Check out these six common business-related Twitter questions:

HOW DO YOU USE TWITTER TO LISTEN TO YOUR CUSTOMERS?

If you know the keywords that are relevant to your customers, you can use Twitter tools like Hootsuite to track tweets that use those keywords and have them delivered to you via email. It gives you great insights into what your customers are talking about, what the best games are, how people like your entertainment or their most favourite dishes in your restaurant. You can also pick up messages when your customers are unhappy. When they have to wait in the queue to check into the hotel, or when they experience poor service of the staff in your cocktail bar.

HOW DO YOU USE TWITTER TO HAVE A CONVERSATION WITH YOUR CUSTOMER?

This may also give you an opportunity to reach out to your customers who sent those tweets. For instance, one of your followers tweets about how he and his friends had a great time at your roulette table last night. If you intercept this tweet you can send him a tweet back and offer him a discount for his next visit. Everyone loves to be surprised and delighted with unexpected gifts or recognition from a business. This also can result in word-of-mouth praise, a very lucrative form of marketing.



MARC CAMPMAN,
Social Media
Playmaker.

Marc Campman is an expert in social media for business.

He lectures and presents about today's best social media marketing plays and shares his experience with businesses, helping them to start conversations, create communities, advance ideas and seed discussions.

You can read his blog on
WWW.MARCCAMPMAN.COM
WWW.LOVESOCIALMEDIA.COM



HOW DOES A CASINO TWEET?

HOW DO YOU USE TWITTER HASHTAGS?

A hashtag is the pound sign # followed by a tag that explains what the topic is that you're writing about. To sort through the clutter of Twitter, users will search Twitter using hashtags. For instance, #blackjack for anything relating to blackjack or #yourcasinoname for everything in relation to your casino. If you are using Twitter for your casino, it is key to start adding hashtags into your tweets so that you can find more relevant and targeted customers.

ADDING HASHTAGS TO YOUR TWEETS EXPANDS THEIR REACH AND YOU WILL INTEREST MORE PEOPLE IN YOUR CASINO.

HOW DO YOU USE TWITTER TO PROMOTE YOUR CASINO?

If you have many casino promotions, you can use Twitter to announce these promotions to your followers. And what is so nice about Twitter, if your followers like your promotion, is that they will retweet your promotion to their followers exposing you to a much wider audience. Using Twitter, you can begin promoting "daily deals" which are exclusive to your Twitter followers. Or you can establish creative Twitter promotions like the next 30 Twitter Followers will receive a free spin or a 25 per cent off coupon for your restaurant. Think about what this can do to your business.

HOW DO YOU USE TWITTER TO GET MORE FOLLOWERS, FAST?

Twitter is fishing with a net. The bigger

your net, the more fish you will catch. The more followers your casino has, the greater the chance your tweet will be read and clicked, or retweeted. So the better your tweet, the more people will see it. So the best thing to do is to start following as many people as possible. So the chance that people will follow you back is bigger. Also, start adding hashtags to your tweets. It expands the reach of your tweets and you will find more people that are interested in following you. Finally, tell your customers you are on Twitter. Add it to your newsletter, place banners with "follow us on Twitter" in your casino and add 'follow us on Twitter' buttons on your web site and all your other social media sites.

HOW DO YOU USE TWITTER TO GET MORE WEBSITE TRAFFIC?

One of the big advantages of social media is that it drives traffic to your website. And if you have the right calls to action on your site like sign up for our free newsletter, you can turn visitors into new customers. Twitter can really help you with this. As long as your tweets are relevant and link back to your website. For instance, you can tweet about a new promotion for a new slot machine game. In your tweet you will add a link to your website where people will have to register their details to get the promotional voucher. A great way to turn an anonymous person into potential new casino customer.

SOCIAL MEDIA FOR CASINOS WORKSHOP:

Marc Campman will deliver a two-hour introduction workshop for the Social Media for Casinos course during ICE 2013 from 5-7 February at the London ExCel Centre. To receive more information about the Social Media for Casinos workshop for casino managers, organised by G3i and Love Social Media, you can contact Marc Campman at: marc.campman@lovesocialmedia.com

Ontario engages bid process

The Ontario Lottery has begun the RFPQ process to specify bidders and Gaming Zones

The Ontario Lottery and Gaming Corporation (OLG) is taking another important step forward in modernising the province's lottery and gaming industry by starting the Request for Pre-Qualification (RFPQ) process.

It will choose the winning bid by the end of 2013 for a casino with a maximum of 2,000 slot machines and 600 seats at a variety of table games.

This process is intended to pre-qualify service providers for specific day-to-day gaming operations in Ontario.

The gaming Request for Information (RFI) that OLG released back in May 2012, identified 29 proposed Gaming Zones, or geographic areas, where qualified service providers would be permitted to operate a single gaming facility.

The lottery group said it wants just one casino in Ottawa, which it said, 'represents a valuable commercial opportunity that has not been fully explored.'

The area currently has the Rideau-Carleton Raceway on Albion Road in south Ottawa and the Casino du Lac Leamy across the river in Gatineau.

Rod Phillips, OLG President and CEO, said: "We received more than 100 responses to our gaming RFI from a wide range of proponents, and we now have a better understanding of the change we are making as an organisation."

OLG is grouping many of the 29 Gaming Zones into Gaming Bundles with each bundle representing a separate bidding opportunity.

The first wave includes three separate processes, one each for the Ottawa Area, the East Gaming Bundle and the North Gaming Bundle. Potential operators must demonstrate their ability to operate multiple facilities in a given region or geographic area of Ontario. Service providers must also provide information on their financial and technical attributes and capabilities, including proof of successful experience with similar projects.

"This is the next step in our Modernisation plan. We plan to have no



"We received more than 100 responses to our gaming RFI from a wide range of proponents."
ROD PHILLIPS, OLG President and CEO.

more than one gaming site in each of the 29 Gaming Zones," said Mr. Phillips. "Gaming Bundles will not result in the merging of current or proposed gaming sites, or of proposed Gaming Zones."

By modernising lottery and gaming, OLG aims to have contributed in five years' time an additional \$1.3bn per year to key public priorities and usher in more than \$3bn in new capital investment in Ontario. In addition, thousands of jobs will be created across the province.

Goldenpalace.be partners Amaya in the iTunes store

Goldenpalace.be has selected Amaya Gaming's wholly owned subsidiary Ogame Network to develop and run its mobile poker for both Android smartphones and Apple's iPhone and iPad.

The poker application can be found in the Belgian iTunes Store by using the search term 'Golden Palace'. Android users can download the poker application link on goldenpalace.be. Glenn de Cuyper, Poker Manager at goldenpalace.be, said: "Our poker players demanded a premium mobile offering. Now, we can meet those needs with mobile poker from Ogame."

David Janssen, member of the Golden Team, a team of amateur poker players sponsored by goldenpalace.be,

added: "The new tool for Android allows me to also play on my smartphone. We have looked forward to this and the gaming experience is fantastic: fast and user friendly."

Peter Bertilsson, Managing Director at Ogame, concluded: "We've been first into every market opened so far. Ogame was one of the first to offer online poker in Belgium, and also the first to offer a complete mobile offering. Mobile has surpassed that of any consumer technology in history, being twice as fast as the Internet boom of the '90s and even three times quicker than the take-up of social media networking. Amaya and Ogame are proud to enable partners like goldenpalace.be to harvest the benefits of being a first mover."



BMM INTERNATIONAL has been formally accredited by Autoridad de Fiscalización y Control Social del Juego in Bolivia, meaning that as the Autoridad del

Juego (AJ) prepares to begin licensing operators, manufacturers and homologating gaming equipment again, BMM is at the forefront of the re-emerging Bolivian market.

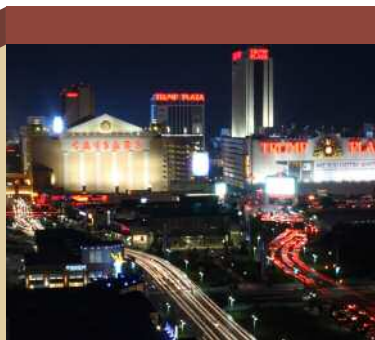
Fernando Cuellar, Senior Manager for Client Services, BMM Peru said: "This has been a very interesting process for all of South America to watch, as the AJ approach to introducing formal regulatory structure was unique. Historically, Bolivia was a bustling market, albeit less regulated. Now AJ are introducing full licensing requirements in regard to their unique standards, all these moves are very positive steps towards developing a well regulated and stable market."

Mike Dreitzer, COO of BMM (pictured) added: "As a global service provider it's imperative for our clients that BMM is recognized or licensed by every jurisdiction in the world. We are very grateful to Mario Cazon, Director Ejecutivo of AJ for his assistance throughout this process. Although the licensing process in each jurisdiction is somewhat unique, with the clear direction that BMM was provided we were able to successfully meet the requirements of another jurisdiction, once again. I am proud to say that BMM's office in Peru is doing incredibly well and assisting the regional regulatory community. We look forward to adding Autoridad del Juego to our client rosters."



THE HIPPODROME Casino, Leicester Square, UK, has announced the appointment of George Constantinou as Director of Online Operations, in advance of the London venue's forthcoming partnership deal with pokerstars.com.

Mr. Constantinou, aged 38, will also oversee the launch of the Hippodrome's new online site hippodromecasino.com built by Microgaming in January 2013, followed later in the year by the reveal of a new pokerstars.com branded poker deck on the top floor of the West End's largest and the UK's busiest casino. He will also be developing the Hippodrome's affiliate network and exploring further partnerships and media relationships. PokerStars, the worlds' largest online poker site, will refurbish and re-brand the poker deck at the Hippodrome Casino to create the UK's first PokerStars' poker room. In 2013, the Hippodrome will become home to a range of new PokerStars' tournaments and events which the site will promote to its base of 50 million registered players.



ATLANTIC CITY'S BELEAGUERED

casinos experienced their worst ever drop in business following Hurricane Sandy with gambling revenue falling 28 per cent in November, the largest single-month decline recorded in the state. While the 12 casinos saw only minor damage, the storm forced casinos to shut up shop in the New Jersey resort for six days, forcing drop down to US\$176.6m from \$244.9m in November 2011. All of the casinos were closed in advance of Hurricane Sandy on October 28, and they reopened between November 2 and November 5. Subsequent to their reopening, it took additional time for casinos to resume normal operations and open all of their amenities to the public. Additionally, there were at least nine conventions, conferences, trade shows and fairs cancelled.

The two week period that included the storm saw revenues devastated by 63 per cent. For the year so far up to November, GGR has slumped by a further 7.9 per cent to \$2.8bn. David Rebuck, Director of Gaming Enforcement at the New Jersey Office of the Attorney, said: "The impact of Hurricane Sandy was not limited to the days the casinos were closed, but for most of the month of November. Based on weekly casino win trends for the past three weeks, the Atlantic City casino industry is showing signs of resiliency."

Borgata, the AC's top-earning casino, saw GGR fall by 15 per cent to \$42.7m whilst Caesars, the biggest player in the market, saw takings across its four properties drop by 37 per cent to \$69.3m.

INTRALOT HAS LAUNCHED ICASINO

iCasino Slots for its operations in Italy, further enriching the interactive gaming portfolio of its Italian subsidiary, Intralot Italia. The new product features impressive graphic elements and gaming content that allow players to experience their favourite casino slots themes completely integrated with other interactive products of the company. The new Slots are offered under Intralot Italia Casino brand name Royale. In collaboration with Intralot Interactive and its international partner NefEnt, Intralot Italia provides the iGaming Platform and the interactive slots gaming content, respectively, offering a state-of-the-art product and an exciting experience to players. The slots enable the player to replicate the land-based casino experience online, at the company's website www.intralot.it.

Merkur S. African slot plant

Merkur Gaming is to open its first South African slot plant with Grand Parade Investments

Gauselmann subsidiary Merkur Gaming is to launch its first South African slot manufacturing plant following a deal with Grand Parade Investments (GPI) where a joint Grand Merkur will be formed to manufacture, assemble and distribute slot machines, sports betting terminals and lottery terminals.

The new company will also investigate opportunities for the possible operation of gaming facilities, and look to develop a training centre, as well as a research and development centre, where locally designed software, games and alternate hardware will be developed. Grand Merkur will be based in Cape Town, the home of GPI.

Grand Parade Investments is a Western Cape-based black-owned and controlled holding company listed on the JSE Limited, having investments and operations in the South African gaming and leisure industry.



THOMAS NIEHENKE, Chief Operating Officer, Gauselmann

"Currently, South Africa has no local slot or gaming machine manufacturing plant, which we believe presents us with an ideal gap in the market. GPI's gaming experience and established industry relationships make it an ideal partner in Africa."

The deal brings together GPI's local expertise and the intellectual property of one of the biggest manufacturers in Europe with significant game design and operational skills. Grand Merkur will be able to supply the existing local market with a world-class product which has enjoyed significant success and market share in Europe. Casino, LPM and Sports betting operators will be able to access high quality German produced hardware that can now be manufactured locally at a lower cost, while gamblers will benefit from a varied selection of games and cabinets, and a game design team that is able to introduce brand new games in a relatively short turnaround time.

Thomas Niehenke, Chief Operating Officer of the Gauselmann Group said: "Grand Merkur was established because both Merkur and GPI saw significant growth prospects in South Africa and throughout the continent. For Merkur, Africa offers an ideal expansion opportunity for our ever expanding manufacturing arm, Gauselmann adp. Currently, South Africa has no local slot or gaming machine manufacturing plant, which we believe presents us with an ideal gap in the market. GPI's gaming experience and established industry relationships make it an ideal partner in Africa."

Greentube launches its first 3D slot Marilyn Diamonds

Greentube is taking 3D slots to a new level with the launch of its first Novomatic 3D slot, Marilyn's Diamonds. The company's long-time business partner, GameTwist.com, has already featured the game on its website and it's proved to be highly popular with players right from the start.

Alongside sparkling new graphics, players will also see Marilyn's Diamonds flying across the screen in 3D when a winning combination is shown, creating a fantastic and innovative new playing experience.

The Marilyn's Diamonds game also features 'Reel Refill', a brand new feature category where sliding symbols replace spinning reels. Symbols slide into their vertical position and, when revealing a winning combination, the winning



symbols explode and the symbols above then slide down to fill the empty position, creating exciting win-chains.

Thomas Graf, CEO, stated: "At Greentube we take great pride in being at the forefront of the global remote gaming industry, being innovative and bringing state of the art products and services to our customers and end users. During 2013 our partners will see even more great Novomatic and Greentube innovations being made available through our online, mobile and terminal based systems."

The two companies intend to leverage one another's intellectual capital, existing relationships and experience in the gaming manufacturing industry in Europe and Africa as a whole, but particularly in South Africa, where foreign investment, job creation and locally manufacturing and assembly of goods would benefit the country significantly.

Hassen Adams, Executive Chairman of GPI added: "The opportunity offered by the joint venture to export our manufactured products to the rest of the continent, Europe and elsewhere is a significant benefit. We also expect it to create a significant number of new jobs and careers in the local manufacturing industry, which will naturally provide significant economic multipliers for the country." He continued, "For GPI the venture forms part of our vision and commitment to invest in South Africa and its communities and to advance transformation and economic empowerment. Both GPI and Merkur have similar histories, philosophies and visions and as such form a perfect fit. We each share a commitment to investing in people and communities, ensuring innovation as well as growth and sustainability."

Five proposals for Primorsky

Worldwide operator interest is currently focused on Russia's Primorsky Territory development

Cambodia's leading operator NagaCorp is one of five casino groups that have lodged their interest in developing a resort in the Primorsky Territory Administration, on land close to Vladivostok in Russia's Far East.

Nash dom – Primorye OJSC, acting for and on behalf of the Primorsky Territory Administration, said it had officially received six responses to the Request for Concepts (RFC) but that one, from Lushnikov did not fulfil all the conditions specified in the RFC document, namely the payment of the organisational fee for organising the RFC process (RFC OF) in time, so the application was not approved for consideration by the Committee of the Integrated Entertainment Zone.

The five companies were named as Royal Time, Diamond Fortune Holdings, Concept LLC, Global Gaming Asset Management and NagaCorp. The committee will now rate each of the



VLADIMIR MIKLUSHEVSKY,
Primorsky Territory
Governor .

concepts. It is now believed that the Primorye gambling zone will be called the Ussuri Bay Resort and is located near Muravyinaya Bay on Cape Cherapakha.

The region's Governor Vladimir Miklushevsky, said: "The gambling zone itself is not the most important thing, but it is like an anchor. In the modern tourism business, income from the gambling zone itself makes from 30 to 40 per cent of all tourism revenues. The rest comes from other sources, such as amusement parks and shopping centres."

Aristocrat profits surge as market momentum builds

Aristocrat delivered a 12 month result of \$91.7m profit, ahead of the guidance provided to the market in August 2012, representing a 69.2 per cent increase from last year. The last nine months saw the most growth with a 128.6 per cent increase compared to the nine months to 30 September 2011. These results reflect ongoing improvements in operational delivery and share gains across all key markets, with more competitive product portfolios driving performance momentum in line with the group's strategy.

Chief Executive Officer and Managing Director, Jamie Odell, said Aristocrat was reported another strong performance, ahead of guidance. This builds on our record of delivery, and is in

line with our turnaround commitments.

"We've created positive momentum by taking share from our competitors and growing sustainable value in difficult conditions in key markets around the world," he said. "Our game content, hardware and systems products are continuously improving, as is our focus on targeting the most profitable markets and segments. Aristocrat is prepared to capitalise on new, high growth distribution channels, and our strengthened balance sheet gives us the ability to consider investing strategically and providing enhanced returns to shareholders. Recently announced acquisitions position us to compete in the expanding online and social gaming markets."



THE HAVING SWUNG BACK INTO

profit in its first quarter, US locals operator Isle of Capri saw revenues swing the other way in its second quarter with revenues falling by US\$8.2m during the period, to \$223.2m. Virginia McDowell, president and chief executive officer said: "The second quarter was a period of achievements and challenges. Similar to other regional gaming operators, we experienced softening net revenues during September and October. Cost containment efforts led to increased adjusted EBITDA and margins at several of our properties; however we could not overcome the softness in our Mississippi business."

"We continue to be hampered by several factors in Mississippi which accounted for more than 150 per cent of our year-over-year property adjusted EBITDA decline. Some of these factors, such as construction disruption in Vicksburg, will end in the coming weeks, however others related to market conditions and operations have the full attention and focus of our team. The balance of our properties experienced an overall increase in adjusted EBITDA of 2.5 per cent, while net revenue decreased 1.9 per cent.

"Our new casino property in Cape Girardeau debuted on October 30, our rebranding project in Vicksburg is nearly complete and the renovation of the primary Lake Charles hotel tower will be complete by the end of December. Additionally, we have begun construction on our Lady Luck Casino at Nemaacolin Woodlands Resort in Pennsylvania. We are achieving our goals of renewing our asset base and restyling our customer experiences."

The operator said results were affected by \$2.7m in preopening costs associated with Cape Girardeau and \$2.5 million of costs associated with the refinancing of debt in July. It reported favourable results at Black Hawk, Pompano, Quad Cities, Waterloo and Lake Charles. Kansas City remained flat whilst the company's Mississippi properties faced significant challenges during the quarter, contributing to over 150 per cent of property adjusted EBITDA loss year over year. Ms. McDowell said rebranding, weather disruption and damage and a trend for customers to remain at facilities that benefitted from the prior year's flooding were all to blame.

Net Ent partners with Paddy Power

Paddy Power and Net Entertainment have struck a partnership that will see them provide the Irish bookmaker with a range of high quality browser and mobile gaming content that will be made available through Paddy Power's gaming portal from year end 2012. The agreement strengthens Paddy Power's burgeoning games catalogue with games which are amongst the most advanced in the market. Per Eriksson, President and CEO of Net Entertainment: "We are truly delighted that Net Entertainment has been selected by Paddy Power for delivery of a wide range of best in breed gaming products from the Company's browser and Mobile gaming portfolio. Paddy Power is a major player in this industry, and I am positive that Net Entertainment's games will be well received by Paddy Power's player base. The contract with Paddy Power will further strengthen Net Entertainment's position in UK and Ireland."



GAMING LABORATORIES International (GLI) has completed an in-depth training programme for 35 gaming inspectors of the General Direction of Casinos and Slot Machines (DGJCM) of the Ministry of Exterior Commerce and Tourism (MINCETUR) of Perú. The training covered the country's Monitoring and Control Systems model (SUCTR) process.

MINCETUR contracted GLI to conduct training on audit and field inspection procedures. Part of the engagement included the development of an SUCTR Audit Manual for MINCETUR, which will be used as part of their controls of gaming halls throughout Perú.

GLI held the seven-day training in Lima, Perú, which included onsite training for the inspectors in several gaming halls and with a variety of SUCTR approved systems. Conducting the training were compliance, engineering and network assessment experts, carefully selected among the global GLI staff, to provide the best training and expertise in the gaming industry.

GLI Director of Latin American and Caribbean Development Karen Sierra-Hughes said, "GLI has a long-standing commitment to the regulatory entity in Perú and throughout Latin America and the Caribbean. We are very proud to have worked so closely with the DGJCM for the last several years and to have been selected to perform this training. The training represents an important milestone in their path to strengthen the regulations in the Peruvian gaming industry and we look forward to continuing our very close relationship."

SUCTR is the denomination MINCETUR established for the Monitoring and Control Systems model. The massive project connects roughly 72,500 machines to the SUCTR that are all homologated by MINCETUR. The SUCTR are now reporting directly to the MINCETUR's data center, relaying information regarding revenue and significant events to better control the gaming industry in Perú.

Ing. Manuel San Roman Benavente, the Director of the DGJCM Perú said, "We have been pleased with the training that GLI has provided to our inspectors, it has served to unify criteria for the control tasks of the SUCTR Models that are installed in gaming halls. GLI has certified many SUCTR Models for Perú, so this experience has served to transmit and display the characteristics of each SUCTR model."

The return of the King of Pop

Casino di Venezia di Ca' Noghera plays host to one of music's most influential stars

Michael Jackson King of Pop arrived in Europe at Casinò di Venezia di Ca' Noghera in Venice, Italy during a series of special launch events in November.

Presented exclusively by Bally Technologies, the music-filled game is presented on Bally's Pro Series V22/32 cabinet with the custom Pro Series surround-sound chair. Hundreds of players were eager to experience five of the most popular Michael Jackson songs and video clips from his performances.

"We are extremely excited about the launch of this innovative game in Europe," said Marco Herrera, Bally Technologies' Vice President and Managing Director of Europe, Middle East and Africa. "Bally continues to build a library of award-winning products with engaging play mechanics, and there is no doubt this highly-anticipated game delivers a true concert-like gaming experience."

Hostesses wearing iconic accessories



King of Pop hostesses helped to educate players at Casino di Venezia di Ca' Noghera on the launch night of Bally's Michael Jackson title.

synonymous with the famous artist taught players how to play the game. Michael Jackson-themed giveaway items were distributed, along with plenty of imagery from the game to set the right mood throughout the casino.

Offering mystery wilds bonuses to free games bonus events, and highlighted by a U-Spin Platinum Record Bonus, the game features hit songs Bad, Beat It, Billie Jean, Dirty Diana, and Smooth Criminal. Considering the popularity Michael Jackson enjoys throughout the globe and the game's success in North America, there is no doubt this eagerly awaited brand will quickly become a player favourite throughout Europe.

Inspired extends deals with Coral and Turf TV

Inspired Gaming Group has extended its contracts with two of the UK's most prominent sports betting brands: Coral and Turf TV. Coral, the third largest bookmaker in the UK, has added Inspired's Virtual Sports feeds to its online sportsbook and increased the number of Virtual Sports available in its 1,600 venues to include the full portfolio: Horses, greyhounds, football, tennis, motor racing, speedway, and cycling.

Turf TV is one of the UK's leading providers of live racing to UK bookmakers and has also been broadcasting Virtual Sports into UK LBO's for over five years. To continue to meet the demand for Virtual Sports from its customers, Turf TV is extending its contract with Inspired for Virtual Horse and

Greyhound races for a further five years, until 2017.

Steve Rogers, Managing Director for Virtual Sports at Inspired Gaming Group, commented: "We have been providing Virtual Sports to the UK market for over a decade and it continues to be a key part of our strategic development. These contract extensions and renewals, with major UK sports betting brands, demonstrate the outstanding quality of the Virtual Sports content we continue to provide across all channels. As an indication of our cross-channel growth another leading UK bookmaker, William Hill, recently became the first of our customers to develop a dedicated iPhone and Android app for Virtual Sports betting."

IGT extends its mobile footprint

IGT has agreed to a deal to provide mobile games to Paddy Power in a significant extension to the companies' existing partnership. Paddy Power, the international betting and gaming group, will become IGT's first OpenBet customer to access a wide range of the most successful IGT mobile products via the IGT rgs (remote gaming server) Casino. The games will be available at paddypower.com as well as through the mobile site of Paddy Power's recently launched new brand 'Roller'. The top performing IGT titles in the initial launch include Da Vinci Diamonds, Cleopatra, Cats, Wolf Run, Kitty Glitter and Elvis A Little More Action.



CRITICAL MASS IN SINGAPORE

The mass market holds the key to unlocking the fortunes of Resorts World Sentosa for Genting International's struggling resort casino

Resorts World Sentosa (RWS) is hoping new hotel rooms catering to the international mass market will help boost play at both ends of the VIP spectrum, as it looks to meet a forecast of 17m visitors in 2013, eclipsing this year's figure by one million.

Genting Group Chairman Lim Kok Thay said filling accommodation for the mass market would be a challenge but that providing more hotel rooms for cost-conscious travellers would be key to growth. Speaking at the official opening ceremony of RWS, three years after its actual opening, he highlighted Johor's Iskandar Development Region as a possible location.

GGR at the Singapore property fell by 27.8 per cent year-on-year in the third quarter to US\$470.8m, which Mr. Lim attributed to the Integrated Resort's 'novelty effect, wearing off.' The key, he said, now was in generating more overseas gaming revenue.



LIM KOK THAY,
Chairman, Genting Group.

"There is not sufficient room capacity to cater to what we call the higher end of the mass market. Hopefully with the completion of more rooms for the mass market tour and travel, we should be able to do even better."

The S\$7bn resort has welcomed more than 45m guests since opening in January 2010.

Mr. Lim said: "In 2006, we began with a vision to build a destination resort like no other. Six years on, we have taken our vision into reality, and turned the page for Singapore's tourism story. The resort has built itself into one of the most desired destinations for families in Asia. Even as the global economy teeters on

HOPEFULLY, WITH THE COMPLETION OF MORE ROOMS FOR THE MASS MARKET TOURS AND TRAVEL, WE SHOULD BE ABLE TO DO EVEN BETTER.

uncertainty, we remain confident of surpassing our 2012 attendance of 16m visitors for next year."

To achieve this Genting wants to dedicate the 1,500 hotel rooms in RWS, currently running at about 90 per cent occupancy, to higher-end visitors but to do this it needs somewhere for the mass market to stay. Mr. Lim said: "There is not sufficient

room capacity to cater to what we call the higher end of the mass market. Hopefully, with the completion of more rooms for the mass market tours and travel, we should be able to do even better."

Genting Singapore submitted a record bid for a hotel site in Jurong East last month through its Tamerton subsidiary. The site would be home to a four-star hotel with up to 500 rooms within 28 months.

The operator sees its non-gaming facilities as providing a 'marketing edge.' It has been opening its attractions in phases with December seeing the opening of the Marine Life Park which attracted 50,000 visitors in its first two weeks.

It is the world's largest oceanarium with 100,000 fishes from 800 species, and is expected to draw at least 1m more visitors to the resort in 2013. Over the next three months, Universal Studios Singapore will launch a new attraction, the Sesame Street Spaghetti Space Chase. This will be the world's first Sesame Street indoor theme park ride specifically designed for the entire family. At Marine Life Park, new immersive experiences such as ray-feeding, shark and dolphin interaction programmes, as well as sea trek diving and new education and conservation programmes will be progressively rolled out. New entertainment, including a new resident show at its Festive Grand theatre, will be introduced in 2013, all of which are hoping to boost profits in the casino.

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Let's Go!

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BULGARIAN BENCHMARK

Major Bulgaria-based casino company Balkanfón specifies MEI note acceptors

Balkanfon has agreed to exclusively install MEI note acceptors in all slot machines. The relationship between Balkanfón and MEI began at the ICE trade show in 2006 – and resulted in Balkanfón specifying MEI note acceptors.

Balkanfon is an importer of casino equipment in Bulgaria renting over 1,000 slot machines to 20 different casinos across the country. Balkanfón has an excellent relationship with its customers, making sure they receive the best products available and provides top of the range service to make sure their machines are always running efficiently.

Boris Petkov, CEO of Balkanfón, said “The first time acceptance rate of MEI CASHFLOW SC allows us to enhance the player experience. Increased machine performance, coupled with reduced need for maintenance, is a huge benefit and helps us increase our profits.”

“MEI CASHFLOW SC provides us with the highest acceptance rates, unrivalled security, best jam performance and lowest cost of ownership in the industry,” said Petkov. “We have had no problems and it is a relief to have a great product as a key component in our slot machines. The superior quality and great customer

Pictured left: **ABDELHALIM LATOUI** of MEI, **BORIS PETKOV** of Balkanfón and **ALAN HUMBLE** of MEI.

“We are delighted to be able to provide Balkanfón Casino’s with the products they need to be successful. Their decision to use CASHFLOW SC exclusively for all new machines is a great honour for us, and we are confident that our products will continue to have a positive impact on their revenue streams.”

ALAN HUMBLE, OEM and Casino Sales Manager, EMEA, MEI.



INCREASED MACHINE PERFORMANCE, COUPLED WITH REDUCED MAINTENANCE, IS A HUGE BENEFIT AND HELPS US INCREASE OUR PROFITS.

service is why the 80 per cent floor percentage of MEI products will rise as we order new slot machines.”

Alan Humble, MEI OEM and Casino Sales Manager – EMEA said “We are delighted to be able to provide Balkanfón Casino’s with the products they need to be successful. Their decision to use CASHFLOW SC exclusively for all new machines is a great honour for us, and we are confident that our products will continue to have a positive impact on their revenue streams.”

Balkanfon rents and services slot machines to casinos in Bulgaria. It works with casinos to manage 1,000 slot machines and provide complete slot machine service. Part of Balkanfón’s responsibility is to ensure the right components are fitted in the slot machines.

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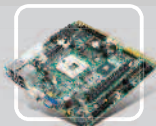
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SPIRIT OF SUCCESS AT GRAND BADEN

Interblock and Spirit Gaming
install Organic Blackjack at
Swiss Grand Casino Baden

Grand Casino Baden has undergone a major refurbishment, investing in the latest and greatest gaming technology to place the casino once again at the forefront of entertainment in Switzerland.

Players can now enjoy gaming entertainment on state-of-the-art Interblock electronic tables. A seven position Organic Black Jack as well as a 12 position Organic Roulette electronic table have just been installed at Grand Casino Baden. The casino management has proven how to combine gaming in smoking and non-smoking areas.

The major Interblock Organic tables are situated in the non-smoking area. A further four roulette positions are placed in the smoking area. Players have a direct view of the three large screens above the Organic roulette in the non-smoking area. This arrangement sees four positions connected to the large Organic roulette – showing the capabilities of uniting players when legislative dictates that smoking and non-smoking areas be separated.

THE INTERBLOCK TEAM HAS PUT THEMSELVES IN THE POSITION OF THE PLAYERS TO DESIGN SOMETHING THAT PLAYERS WANT.

Spirit Gaming is the official distributor for Interblock in Switzerland, Germany and Luxembourg. Having celebrated the first major success only a few short months ago at a German casino for Interblock – namely Casino Hohensyburg, which is part of the WestSpiel Group – Spirit Gaming has now gained its first major success at a Swiss casino – at Grand Casino Baden. Frank Ziegler, the CEO of Spirit Gaming, looks back at an extremely successful 2012, stating: “Interblock is extremely well known and respected throughout the global gaming market for its unique combination of excellent technology and wonderful design.”

Detlef Brose, CEO at Grand Casino Baden,



“The Interblock solutions are truly created for players. We can tell that the Interblock team has completely put themselves in the position of the players to design something that players really want.

Naturally these Organic tables are of superior technology and outstanding design.”

DETLEF BROSE,
CEO, Grand Casino
Baden

gives precise information on the casino management’s choice of Interblock: “The Interblock solutions are truly created for players. We can tell that the Interblock team has completely put themselves in the position of the players to design something that players really want. Naturally, these Organic tables are of superior technology and outstanding design. Interblock is a very professional company in its field – which, for example, we see time and time again in the way they present themselves at international gaming exhibitions. Finally, Interblock has an excellent distributor in Spirit Gaming. We have known Mr. Ziegler for many years and are very pleased with the work done here.”

Grand Casino Baden management also placed their judgement in Interblock, knowing that these Organic solutions are completely modular and flexible and can be expanded at any time. Mr. Ziegler concludes by looking to future prospects: “The electronic Organic roulette table can be connected to live wheels and we plan to carry out this installation very soon here so that players can choose between playing on either of two live roulette wheels alongside the electronic roulette wheel.”

WORKING THROUGH INTERESTING TIMES

The constant evolution of online gaming provider, OpenBet, continues to provide a challenge for its long-serving CEO, David Loveday, something he completely relishes

David Loveday is one of the longest serving CEOs in the gaming industry. He has been at the helm of online gaming provider, OpenBet, for over a decade and in that time has built a market-leading company with a resolute commitment to customer-focused technology solutions in regulated gaming markets. G3 interviewed Mr. Loveday about his career, the company that he has managed for over 10 years and asked what the future holds for OpenBet and its long-standing CEO.

It's unusual for a chief executive officer to remain with a company for an extended period, particularly in the gaming industry. Promotion, new challenges, salary rewards and incentives all create an environment of change and churn. Asked why he continues to hold the reins at UK-based online platform supplier, OpenBet, after 10 years, Mr. Loveday paints a picture of a company constantly evolving, building its professional team and continuously being challenged to innovate by its customers.

"I have stayed with OpenBet for a number of different reasons," outlines Mr. Loveday. "Prior to joining OpenBet, I was involved in a successful start-up, which floated in September 1999 and having finished there in 2001, I very much planned to take two years off work. I don't have a background in gambling, or strong personal interest for that matter, but I was approached during my break to take over Orbis Technology (Orbis changed its name to OpenBet in 2010), and the owners were very insistent that they needed someone to run the business. It was a very exciting challenge; a small company, with a small footprint and small profit, but there was great potential and having taken a break to recharge my batteries, Orbis proved to be intellectually stimulating and good fun. All those things are still true today and the job has continued to evolve and excite."

In the early days with Orbis, Mr. Loveday describes his role as covering all bases, as



DAVID LOVEDAY,
CEO Openbet.

"Every time we accomplish an amazing job for our customers they thank us and then demand more."

OUR CHOICE NOT TO ALLOW WAGERS FROM THE US MARKET AND NOT TO OPERATE AS A COMPETITOR TO OUR CUSTOMERS HAS DEMONSTRATED THAT WE ARE A LONG-TERM PARTNER.

"We have had many chances to create affiliates and run our own services, but we have remained a technology-only supplier. As soon as you start entertaining operations you are an operator. There is clear blue water between us and what others have done in this sector and we have steered clear of affiliates."

salesman, head of project management and official door-opener. During this time the company quickly expanded and it has been the growth of the team at OpenBet that has brought the most satisfaction to its CEO. "Most people at OpenBet have been promoted from within," Mr. Loveday describes. "All our senior technical staff joined as developers, and as well as building the company, seeing people develop in their roles has been hugely rewarding. The company developing into a great team has also been the driver for our success; it's what makes us different in this space. We all enjoy the process and draw strength from our working culture, which is, fundamentally, that we trust each other. While our competitors remain extremely aggressive, we continue to deliver what our customers want. It is that process that influenced our key

decisions. Our choice not to allow wagers from the US market, not to operate as a competitor to our customers and not conduct business with grey marketeers has demonstrated to our customers that we are a long-term player and partner."

FROM THE TOP

Describing the initial decisions made during the days of Orbis Technology, the first thing that needed addressing was structure. In the early days there were no rules, structure or processes in place, recalls Mr. Loveday. Most of his effort was directed at establishing the right culture, one of trusting people and giving the technical staff the ability to make their own decisions. "We have a 'no blame culture' at OpenBet," says Mr. Loveday. "





You have to be tolerant when you're working with very bright people who are not always conformists. With talent comes eccentricity and when you're hiring some of the brightest in the country it's important to empower your key staff in decision-making. Everything we do is about our customers and we are inspired by them.."

Describing the typical OpenBet customer, Mr. Loveday relishes the relationships that have really pushed OpenBet hard and expected more from the business at every turn. It's this challenging relationship with customers that he believes has been key to the company's success. "Every time we accomplish an amazing job for our customers they thank us and then demand more," underlines Mr. Loveday. "It's something that has enabled us to build a culture and way of working with a commitment to excellence - that's the right philosophy to working with customers. We have expanded from a company of 200 people five years ago to 700 today, and been a standard bearer for this sector in creating the right culture - the right working and business environment.."

THE KEY CHANGE

In terms of success, the big turning point for OpenBet was the signing of its deal with UK licensed betting operator, William Hill. William Hill was the holy grail, admits Mr. Loveday. "Between 2002-08 we had established a series of successful customer relationships, but the customer we most wanted to sell to was William Hill. Under Ralph Topping's leadership William Hill has continued to raise the bar in the LBO sector and the same was expected of us. William Hill is constantly looking for us to evolve, to innovate and support them at the highest level. It was William Hill in particular that transformed us from being a good company, into a truly great business with a desire and appetite for success. We have learned a lot from William Hill and I'd say that after we won the Paddy Power contract, we felt there was no one in the world that we couldn't sell to - and that's pretty much what has manifested as the business continues to evolve and grow."

The deal with William Hill began with an appraisal of exactly what OpenBet could deliver in just nine months. It was an incredibly short timescale, but working in tandem, with William Hill pushing OpenBet to the limit, helped to redefine the technology and ultimately shape how it is used today. "The sheer drive of what they wanted to achieve was inspiring," states Mr. Loveday. "William Hill's online offer wasn't in the best shape back then, but they put all their wood behind one arrow and we were part of that evolution.



It took us to the next level of customer service and the important thing to remember is that when we started out with our customers 10 years ago, the volume of transactions was much smaller compared to today. We have had to keep pace as the sector has expanded, growing as our customers have grown. However, I do think that working with William Hills was a defining moment for us and the big transformation they went through spurred our own development too."

Taking over the strategic planning of the business, right from the outset the company made a commitment to exclusively supply software to its customers. To this day OpenBet is purely a B2B provider. If you look at other providers and the entities they own, it is difficult to separate suppliers from affiliates - no matter how many degrees of separation, they remain operators. That's not the case with OpenBet. "We provide an open platform as a pure technology supplier," affirms Mr. Loveday. "There are no grey areas, we don't own a bit of a company X or Y. We have had many chances to create affiliates and run our own services, but we have remained a technology-only supplier. As soon as you start entertaining operations you are an operator. There is clear blue water between us and what others have done in this sector and we have steered clear of affiliates. I wholly believe that you can't drive traffic and remain a technology

supplier. If you head down that route you are an operator and I would argue that there aren't many true suppliers out there, as most are in fact operators. We chose not to compete with our customer, as we couldn't approach Paddy Power or Coral to supply technology while at the same time running a business against them."

US AND THEM

The major financial decision that will undoubtedly play a large part in the future success of OpenBet, was the decision to refuse to take US wagers. OpenBet's stance throughout the rollercoaster ride in the last decade of US online gaming, has been to resolutely view the taking of bets from US players as illegal. "We always took the view, as a company partly owned by News Corp., that the situation in the US was black and white. In 2004-6, when the majority of companies targeted and began taking customer wagers from the US, we placed clauses in our contracts that prevented our customers from taking those bets. I think it is something that the whole market can see was the right decision now, but back in 2004-5, when most people knocking at the door wanted US facing contracts, it was a tough call. However, it was my conviction and that of the management team that to do so would be breaking the law."

Hindsight is 20/20, but it would have been very hard for a company like

"We kept a clean compliance record and we don't need to worry about lawsuits as we stuck to the letter of the law. I always believed that this was the right long-term strategic view and that you have to stick to your guns. We were brave enough to believe in our convictions and that comes back to the dominant culture of the company and the philosophy by which we deal with customers."
DAVID LOVEDAY,
CEO Openbet.

OpenBet had the US taken a different path, leaving the company on the sidelines as the opportunists reaped the rewards. "It was a painful couple of years," admits Mr. Loveday, "but we have been vindicated and we are now in a great place. We have won a series of contracts in Canada having maintained an unblemished record - and I'm happy to be able to travel to America without fear of arrest. We kept a clean compliance record and we don't need to worry about lawsuits as we stuck to the letter of the law. I always believed that this was the right long-term strategic view and that you have to stick to your guns. We were brave enough to believe in our convictions and that comes back to the dominant culture of the company and the philosophy by which we deal with customers."

OPENING THE DOOR

OpenBet started the concept of an open casino platform back in 2004, enabling operators to pick and choose the type content and functionality they required. Competitors scoffed, saying that such a concept was doomed to fail - and fail quickly. Locking customers into closed platforms was the norm and the principle of those business models had been to control content on proprietary platforms. "We believed back then that the market would shift to an open platform casino model and again, we held fast to our convictions," said Mr. Loveday.

"Others said that we would be relegated within six months, but if you knock on the doors of those companies today, you'll find their predictions back-fired and many are no longer in business."

There's a pattern that quickly reveals itself about David Loveday's career, in which team-building is a focus, strong convictions and principles are immutable and while others follow the herd, he's most likely to be off in a different direction entirely. "I have genuinely felt that there was a clear road forward for this company," stated Mr. Loveday. "Essentially, we don't panic. We stick to the things that we believe in, for example, when everyone was building a bingo product, we said no. The market is just too saturated to make any money from it, so we kept out of bingo. We have always focused on ourselves and working closely to deliver what our customers need rather than spending time watching the market. I don't sit there and think to be successful I must copy X or Y company. Our policy is to differentiate and move in the right direction for our business."

Continuing to build economic success, OpenBet's 700 strong team is looking to the future in the lottery markets, having established six lottery contracts in the last two years from a standing start in the sector. As part of a 10 year plan, the next eight years will see OpenBet taking its technology forward to meet the demands of existing and new customers, with an architecture for the lottery market place that brings cutting-edge technology to a sector that is crying out for innovation. "There's a lot of old technology in the lottery market right now," observes Mr. Loveday. "It's technology that needs to change. Land-based computing is still a mainframe with a PC at the end of the chain and that's quickly becoming redundant."

CONVERGENCE ISN'T JUST ABOUT BOLTING THINGS TOGETHER

Right from the start, OpenBet decided that it was not a proprietary company and that it would integrate with third-party developers and content suppliers through its open platform. It was this fundamental decision that untethered the company from hardware restrictions and what today has led to a solution that is revolutionising the way services are delivered to customers. "If you look at the UK and examine what is happening in betting shops right now, you'll see that offer is very restricted as compared to online," describes Mr. Loveday. "What we are seeking to achieve is to ensure that customers on-site are offered the same events as online, and deliver that experience through software, not



"We have always been crystal clear regarding international growth that we will work only in legal, regulated markets. Everything we do starts with our customers and we are focused on customers not geographies. In many places around the world there is only one customer to sell to and we will be marketing to them in the next year."
DAVID LOVEDAY,
CEO Openbet.

WE ARE SEEKING TO ENSURE THAT CUSTOMERS ON-SITE ARE OFFERED THE SAME EVENTS AS ONLINE, AND DELIVER THROUGH SOFTWARE, NOT HARDWARE.

hardware. Our product called OpenBetPromote uses large screen video walls, linking bets on the screen with online offers, leveraging both online and retail platforms. We offer the same pricing and same architecture for both markets, giving operators a clearer view of their liabilities, of what's working and what's not working. This is the type of convergence that we're bringing to our major customers to enable them to gain deeper knowledge about their customers."

The technology OpenBet is developing for its customers uses existing screen technology in casinos, in sports-bars and LBOs etc., bringing together online and retail technology. "We are not looking to build lottery terminals for the lottery sector," explains Mr. Loveday. "You don't need huge terminal networks when phone technology has placed the 'terminal' in the hands of the player already. The big lottery suppliers need to

be mindful of the power of the mobile device. Do you really need to buy tickets from a till? Do you still need to print airline tickets, buy physical books, visit your local bank? There is a vested interest from all these sectors to promote mobile devices and ultimately, we believe the lottery market is going to become a handheld market too. It is only a matter of time before lottery tickets are made available on handheld devices rather than old-fashioned standard terminals with software running through a PC. Within the next decade all lottery tickets will be sold and redeemed through laptops and mobile devices. As such, we are not focusing on building a network of terminals, but we have focused on the next generation beyond that. There's no point in OpenBet going headlong to compete with the existing architecture when we can supersede the technology completely."

OpenBet is looking at how it can take screen-based promotional products into casinos, sports bars and equivalent locations and utilising its Promote screen-display technology to transform the vibrant cinematic experience within these locations into a betting experience. "We see this solution generating 50 per cent of revenue internationally in the next five years and I would like to think the US would be legal before then from an online perspective," predicts Mr. Loveday. "We have always been crystal clear regarding international growth that we will work only in legal, regulated markets. Everything we do starts with our customers and we are focused on customers not geographies. In many places around the world there is only one customer to sell to and we will be marketing to them in the next year. People always think of OpenBet as a UK customer-focused business, but we have offices in Sydney and Montreal and presence in Macau. We are limited to legal jurisdictions, but as those multiply we will look to grow our 25 per cent of revenue outside the UK into a much larger proportion of OpenBet's business."

As to the future goals of OpenBet, Mr. Loveday admits these are pretty straightforward. As the US legalises online gaming the company would want to be involved with early adopters; it would like to service another major international lottery in Europe (in addition to OpenBet's current client, Danske Spil), and another in the Far East with a major regulated body. It is also OpenBet's goal to continuously provide the latest technology for its customers - but asked if he'll spend another 10 years at the helm, Mr. Loveday isn't quite so definitive. "I couldn't say - but I certainly see myself here for the foreseeable future."



COLD AND CALCULATING

The demands of the current generation of slot machines requires ever increasingly sophisticated and efficient hardware solutions

Casino floors are awash with vibrant, immersive graphics, enticing sounds and the din of players reveling in the hope of winning a jackpot.

Each slot machine is skillfully crafted to attract slot players away from competing machines to enjoy the richly interactive and visually spectacular games which are now the mainstream. For most slot players, the technology that beats at the heart of the slot machines is neither familiar nor of interest to them, but they are indirectly benefiting from a silent revolution in the technology underpinning the machines.

One of the most noticeable evolutions in recent times to the slot machine has been the move from electromechanical spinning reels to video slots, the latter of which provide game developers with more flexibility to interact with the players and create more dynamic games. In video slot machines, the spinning reels are replaced by a video display which often shows an animation of virtual spinning reels. Often, machines now boast multiple video screens which enable game developers to host exciting bonus games and other multimedia content to augment the spinning reels.

The electronics hardware or 'logic box' which was used to drive the electromechanical reels was historically



"A new breed of all-in-one embedded computer gaming platforms has emerged which are designed to take the best bits of PC architecture and address the deficiencies to make high performance, secure, reliable and cost effective platforms which can form the basis for market-leading slot machines."

JON JAYAL,
Quixant General
Manager.

often based on bespoke, single purpose embedded electronic controllers. Developing and programming these devices is time consuming and requires specialist knowledge and, once designed, the flexibility of the devices to be repurposed is limited. As one might imagine, the transition to video slots has required reconsideration in the design and type of electronics hardware or 'logic box' which is responsible for driving the video screens. Such demands brought about the introduction of general purpose personal computer (PC) technology to the slot machine.

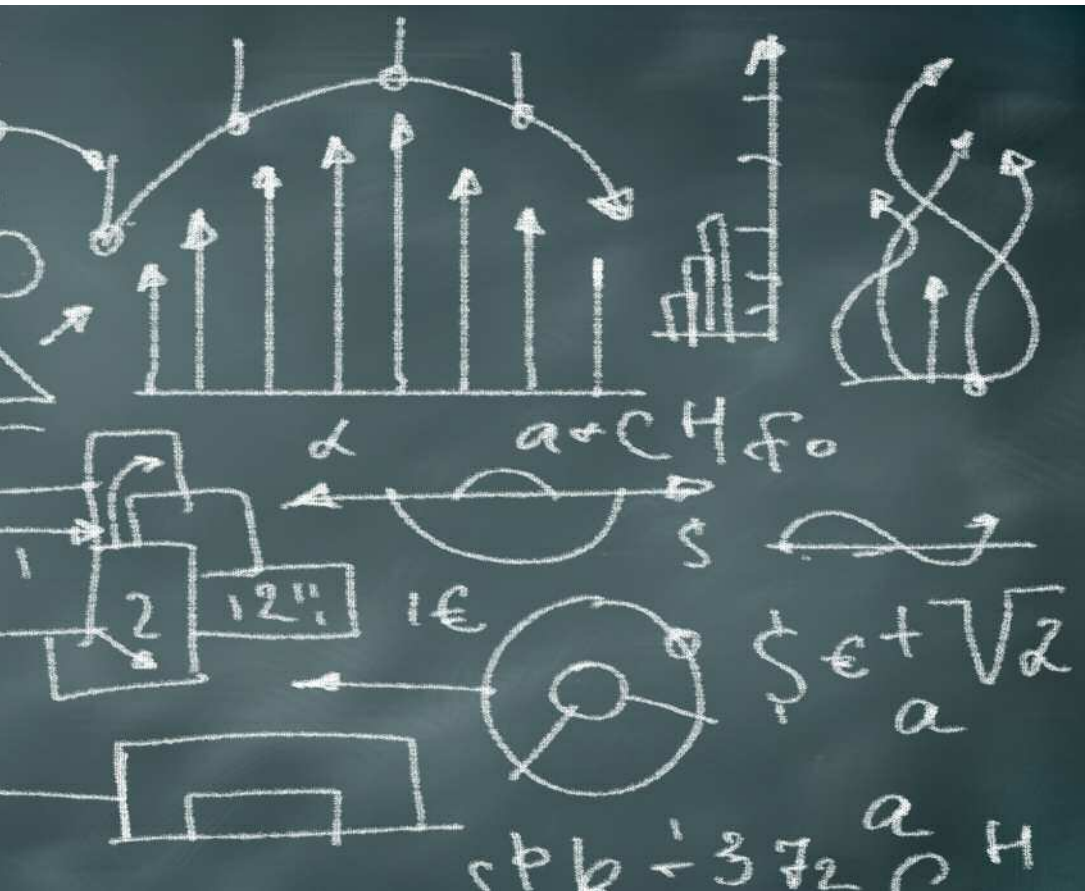
On the face of it PC technology, as exemplified by the desktop computers and laptops which reside in offices and households worldwide, seems a poor fit to provide the foundation of the electronics in a slot machine. The reliability of mainstream PC technology is often lower than that demanded for use in a casino environment, there are major deficiencies in security of the systems to malicious attack, few of the features which are required to drive a slot machine are integrated and the technology is notorious for being obsolete soon after it has been released. After all, the economics of the consumer PC marketplace is based upon the premise of regular replacement cycles!

On the flip side, PC systems are immensely powerful, offering unrivalled multi-screen graphics and processing capabilities at a low cost. Incredibly powerful, dedicated Graphics Processing Units (GPUs) are available to augment the

multipurpose Central Processing Unit (CPU) to enable multiple displays to be filled with realistic 3D graphics and high definition video. They are also almost entirely reprogrammable to perform any function desired and the skills required to write these programs are widespread among the programming community.

A new breed of all-in-one embedded computer gaming platforms has emerged which are designed to take the best bits of PC architecture and address the deficiencies to make high performance, secure, reliable and cost effective platforms which can form the basis for market-leading slot machines. These gaming platforms are tailor-made for slot machines and therefore aim to cater for stringent regulations to make achieving approvals for new machines far more straightforward. They also integrate into an all-in-one logic board all the features required to drive a gaming machine, such as non-volatile memory, intrusion detection and hardware security. Through the careful integration of low power components which are available on long term supply, these gaming platforms can be made into compact logic boxes which produce little heat (therefore require no fans for cooling) and can be distributed over a number of years without the fear of a decline in availability.

The last couple of years has seen the



technology available in these specialist gaming platforms adopt new tactics to meet the relentless demands of ever more vibrant games. The degree to which processing power (both in terms of CPUs and GPUs) can drive more screens, provide more spectacular graphics and sound effects and provide greater and greater levels of security is limited by the amount of heat and power consumption which is tolerable from the logic box in the slot machine cabinet. As such, there is a trend towards integration and clouding of the discrete CPU and GPU functions into a single all-purpose device: the Accelerated Processor Unit (APU), as envisioned and designed by Advanced Micro Devices (AMD). The benefits to this approach may not immediately be obvious, but, if adopted in the right manner can result in huge benefits in terms of available computer performance, power consumption, heat dissipation and total system cost.

In theory, a CPU has the processing tools necessary to display all the amazing graphics which are showcased in today's slot machines. The problem would lie in the amount of CPU horsepower which would be necessary to perform all the calculations needed to produce these graphics, hence the introduction of specialist GPUs to perform the graphics calculations. At the heart of the benefits to the APU approach is the fact that, with

"The APU continues to utilise a CPU to run the operating system and most traditional PC productivity applications. Heterogeneous computing brings together the best of both CPUs and GPUs—all in lower and lower power envelopes for smaller and smaller form factors — yet, with increasingly rich visual experiences."

KELLY GILLILAN,
Product Marketing
Manager,
AMD Embedded
Systems Group,

an environment consisting of a discrete CPU and GPU, only pure graphics calculations can be processed by the GPU and everything else must be processed by the CPU. This is not the most efficient use of computing power for a slot machine because there are functions which would be more efficiently processed on the GPU which, by nature of the segregation of the two devices, must still be processed by the CPU. The APU approach gets around this problem because both the CPU and GPU processing capabilities are equally at the disposal of programmers to exploit, regardless of whether the calculation is graphics related or otherwise. As such, the most efficient method of performing each calculation can be used. This approach to system design has been termed 'heterogeneous computing,' a trend that is rapidly gaining momentum.

The PC industry corporate powerhouses have embraced the heterogeneous computing approach and it looks set to be a key part of the development of PC architecture over the next few years. To facilitate this radical change in the method used to access the computation tools available in heterogeneous systems equally requires a change in mindset in how developers write games. In the past, when the CPU was really the only resource for general purpose execution of program code, it was difficult for software developers to make use of the other

processing elements (such as the GPU) for anything other than dedicated tasks.

According to Kelly Gillilan, a product marketing manager at AMD Embedded Systems Group, "The APU is a heterogeneous system that incorporates discrete level GPU capabilities for graphics processing and other mathematically intensive computations, to handle visual tasks such as 3D rendering as well as certain fixed functions. The APU continues to utilise a CPU to run the operating system and most traditional PC productivity applications. Heterogeneous computing brings together the best of both CPUs and GPUs—all in lower and lower power envelopes for smaller and smaller form factors — yet, with increasingly rich visual experiences."

To capitalise on the benefits of the APU architecture requires a more flexible software environment, which can seamlessly allocate the execution of code to the most efficient processing element that is present in a given system. As such, a powerful cross-platform, non-proprietary programming framework has evolved called the Open Computing Language (OpenCL).

CORPORATE POWERHOUSES HAVE EMBRACED HETEROGENEOUS COMPUTING AND IT LOOKS SET TO BE A KEY PART OF FUTURE DEVELOPMENT.

"The OpenCL architecture equips game developers with a framework upon which to write program code that takes maximum advantage of the computation resources available in the computer platforms at the heart of slot machines," explains Andres Garcia, Senior Embedded Software Engineer at Quixant. "With OpenCL APIs, developers can also repurpose code across CPU, GPU and APU platforms from the leading processor vendors, such as AMD, Intel, Nvidia and IBM, thereby ensuring that the investment into source code development remains secure regardless of the processor manufacturer".

Next month, we will be investigating some practical examples of how OpenCL is changing the landscape in the gaming industry and enabling the development of ever more eye-catching games which run on lower cost, lower power hardware.



CROSSING THE RUBICON

It's been a long road to homologation for Bally Technologies in the Italian market, but with the greenlight from AAMS, Bally is now siting its unique VLT products

It's been over two years since Bally Technologies first showed its VLT products across trade shows in the Italian market, having been frustratingly caught in the homologation 'Bermuda Triangle' ever since. However, at the ENADA Rome show the shackles were off. Bally was siting its products throughout Italy and VLT players were able to sample the company's unique system and games for the first time. In December, G3 spoke to VP and Managing Director Bally Technologies Europe, Marco Herrera, about the VLT range currently being installed and the games for the future.

WHICH GAMES HAVE NOW BEEN DEPLOYED INTO THE ITALIAN VLT MARKET, HOW MANY AND WITH WHICH OF THE CONCESSIONAIRES ARE YOU CURRENTLY WORKING?

Bally Technologies is extremely pleased that our system product, five video-lottery titles, and four cabinet platforms have successfully completed the approval process required by the Autonomous Administration of State Monopolies (AAMS). Titles currently deployed include the electrifying Vegas Hits, the imposing Fireball, and the world-renowned Playboy

Bally Technologies International Marketing Manager, **MICHAEL BERTETTO** and Marketing Coordinator for Italy, **FRANCESCA DI PAOLO**, pictured on the Sisal stand with Jackpot Vegas Hits at the ENADA Rome exhibition.

Platinum. We're honoured to count SISAL as one of our core partners, and we are extremely appreciative of their partnership and support.

Bally is talking with other concessionaires, and we look forward to delighting Italian players with our exciting video-lottery games for years to come.

HOW ARE THE GAMES PROGRESSING - WHAT HAVE BEEN THE INITIAL RESULTS AND HOW QUICKLY WILL THE REMAINING MACHINES BE DEPLOYED?

The initial response to our games has been positive and we're pleased with the results. Bally has six more titles awaiting approval and we look to begin deploying those in mid-2013. We'll soon submit an additional four titles.

WHEN DID BALLY FINALLY PASS THE HOMOLOGATION REQUIREMENTS IN ITALY? WHY HAS IT TAKEN SO LONG?

Bally received approval early in 2012 and officially launched into Italy at the end of July. It was a very thorough process and we're pleased to now be in the halls of Italian concessionaires. Trials and approvals would not have been possible without the combined efforts of the concessionaires whose guidance and support have been vital in game approval and making sure the games were adjusted to the Italian market.

Final approval took a bit longer than expected as we modified the system to accommodate required changes, which were then tested comprehensively by regulators. The system now has more flexibility and options for various jackpots, which provides several options for concessionaires to set up a better player experience.

WHAT EXPERIENCE HAS BALLY GAINED FROM THIS PROCESS IN ITALY AND WHAT, AS GREECE PUTS INTO MOTION THE FRAMEWORK FOR ITS FORTHCOMING VIDEO LOTTERY SECTOR, WILL YOU TAKE INTO OTHER MARKETS/JURISDICTIONS THAT WILL IMPROVE THE VLT OFFER FOR YOUR CUSTOMERS?

Bally Technologies remains committed to supplying the newest gaming cabinets and most compelling game content found in other leading gaming markets across the globe. The varying regulatory environment market to market often presents challenges as the system needs to be adapted. The positive response received in Italy has us very excited about the possibilities in Greece if they implement a video-lottery program, and Bally will be ready to introduce our system and games to Greece.

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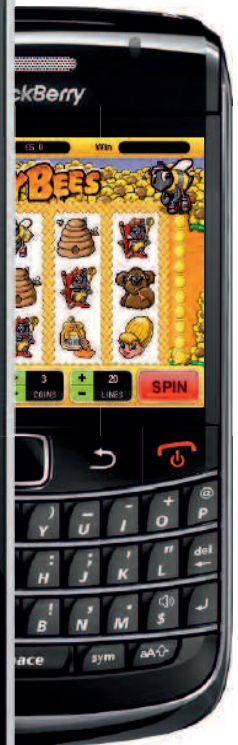
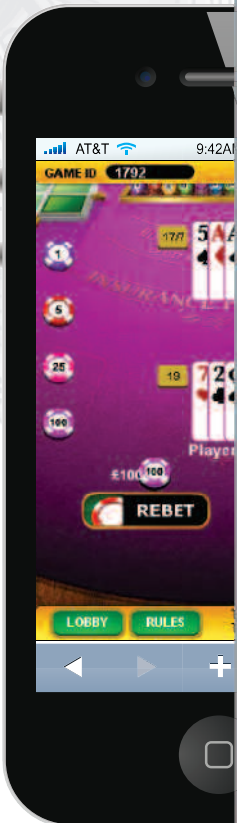
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‘SUPER CASINO’ PASSES ONE MILLION VISITORS

A year since opening its doors, Aspers Casino Westfield Stratford breaks UK records

Over one million customers have visited Aspers Casino, the first of the new wave of casinos in the UK making it Britain's number one gaming property, just a year after first opening its doors to the public on December 1, 2011.

Other interesting stats revealed by the operator include the fact that it welcomes over 5,000 visitors a day, that 40 per cent of its custom base is female and that its slots pay out £6m in winnings every month.

After a phenomenal first year, the 64,000 sq.ft casino housed within Westfield Stratford City, has firmly established itself as one of the leading leisure and entertainment destinations in London. Located in the heart of regenerated east London, Aspers sets a benchmark for casinos offering a stunning variety and number of high quality games for both the professional player and novice.

Richard Noble, Chief Operating Officer at Aspers said: "We're thrilled to have



"As the number one Super Casino, in addition to nightly live music entertainment and choice of bars and restaurant all onsite, we will continue to give our customers one of the best nights out in London."

PETER CARLINO,
Chairman and
Chief Executive
Officer of Penn
National Gaming.

welcomed over a million guests to our casino in the last year. As the largest casino in the country we have an unprecedented range of products which enhance a thrilling live gaming experience, including 150 slots and 70 gaming tables and due to massive demand, we've also just increased our poker room capacity to 300 permanent seats with the ability to stage tournaments for up to 500. As the number one Super Casino, in addition to nightly live music entertainment and choice of bars and restaurant all onsite, we will continue to give our customers one of the best nights out in London."

The last 12 months have been busy at Aspers with over 63,000 members of the Aspire Loyalty scheme taking a share of over £500,000 worth of Aspire points. While Sky Bar, with its stunning views over the Olympic Park, has seen over 50,000 cocktails shaken and stirred in the last year.

Chairman of Aspers, Damian Aspinall added: "Before we came along the most any UK casino could claim was a few hundred customers a day. We've changed the gambling landscape."

BEFORE WE CAME ALONG THE MOST ANY UK CASINO COULD CLAIM WAS A FEW HUNDRED CUSTOMERS A DAY. WE'VE CHANGED THE GAMBLING LANDSCAPE.

To celebrate in style, Aspers hosted a glittering birthday party on December 1, 2012. The party, which was open to the public, featured all day entertainment including live music that culminated in a free prize draw.

Aspers Casino is a major addition to the entertainment and leisure offer at the £1.8 billion Westfield Stratford City complex. In addition to 250 shops and 70 restaurants there also includes a state of the art all-digital Vue cinema with 2,832 seats across 14 screens, a 14-lane bowling alley and a total of 617 hotel rooms across three high quality hotels including a four-star flagship Holiday Inn, Staybridge Suites for executive accommodation and a Premier Inn.



EPICENTRAL INKS FIRST EUROPEAN DEAL

Eurocoin announces first European installations for the EpiCentral promotional ticket system with Spielbank Baden Wurttemberg, Germany

Eurocoin, the exclusive distribution partner for TransAct Technologies across Europe, the Middle East and Africa, has signed a formal sales agreement with Baden-Württembergische Spielbanken for the supply and installation of TransAct Technologies' EpiCentral Print System across all Spielbank Baden Wurttemberg group casino properties. The initial installation will be at Casino Konstanz, with the system being extended to the Group's other prestige gaming operations in Casino Baden-Baden and Casino Stuttgart.

"We are delighted to announce this significant contract with the Baden-Württembergische Spielbanken Group" commented Eurocoin Sales Director Colin Veitch. "Spielbank BW casino properties pride themselves on their focus on customer service and the promotion of responsible gaming. The



COLIN VEITCH,
Eurocoin Sales
Director.

"We are looking forward to continued successes following the introduction of the EpiCentral Software System, and thank Herr Wulferding and his team at Spielbank BW Group."

EpiCentral Print System will assist the casino management to deliver these objectives precisely to their players, directly at the slot machine".

The EpiCentral Print System — connected directly to TransAct's ServerPort device inside the slot machine — is an easy-to-use, cost-efficient software system that enables casinos to internally develop marketing and communication programs allowing promotional coupons to be distributed to customers on a real-time basis at a slot machine. As part of the installation process, the Spielbank BW Group has upgraded all printers in their slot machines to the TransAct Epic 950® printer in order to ensure full usage of the System.

Otto Wulferding, CEO of Spielbank BW casinos, confirmed the Group had selected EpiCentral as a key element at the core of its responsible gaming strategy: "EpiCentral gives our management teams the ability to track, manage and communicate with our valued customers across our gaming

EPICENTRAL GIVES OUR TEAMS THE ABILITY TO TRACK, MANAGE AND COMMUNICATE WITH OUR VALUED CUSTOMERS.

floors in real time. We believe that such a flexible, coupon-based print system at the machine will enhance both our marketing activities and our support for our visitors and regular clients."

Colin Veitch emphasised the positive nature of the new European contract: "Eurocoin and TransAct have enjoyed a long and successful relationship built upon the successful introduction and continued market leadership of the Epic 950 ticket printer. We are looking forward to continued successes following the introduction of the EpiCentral Software System, and thank Herr Wulferding and his team at Spielbank BW Group for their confidence and commitment to our products and services."

A ROCK AND A HARDWARE PLACE

As one of the four island iGaming hubs in Europe, Gibraltar's tiny 6.8sq.km leaves a huge footprint in the gaming sector

Gibraltar has long been associated with duty free cigarettes, booze and cheap electrical goods, the wild Barbary monkeys, border crossing traffic jams, the Rock and online gaming.

It's an odd little territory which seems to continually hover between its Spanish and British roots and being only 6.8sq.km in size, it is crammed with almost 30,000 Gibraltarians who have made this unique zone their home.

Gibraltar is a British overseas peninsular that is located on the southern tip of Spain overlooking the African coastline as the Atlantic Ocean meets the Mediterranean and the English meet the Spanish. Its position has caused a continuous struggle for power over the years particularly between Spain and the British who each want to control this unique territory, which stands guard over the western Mediterranean via the Straits of Gibraltar.

Once ruled by Rome the area fell to the Goths then the Moors. Spain reclaimed Gibraltar in the late 15th century until it was taken over from the Spanish by an Anglo-Dutch force back in 1704 during the War of the Spanish Succession, which also led to a permanent exodus of much of the population. The territory was then ceded to Britain under the Treaty of Utrecht in 1713 and it became an important base for the Royal Navy.

Spain did try to reclaim control in 1727 and also during the Great Siege of Gibraltar between 1779 and 1783 and still today the sovereignty of Gibraltar is a major bone of contention as Spain continues to assert a claim to the territory. However, the Gibraltarians themselves have rejected proposals for Spanish sovereignty, once back in a 1968 referendum and again in 2002.

Today, Gibraltar is self-governing and for the last 25 years has also been economically self sufficient, although some powers such as the defence and foreign relations remain the responsibility of the UK government. It is a key base for the British Royal Navy due to its strategic location.

During World War II the area was evacuated and the Rock was strengthened as a fortress. After the 1968 referendum Spain severed its communication links

GIBRALTAR IS A POPULAR PORT FOR TOURIST CRUISE SHIPS AND ALSO ATTRACTS MANY VISITORS FROM SPAIN FOR DAY VISITS EAGER TO BROWSE THE VAT FREE GOODS.

with Gibraltar and closed the border. It was later reopened fully in 1985.

The territory is joined by a 1.2km land border with Spain, which joins the municipality of La Linea de la Concepcion on the Spanish side and a 12 km shoreline divides the region into the East and West side. There are no administrative divisions although it is divided into seven major Residential Areas.

Gibraltar has very few natural resources and the terrain consists of the 426m high Rock of Gibraltar which is made up of Jurassic limestone. The Barbary Macaques who have made this Rock their home are the only wild monkeys found in





Report

GIBRALTAR

Europe with around 230 living on the upper area of the Rock. The story has it that if the monkeys ever leave Gibraltar, so will the British.

Traditionally, the British military dominated the territory's economy, however, this has diminished over the last 20 years and today accounts for just seven per cent of the economy compared to 60 per cent back in the early 1980s. The port facilities remain however, and shipping and tourism are key areas of the territory's economy base. In recent years the government has pinned its hopes for the financial future of Gibraltar on the financial services sector, which has grown rapidly.

Today, Gibraltar's four main economic sectors are: financial services, shipping, tourism and internet gaming. The first three sectors contribute 30 per cent, 25 per cent and 30 per cent respectively of the GDP, whilst telecommunications, e-commerce and e-gaming contribute around 15 per cent.

Meanwhile, Gibraltar is a popular port for tourist cruise ships and also attracts many visitors from Spain who travel over the border for day visits eager to browse

through the VAT-free goods and British high street chain stores which have franchises here. Gibraltar sees around five million tourists each year. In 2010, there were 174 cruise ship calls to the Gibraltar port with around 304,000 passengers.

Economically, the territory is growing. In July 2012, Fabian Picardo, the Chief Minister of Gibraltar, announced that Gibraltar's GDP grew from £998m to £1.05bn for the year 2010/11 and the forecast for 2011/12 is £1.137bn whilst by 2015 it is expected to grow to £1.65bn.

The statutory minimum wage is £5.70 per hour and average yearly earnings are £23,576. Unemployment rate is three per cent.

At the end of 2011 elections saw the GSLP/Liberal Alliance form the first new government for Gibraltar after 15 years of GSD administration with a narrow majority of just over two per cent. The new government promised a new style of government.

There has been a reported slowdown in consumer spending which has affected Gibraltar's tourist trade, shops and restaurants. Property spending has fallen

The maximum rate imposed on personal tax is currently 17 per cent and the budget announced that by the year 2015/16 this will be reduced to 15 per cent for every taxpayer. The first step means that as from July 2012 those taxpayers on the Allowance Based System will have their rate of tax reduced to 15 per cent.

along side bank lending. The government is, however, predicting 60 per cent GDP growth, a 50 per cent increase in government revenues and some £52m in government reserves over the next four year term.

An ambitious project in today's current climate, however, the recent budget in July 2012 did back some of this plan up with the reduction or removal of import duty on a number of retail goods. Most electrical goods and computer software will be newly exempt from import duties, whilst duties on perfume, cosmetics, clothes, jewellery and mobile phones will be halved. This is aimed at making Gibraltar a more attractive destination for shopping.

The maximum rate imposed on personal tax is currently 17 per cent and the budget announced that by the year 2015/16 this will be reduced to 15 per cent for every taxpayer. The first step means that as from July 2012 those taxpayers on the Allowance Based System will have their rate of tax reduced to 15 per cent. This rate is based on the first £4,000 of taxable income followed by 30 per cent for the next £12,000 and 40 per cent for the remainder of taxable income.



Now you can have your cake and eat it.

Those who earn less than £9,000 are exempt from income tax and this will be increased to £10,000 by the year 2013.

Under the future plans taxpayers who receive between £9,000 and £19,500 will receive enhanced tax relief to smooth tax liability disparity between tax paying and tax exempt earners. All disabled working people will be exempt from taxation.

In January 2011 the Corporate Tax was set at 10 per cent for Resident Companies and 20 per cent for Utility Companies which was expected to see huge changes. However there has been little evidence of the expected influx of companies seeking to use the low tax structure that Gibraltar can now facilitate.

From July 2012 there was also an increased discount of 10 per cent for early payment of rates for bars and restaurants. This is aimed at assisting those in the introduction of the smoking ban. New companies starting up also have a discount for early payment of rates of 50 per cent for their first year of trading.

WHY GIBRALTAR

Gibraltar offers a state lottery and a casino alongside its booming online

gaming sector. The Gibraltar Government Lottery was founded after World War II to service a loan used to finance the construction of new housing for the population that had been evacuated.

The first draw was held in October 1947. Today this game consists of 24 draws per year of which 21 are regular bi-weekly draws with tickets costing £10 (divided into shares of £1 each). First prize for regular draws is £100,000 and 20,000 tickets are issued for each draw with 23 winning numbers drawn.

The other three draws are special tickets produced in the summer, at Christmas and for the Three Kings (January 6th) where prizes are usually much higher.

Meanwhile the casino is operated by Gala Bingo. This company was formed in 1997 when a management buy in purchased 130 Gala Bingo Clubs from Bass. This was followed by its move into the casino industry in December 2000 when it acquired 26 Ladbrokes casinos from the Hilton Group.

In 2005 Gala Bingo then merged with Coral Eurobet and in 2011 founded Gala Interactive (Gibraltar) Ltd to create the

Gala Casino Gibraltar is the only casino in the region and originally it was situated next to the Rock Hotel but later relocated in 2009 to one of the two marinas in Gibraltar called Ocean Village which is a modern and stylish area housing retail and entertainment.

online brand. Today Gala operates 30 casinos in the UK and one in Gibraltar, 1,566 Coral shops, 170 bingo clubs and two greyhound stadiums.

Gala Casino Gibraltar is the only casino in the region and originally it was situated next to the Rock Hotel but later relocated in 2009 to one of the two marinas in Gibraltar called Ocean Village which is a modern and stylish area housing retail and entertainment.

Originally when it opened back in 1960s investors thought the casino would develop the Rock into the new playground for the rich and lure gamblers away from Monte Carlo and Nice. At the time it cost £500,000 to build and housed roulette and baccarat. The casino was located in a disused fort built into the Rock and was purchased by Gala in 2000.

Today the casino offers 11 live and 20 electronic gaming tables and 250 slots with multistake play from 1p up to £200. There is a new Poker room which can take up to 200 players and Sports Lounge with live sports events to bet on plus a 400 seat Gala Bingo Zone open from 4.30pm until 2am.

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- The complete all-in-one PC based gaming controller
- Support up to four independent screens
- Revolutionary AMD Embedded R-Series APU
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The casino also houses the Chargrill restaurant and Sunset Buffet plus the 18° Below Zero Ice Bar and Champagne Bar. The casino sees around 360,000 visitors per year since the move.

Meanwhile the merger planned between Gala Coral and Mecca Bingo is at a standstill although the deal excludes the Gala casinos in Dundee, Gibraltar and a non operating licence for Westminster.

Probably the most significant form of gambling in Gibraltar is of course the remote sector. Today there are around 2,000 people employed in this industry – about 12 per cent of the region's workforce. In 2011/12 under the one per cent tax rate the government of Gibraltar collected £10.7m in gaming tax from remote gaming plus £16m in PAYE and £18m in Corporate taxes.

There are many perks for basing a company in Gibraltar:

- Gibraltar is a constituent part of the European Union
- There is no VAT, no capital gains tax, no wealth or gift taxes, no inheritance tax or estate duty and a low corporate tax of 10 per cent.
- It has an excellent communications infrastructure, state of the art technology and advanced fibre optic communications with high resilience and security.
- It is a British international finance centre within the EU
- There is an international airport and excellent road links into Europe
- Operates with UK standards.
- Has a highly educated and bilingual workforce.
- Gambling operators in Gibraltar can advertise in the UK.
- The remote gaming sector is an established industry with locally available expertise and a well developed accounting, banking and telecommunications infrastructure.

Back in 2000 the EU Directive on a Legal Framework for E-Commerce was



In 2005 the Gibraltar House of Assembly passed the Gambling Ordinance 2005 which modernised the gaming legal framework and created a statutory licencing and regulatory framework. The idea was to denote the borders of the online gaming legislation and set regulations for this industry.

introduced which implemented the principles of a free movement of services and freedom of establishment. In July of that year the commission published a package of proposals for a new Regulatory framework for electronic communications which came into force in 2003.

Meanwhile in 2001 the Gibraltar Electronic Commerce Ordinance was passed and this was seen as an important step in the territory's development as an e-commerce hub to rival the likes of Guernsey, Malta and the Isle of Man.

In 2005 the Gibraltar House of Assembly passed the Gambling Ordinance 2005 which modernised the gaming legal framework and created a statutory licencing and regulatory framework. The

idea was to denote the borders of the online gaming legislation and set regulations for this industry.

Meanwhile in February 2012 GibTelecom announced it would increase its most used broadband speeds from their Standard 1Mbps to 4Mbps; their Standard Plus from 2Mbps to 8Mbps and the Enhanced package from 8Mbps to 20Mbps from September this year.

Transworld Systems Ltd and Easy Call were removed from the Register of Authorisation whilst Eazi Telecom is in the process of rolling out its mobile network. Other suppliers include Broadband Gibraltar Ltd (Sapphire Networks), CTS Gibraltar Ltd, Equant Gibraltar Ltd, Voxbone and Continent 8 Technologies.



as far as Gibraltar's data centre industry is concerned, offering customers unrivalled service and flexibility."

Meanwhile there are three licenced mobile operators in Gibraltar – GibTelecom, CTS and Eazitel – and at the end of March 2012 there were 36,000 mobile service subscribers. There are three licenced Internet Service Providers in Gibraltar – Sapphire Networks, GibTelecom and CTS. At the end of March 2012 there were just over 12,000 internet account subscribers in the territory.

Bandwidth costs however are high whilst other problems in Gibraltar include the lack of suitable free office space and pressure on salary costs from local operators plus the need for more experienced workers if further licences are granted whilst reasonably priced hotels are lacking for business visitors.

At the end of 2011 there was some 5,500sq.m of office space in Gibraltar to let. Much of this is however generally older and inefficient and there is a demand for newer modern facilities. Due to the demand rents are rising and on

GALA INTERACTIVE LISTS REASONS FOR CHOOSING GIBRALTAR SUCH AS REGULATORY FRAMEWORK, THE TALENT POOL, HIGH QUALITY CONNECTIVITY AND COMPETITIVE TAXATION.

average tenants can pay above £300 per square metre per year which is expected to rise to £350 this year.

In the early 2000s many bookmakers and online gaming operators relocated to Gibraltar to benefit from operating in a regulated jurisdiction with a favourable tax regime. The corporation tax was increased to a set rate of 10 per cent in January 2011 and seems to have had little impact on business. Baker Tilly Gibraltar is the oldest firm of Chartered Accountants in Gibraltar and offers services to the remote gaming sector.

Neil Rumford of Baker Tilly Gibraltar said: "Gibraltar is fortunate in that, whether by design or accident, it hosts operators who are at the more reputable end of the scale. Although different companies have

"Gibraltar is fortunate in that, whether by design or accident, it hosts operators who are at the more reputable end of the scale. Although different companies have different circumstances and attitudes when it comes to tax, I think generally there is an acceptance that if you want to be in one of the best regulated environments in the industry then a certain amount of tax is inevitable."

NEIL RUMFORD,
Baker Tilly Gibraltar.

Continent 8 has a 13 year track record of proving hosting services and established a data centre in Gibraltar at the end of 2011 in response to the demand from local online gaming operators and software suppliers. To date this is the company's seventh data centre worldwide and fifth in Europe to be linked to the group's global private network. The data halls and network operations are located 500 metres into the rock of Gibraltar.

Director of Global Sales, Peter Williams said: "Our customers have rightly come to expect nothing but the best from Continent 8 Technologies. So they can be assured that Gibraltar won't just be one of the most innovative and secure facilities in the world simply because of its rock solid environment. The data centre has recently added a second connection to the company's Private Global Network which means we have geographically diverse connections on and off the peninsular.

"Together with all the other technical infrastructure we have brought to bear, we believe this raises the bar considerably

Gibraltar: Vital Statistics

Population: 29,034

Land Area: 6.5sq.km

Median age: 33.3 years

Languages: English (official), Spanish and Llanito (local dialect)

Ethnic Groups: Spanish, Italian, English, Maltese, Portuguese, German, North Africans.

Government: Constitutional Monarchy

Chief of State: Queen Elizabeth II (represented by Gov. Vic Admiral Sir Adrian Johns (since 2009))

Head of Government: Chief Minister Fabian Picardo (since 2011) Gibraltar Socialist Labour Party

Elections: Governor appointed by Monarch, following legislative elections, leader of the majority party is usually appointed Chief Minister by the Governor. Next elections due 2015.

Casinos: 1

Casino slots: 200

Gaming tables: 14

Electronic Tables: 20

E-Gaming Licences: 23

Revenue: £10.7m in gaming tax

different circumstances and attitudes when it comes to tax, I think generally there is an acceptance that if you want to be in one of the best regulated environments in the industry then a certain amount of tax is inevitable."

Gala Interactive lists several reasons for choosing Gibraltar such as overall regulatory framework, the talent pool, high quality connectivity and competitive taxation.

"Gibraltar has a highly proficient Regulatory Authority and although selective when it comes to rewarding online gaming licences it ensures post licence operator compliance." Said Gala's PR agent, Sarah Mercer.

"Gibraltar also offers a talent pool for online gaming professionals. As Gala Interactive started up its operation from scratch the availability of local professional made the task considerably easier."

Meanwhile ProSpreads is one such company which chose the region as its base and the company's Managing Director, Simon Brown, said this was for three main reasons: "It has a recognised and robust regulatory system. As a financial company ProSpreads is regulated

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by the Financial Services Commission and the Gambling Division of Gibraltar. Its FSC regulation allows the firm to 'passport' its services into the rest of Europe, which you can imagine is invaluable for Financial Service Companies whose client base is predominantly in Europe.

"Secondly the corporate tax structure in Gibraltar provides additional benefits with attractive corporation gaming tax, coupled with zero VAT and capital gains tax.

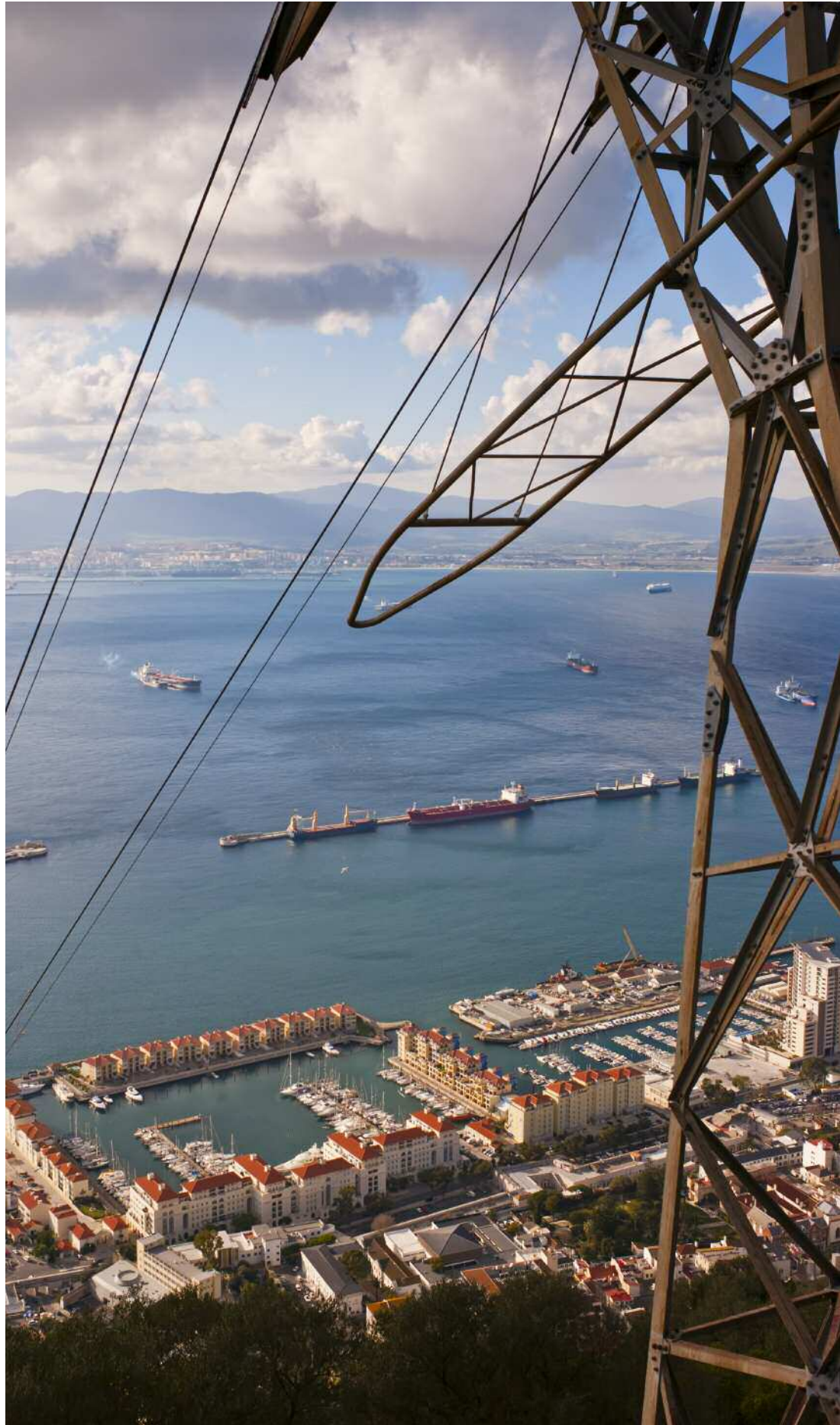
"Thirdly the fact that Gibraltar is tagged onto continental Europe presents a plethora of lifestyle opportunities that don't exist in any other low tax jurisdictions coupled with three international airports within an hours drive with direct flights to London and many other Northern European cities."

He added: "Online gaming is obviously firmly embedded into Gibraltar with an established regulatory, communication and employee resource base on hand. With the US slowly opening its doors to online gaming the prospects for further growth for e-gaming is favourable. As long as Gibraltar can maintain its competitive advantage over other remote online gambling jurisdictions then increased critical mass in the industry should continue to attract 'blue chip' companies."

Ladbrokes, which was one of the first companies to obtain a Gibraltar licence back in 1992 says one of Gibraltar's many strengths is that it is a well regulated jurisdiction.

Steve Buchanan, Finance Director and Head of Gibraltar Operations said: "The government has always been very keen to state that they only wish to attract 'blue chip' operators into Gibraltar. Operators who are prepared to invest in infrastructure in Gibraltar and ensure that their businesses are properly run and managed from here.

"Operators and the Gibraltar regulator have worked very closely together in forming gaming legislation, namely the Generic Code of Practice, AML legislation and the soon to be statute Remote Technical and Operating Standards. It's been particularly pleasing that the regulator has approached these areas in a very consultative and collaborative way, with the results being a robust set of regulations which will serve to both protect Gibraltar's reputation as a well regulated jurisdiction and our customers, but at the same time are workable for operators based here."



LICENCING AND LICENSEES

The industry is governed by the Gambling Act 2005. The Gambling Commissioner is the Gibraltar Regulatory Authority which was established under the Gibraltar Regulatory Authority Act 2000. The GRA oversees the operation of the licensees and the enforcement of the licence conditions and was set up in October 2000. The sector is licenced by the Government of Gibraltar.

The GRA covers all aspects of transmission from telephone, internet, VOIP services, television and radio and satellite services

The Gambling Act 2005 includes the following points:

- The Licencing Authority may grant licences for – bookmaker licence, betting intermediary licence, gaming operator licence, gaming machine licence, lottery promoter, pools promoter and remote gambling licence.
- Unless a bookmaker or lottery promoter's licence is extended none of the above may undertake remote gambling.
- Licences can be extended to authorise telephone betting or the sale of tickets via the telephone.
- Non remote betting can only be operated by those holding a current bookmakers licence covering their premises.
- Gaming is only permitted in licenced

"Gibraltar has a highly proficient Regulatory Authority and although selective when it come to rewarding online gaming licences it ensures post licence operator compliance. Gibraltar also offers a talent pool for online gaming professionals. As Gala Interactive started up its operation from scratch the availability of local professional made the task considerably easier."

SARAH MERCER,
PR agent, Gala.

"The original decision back then to base this part of the business in Gibraltar was the fiscal friendly environment, which to a large extent, still exist on the Rock today."

STEVE BUCHANAN,
Finance Director and Head of Gibraltar Operations, Ladbrokes.

gaming establishments with the exception of social occasions in residential hostels or private dwellings.

- Gaming is also permitted on cruise ships in port overnight from 6pm until 6am if they are passengers and the ship is expected to depart from Gibraltar within 12 hours of commencement of gaming and does not return with the next 24 hour period.
- Non remote lottery is permitted if it is a government lottery or promoted by a person with a lottery promoter licence.
- Funds from the lottery shall be paid to the Consolidated Fund.
- Remote gambling can be conducted in or from Gibraltar if, and only if, at least one piece of remote gambling equipment used in the provision of such facilities is situated in Gibraltar.
- Remote gambling websites should contain on the home page a direct link to websites of at least one organisation dedicated to assisting with gambling problems.
- A licence holder should also ensure that a person should be able to request to be self excluded from gambling, warn people they should not gamble beyond their limits and discourage problem gambling and not allow underage gamblers.
- Each website must contain the licence holder's name and address, licencing information and minimum age permitted (16 years for lottery and 18 years for gambling)

- Licencing Fees: There are no start up licencing fees but there is an application fee of £10,000 plus an annual fee of £2,000 for maintaining the licence.

- Gaming tax:

1. Fixed odds and betting exchange operations are taxed at one per cent of total turnover.
2. Betting exchanges are taxed on the same basis as fixed odds operations.
3. Online Casinos are

taxed at one per cent of gross profit and one per cent of rake in the case of poker operations. The maximum and minimum cap is the same as for fixed odds betting. For all of the above there is a minimum tax payable of £85,000 and a cap of £425,000 of tax payable per year per licence.

- Corporation tax: As with other companies, e-gaming companies are subject to corporate tax on taxable profits. In January 2011 the corporation tax rate was raised to a standard corporation tax of 10 per cent to align itself with other countries in Europe which is applicable to all new start ups. However non-resident companies do not need to be registered for tax purposes. The companies however are not subject to any VAT.

Gibraltar began offering licences to online gaming sites back in 1989 but it wasn't until the early 1990s that Ladbrokes and Victor Chandler became the first two companies to relocate their business to Gibraltar, opening up call centres and taking advantage of the 'tax free' operation.

Ladbroke's Steve Buchanan said: "The original decision back then to base this part of the business in Gibraltar was the fiscal friendly environment, which to a large extent, still exist on the Rock today."

At the time Sportsbook wagering was just taking off and the three per cent 'service' charge that was imposed by the Gibraltar based fixed odds operators helped to encourage customers onto the operator's betting websites. They began by taking sport wagers over the phone or by fax offering lower tax on winnings than the high street bookies could offer.

The growth has been huge and swift.

Today, online gaming companies are booming on the Rock and employ around 12 per cent of the workforce in the region. It is reported that between 40 and 60 per cent of the UK customer's online gambling takes place with Gibraltar. Licences issued are mostly for fixed odds betting and casino operations and there is just one for spread betting to date.

Generally licences are difficult to obtain. An application for a



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licence is made to the Licencing Authority providing information such as: company background, nature of activities, reasons to operate or relocate to Gibraltar and reason for the application for a gaming licence. Licences are only given to what are regarded as 'blue chip' companies with a proven track record in gaming. Licensees are then required to physically operate and be managed in Gibraltar.

Today there are currently 23 major online betting companies now based in Gibraltar of which 17 have direct corporate, financial, legal or regulatory associations in the UK. A further two licences were expected to be announced in September with more expected as the US market opens up. The current licensees are:

- Victor Chandler (International) Ltd offers fixed odds and Casino gaming and was one of the first companies to open a call centre in Gibraltar. The company began in 1946 by the grandfather of Victor Chandler and has been passed down the family line. When the grandson took over the company it had 40 betting shops in the UK mainly in the south east of England and it was then that he began to expand rapidly in the late 1970s. Victor Chandler arrived in Gibraltar in 1996 and obtained a betting licence and moved his entire business to the region in 1999 employing 350 people and becoming the largest employer on the Rock at the time. The business today has a turnover of around £1bn and over half a million customers across 160 countries.

- Ladbrokes International Plc and Ladbrokes Sportsbook LP operate fixed odds and casino gaming under the brands Ladbrokes Bingo, Ladbrokes Casino, Ladbrokes Games, Ladbrokes Live Casino, Ladbrokes Lottos, Ladbrokes Mobile, Ladbrokes Poker and Ladbrokes Sports. The company offers over

540 casino games and has a total of 2,127 shops in the UK and 592 in Europe (Belgium, Ireland and Spain). The company was one of the first bookmakers to be licenced in Gibraltar and the original licence was issued in 1992 when they offered an offshore High Roller Telephone Betting service to non-UK customers which principally were from the Far East. In 2009 the company moved its Sportsbook operations to Gibraltar and reported a three per cent increase in group operating profit for the first four months of that year. Ladbrokes operates one of the most successful Sportsbooks, offering betting and gaming services across 13 sites in nine languages and has annual group revenues of over £980m. It has 67,000 telephone betting customers making 4.3 million calls to the call centre with net revenues of £4.3m. The online gaming facility has some 878,000 clients. Last year Ladbrokes Digital saw total operating profits of £55m of which Sportsbook was accountable for 38 per cent, casino 35 per cent, games 10 per cent, poker nine per cent and bingo eight per cent. Revenue in the Sportsbook and poker sectors were down slightly although the company has been pushing its Bet in Play markets.

- WHG (International) Ltd (formerly William Hill Gibraltar) and WHG Trading Ltd both offer casino and fixed odds betting under numerous brands providing Sportsbook, casino, poker and bingo. With more than 70 years experience in betting William Hill is one of the biggest companies in the UK offering betting telephone service and various games online. The company has been accepting online bets since 1998 and today offers betting in 150 countries in eight languages and 11 currencies. They have 2,370 licenced betting offices in the UK and took almost £18bn in stakes in 2011.

In 1998 they launched an online betting facility and today they have around 300,000 online clients. In 2009 William Hill moved its online betting services Sportsbook, and online fixed odds games from the UK to Gibraltar. William Hill Online was created in December 2008 through the combination of WH's existing interactive business with assets acquired from Playtech Ltd. Today the share is 71 per cent William Hill and 29 per cent by Playtech. When the online business was established William Hill Online took an eight year licence to Playtech's casino and

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"The government has always been very keen to state that they only wish to attract 'blue chip' operators into Gibraltar. Operators who are prepared to invest in infrastructure in Gibraltar and ensure that their businesses are properly run and managed from here."

STEVE BUCHANAN,
Finance Director
and Head of
Gibraltar
Operations,
Ladbrokes.



poker software and the suppliers of the Online Bingo software and mobile betting platform have since been acquired by Playtech. The William Hill headquarters were already based in Gibraltar. William Hill Online saw its second consecutive year of 20 per cent net revenue growth with a 28 per cent increase to £321.3m.



THEY WANT YOUR BRAINZ



Around 75 per cent of the group's online revenues come from the UK the remaining spread across 100 countries.

- TSE Gibraltar LP (Betfair Group) offer Betting Exchange. Betfair was founded in 1999 by Andrew Black and Ed Wray and today offers a range of sports betting products, casino games and poker via the online sector with four million registered customers. The company owns gambling licences in Gibraltar, Malta, Italy, the US and Tasmania. Betfair.com is offered in 17 different languages and they process more than seven million transactions a day. The company saw total revenues of £389.7m

The industry is governed by the Gambling Act 2005. The Gambling Commissioner is the Gibraltar Regulatory Authority which was established under the Gibraltar Regulatory Authority Act 2000.

in 2011/12, a six per cent increase on the previous year. The company recently launched a new Android application to give Android users a more immersive Betfair experience.

- Bwin.party Digital Entertainment Plc and Ogame Network Ltd offers fixed odds and casino gaming. Bwin.party was born following the merger of Bwin and PartyGaming in March 2011. The company has numerous brands operating online sports betting, poker, casino and bingo and some of the biggest brands include bwin.com, partypoker.com, partycasino.com and foxybingo.

Ogame is a B2B poker provider serving various partners including Bwin with an international network licenced in Gibraltar as well as regional networks in Italy and France. Ogame has more than 20 million customers in 25 markets.

- Petfre Gibraltar Ltd (Betfred) offers fixed odds and casino gaming via various brands providing Sportsbook, casino, bingo, poker or games. Betfred is owned and operated by Petfre Ltd which is responsible for operating the Betfred brand online. Betfred has around 1,350 shops and in July 2011 acquired the Tote for £265m whilst the company was also

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awarded an exclusive seven year licence to operate pools betting on UK racecourses. The company is owned by Fred Done who set up with a shop in Salford in 1967

- Hillside Gibraltar Ltd (Bet365 Group Ltd) offer casino gaming under the brands Bet365 Bingo, Bet365 Casino, Bet365 Games and Bet365 Poker. Bet365 is one of the leading internet gambling groups with over seven million customers across 200 countries. The group employs around 2,000 people and is the seventh largest private company in the UK.

- 888.com Plc (Cassava Enterprises Gibraltar) offers fixed odds and casino gaming under various brands involving the 888 brand and others. 888 Holdings is one of the most well known online gaming companies which was founded in 1997 in the British Virgin Islands. Its subsidiary received a gaming licence in Antigua the same year and the 888 platform was born in May 1997. The company received its licence in Gibraltar in July 2003 and the HQ was moved from Antigua to Gibraltar. 888 gaming is now available in 19 languages in over 150 countries. Total revenue for 2011 amounted to US\$331m (26 per cent growth on previous year) of which \$148m came from the casino games, \$60.6m from poker, \$54m from bingo and \$46.9m from B2B.

In 2012 the company launched Casino 50, a revamped casino platform which utilises state of the art web and design technology and has made the software simpler and faster. The company also launched into the Italian market and introduced Live Dealer on 888 there making it the first live casino in Italy. 888 now has a five per cent market share here and in 2012 the company also opened in Spain.

The Gibraltar centre provides support for 888's markets in Europe, Asia Pacific and Latin America whilst the Antiguan centres focuses on supporting English speaking markets in Europe, Australia, Asia Pacific and Canada.

- Gala Coral Ltd offers casino gaming under the brands Coral Casino, Coral Poker and Gala Poker. In 1999 UK bookmaker Coral bought Eurobet which is a small Gibraltar based internet betting company and planned to offer tax free

"Gibraltar company and commercial law is similar to the UK law and of course English is widely spoken. Remote gambling is an international business, even when local licencing is required in different jurisdictions, it still makes sense to centralise operations somewhere, and preferably where it's sunny."

NEIL RUMFORD,
Baker Tilly Gibraltar.

"There has been lots published by commentators with different perspectives such as constituents, stock market analysts, lawyers and others, who have said the foundation and structure of the tax is defective. But we are waiting for a UK government response to that."

PHILL BREAR,
Gibraltar Gambling Commissioner.



telephone betting to UK residents from Gibraltar. Six years later Coral was bought by Gala to form Gala Coral. In September 2011 Gala Coral Group stopped trading using the Eurobet.com name and closed Eurobet.com.

- Gala Interactive Gibraltar Ltd is responsible for the online operations of the Gala Coral group for the Gala Bingo and Gala Casino brands. They are currently relocating to new offices in Gibraltar with a division that has been specially developed to transform its online offerings from bingo, casino and gaming and recently launched GalaCasino and

GalaBingo earlier this year. The launch includes revamped websites and design, improved registration process and consistent navigation. The new sites offer gaming including Playtech casino and games, GTS games, Virtue Fusion Bingo and iPoker Network. The company has a three to five year plan to grow and build upon its position as a UK bingo operator and casino provider offering casino and fixed odds. The Gala group saw a total turnover in 2011 of £1.1bn a drop of five per cent from the previous year.

- Stan James Plc is a British bookmaker which was established in 1973. They have

Get ready to soil your plants!



65 of betting shops in the UK market and operate online facilities via Gibraltar. Today they offers fixed odds and casino gaming. Brands include StanJames.com, Stanjames.com casino, stanjames.com games, stanjames.com in-play, stanjames.com mobile, stanjames.com poker, stanjames.com skill. In 2007 it bought Betdirect bookmaking from 32Red

and this was merged with Stanjames.com in 2009. In 2008 it also bought Betterbet.com and also entered into a joint venture with Betkick to serve the Austrian, German and European markets via their joint brands sjbet and sjbet24.

- 32 Red Plc offers casino and fixed odds gaming. The British company is an online casino, poker and bingo operator established in 2002. It has various brands including 32redbet, 32redbingo, 32red onlinecasino, 32redpoker, Dash Casino, Golden Lounge and Ned Play. Total net revenue for 32red last year amounted to £25m of which £23.3m came from casino gaming and £1m came from poker and the remainder from bingo.

- Mansion Online Casino Limited and

Further changes in Gibraltar at the moment are a result of the direct response to the imminent changes in the US market which is expected to see significant interest in this region in terms of licences either independent or via teaming up with Gibraltar operators already based here.

Onisac Ltd offer casino gaming under the brands Mansion Casino, Casino.com, Club 777, Mansion Poker, Les A Casino and Les A Diamond. Mansion is headquartered in Gibraltar and provides casino and poker game sites.

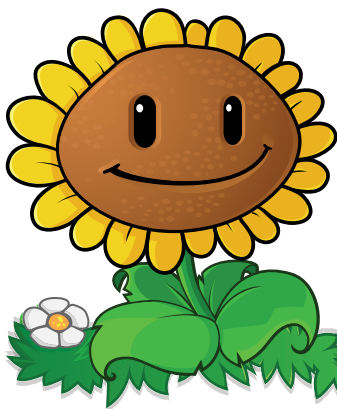
- Tombola Gibraltar Ltd offers bingo gaming and has been in operation since the 1960s as a leading supplier of bingo tickets. The licence in Gibraltar means all aspects of the Tombola is managed in house and the company has its own uniquely styled bingo games and team of designers and software engineers. In December last year they launched tombola.it and in May they ventured into Spain and launched tombola.es

- Probability Gibraltar Ltd has been developing and operating games for mobile users in regulated markets since 2003. The London company offers B2B and B2C services with 3D casino games in several languages.

- Gamesys Gibraltar Ltd (Entertaining Play Ltd) offers casino gaming via main brands Gamesys, Jackpotjoy and StarSpins and other associated brands. Gamesys Ltd was founded in 2011 and is a London based parent company of the Gamesys Group and provider of technology services. Licenced companies in Gibraltar include Profitable Play Ltd which is the licenced operator of Jackpotjoy, Entertaining Play licenced operator of Sun Bingo, Caesars Bingo and Casino and Heart Games and Leisure Spin licenced operator of non UK international player sites Botemania and Jackpotjoy.se. The company saw group revenues of £125m, a 27 per cent increase on the previous year, whilst group wagering was over £3.1bn in 2011.

- ProSpreads Ltd (formerly FuturesBetting.com) is the only Financial Spread betting business in Gibraltar. The company began its life as FuturesBetting.com in 2005 which was a company set up to provide serious speculators with a trading platform with a level of technology demanded by professional traders. In 2008 ProSpreads became part of the London Capital Group. The trading platform provides the same functionality as Direct Market access to execute spread bets on major indices, currencies, commodities and equities.

ProSpreads has dual regulation both from the Financial Services Commission Gibraltar and the Gibraltar Regulatory Authority. ProSpread's Simon Brown says it would make sense for the gambling



division to pass over regulation to solely to the FSC as all products are financial. He said: "This would mirror the situation in the UK where the FSA has sole responsibility for regulating the Financial Spread Betting companies. The mechanics of financial spread betting and 'regular' gaming are very different and to try and cover both under the same licence and legislation is obviously a challenge."

Up until recently ProSpreads only targeted 'professional' customers however recently permission has been granted for the firm to accept those with less trading experience. The firm can now accept non professional customers, although they still target the more sophisticated trader.

- IGT Gibraltar Ltd offers casino (B2B) gaming via various partners such as 888.com, Bet365, Betclik Ladbrokes, Bwin party, Microgame and Victor Chandler. Since 1981 IGT has been specialising in design, development and manufacturing and distribution of gaming equipment and software.

- Digibet Ltd is a sports betting company which employs more than 200 people at its Gibraltar, German and Isle of Man offices and has more than 150 betting shops in Germany and UK. They offer fixed odds and casino gaming.

- Partouche Interactive (Gibraltar) offers casino gaming. It is run by the French Groupe Partouche which was born back in 1973. In 2006 the subsidiary Partouche Interactive was formed dedicated to games development on technology for mobile phone, television and the internet. The licence was received from Gibraltar soon after for the operation of online games. Brands include Partouche casino, Partouche Game, Partouche Gammon, Partouche Mobile, Partouche Poker and Partouche Scratch. In 2011 the Partouche group saw a turnover of €464.3m.

- BetClic Everest Gibraltar Ltd was created in 2005 by French entrepreneurs and today has four international brands – Everest Gaming, Betclik, bet-at-home and Expekt. The company is equally owned by Lov Group and La Societe des Bains de Mer, Monte Carlo and offers sports betting, poker, casino and bingo games in 25 languages. They are active in 100 countries with more than 12 million customers worldwide.

- St Minver Ltd was formerly known as St Enodoc and was founded in 2003 following the purchase of Gala Interactive from the Gala Group plc. The company's name changed in 2005 and today is licenced in Gibraltar to offers online casino gaming working with brands such as Chit Chat, Yahoo and Littlewoods via

Bally Technologies bought out Chilli Gaming's B2B i-gaming operations earlier this year and intends to invest more time and money into the online gambling market. The licence in Gibraltar will enable them to set up servers in the region. Bally recently acquired a core service associate e-gaming certificate in Alderney which will allow them to partner other gaming companies



"Gibraltar company and commercial law is similar to the UK law and of course English is widely spoken. Remote gambling is an international business, even when local licencing is required in different jurisdictions, it still makes sense to centralise operations somewhere, and preferably where it's sunny." **NEIL RUMFORD,** Baker Tilly Gibraltar.

affiliate programme. The company runs instant sites internationally in countries such as the UK, Spain, Sweden and Russia.

- St Endillion Ltd offers casino gaming under the brands Skill Juice and Sklots. The company is a provider of products and services to US state lotteries. Skilljuice.com and sklots.com both offer various tournaments and one on one formats . The casino and skill games are developed by Arcadelia AB, Sweden and Root9 Media Lab in Austria.

Approved testing facilities in Gibraltar include Technical Systems Testing, eCOGRA, iTech Labs Australia, Gaming Associates and Gaming Laboratories International.

FUTURE OUTLOOK

In 2011 the UK's Department of Culture Media and Sport announced that it intended to revise the UK Gambling Act 2005 to require all online gambling operators who wish to transact with British residents to obtain a British gambling licence. This would change the rule to a 15 per cent tax at point-of-consumption rather than point-of-origin.

The timescale for this is set for December 2014. At the moment there are various consultations in the industry and between the Gibraltar and UK governments who are discussing the proposals.

Gibraltar Gambling Commissioner, Phill Brear said: "There has been lots published by commentators with different

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perspectives such as constitutors, stock market analysts, lawyers and others, who have said the foundation and structure of the tax is defective. But we are waiting for a UK government response to that.

“But its two and a half years away and 18 months away before necessary legislation would be finalised. Even with a fair wind and no other issues one assumes they have given themselves a huge window to get themselves through parliament.

“Operators in Gibraltar are watching the situation. But every operator in Gibraltar has a different level of exposure to the UK market. A handful are UK focused, but at least half are not UK focused. And at the end of the day there are always other reasons to stay in Gibraltar.”

CURRENTLY OPERATORS NEED ONLY BE LICENCED IN A COUNTRY IN THE EEA, PARTICIPATING IN THE EU INTERNAL MARKET.

Currently operators need only be licenced in a country in the EEA, which means they can participate in the EU's Internal Market without formally being members of the EU. There are 30 members of the EEA – 27 EU nations and honorary members Norway, Iceland and Liechtenstein.

In 2011 the UK's Department of Culture Media and Sport announced that it intended to revise the UK Gambling Act 2005 to require all online gambling operators who wish to transact with British residents to obtain a British gambling licence. This would change the rule to a 15 per cent tax at point-of-consumption rather than point-of-origin.

In addition to these licenced internet gambling companies there are other countries on a separate ‘white list’ which are allowed including Gibraltar, Antigua, Alderney, Isle of Man and Tasmania.

The new proposal is aimed at ‘plugging a regulatory gap’ to ensure a more consistent and higher level of protection for those who gamble online in the UK. To create a level playing field as such. It has also been suggested that companies who fall into a ‘high risk’ category should be audited more frequently. It is thought however that those in ‘trusted jurisdictions’ will be treated more favourably than those elsewhere.

The UK based online and offline gambling operators have long complained that offshore licenced ventures have a huge advantage over UK companies due to a lower tax rate. The move would see offshore companies pay a secondary tax rate to operate in the UK. It would also see a return of income back to British shores.

Neil Rumford of Baker Tilly Gibraltar said: “The Gibraltar government has been fairly cautious over the last 15 years or so in that they have not gone for immediate growth in the gaming sector at all costs. The operators that are here are well established and have a significant physical presence.

“Whilst I'd hesitate to make any predictions for such a constantly changing industry, I'd remain fairly confident about the future. Even if these plans, or something similar goes ahead in the UK or in other jurisdictions, Gibraltar still has a lot to offer. We have a low rate of corporate tax, a regulatory environment that is robust and at the same time responsive to the needs of responsible operators, a good reputation and no VAT on IT equipment. We have a good pool of people with expertise in the industry – locals and those who have come from overseas – and support services which have evolved with the e-gaming industry.

“Gibraltar company and commercial law is similar to the UK law and of course English is widely spoken. Remote gambling is an international business, even when local licencing is required in different jurisdictions, it still makes sense to centralise operations somewhere, and preferably where it's sunny.”

Between March 2009 and March 2010 the remote industry saw a drop of 23 per cent from £816m to £631m in gross gaming revenue due to the relocation of significant UK brands overseas. It has increased since then due to growth by existing operators and new entrants to the



market and at the end of September 2011 stood at £680m.

Leading figures of Gibraltar's gaming industry are however apparently working to quash this idea to defend the Rock's well established sector. In April they met at an e-gaming summit and some are apparently incensed with the idea and claim they have long complied with, and often lead on regulation with the UK's overt approval and encouragement.

The Consultation on the Regulatory Future of Remote Gambling in Great Britain was released in 2010 and there was significant feedback with the consultation period ending in June 2010.

William Hill, which relocated its online operators to Gibraltar, three years ago claims despite the suggested changes they will be loathe to move from their current base citing it as a 'hub for online gambling activity in Europe.'

Meanwhile Ladbrokes says its internet betting operation between the years 2001 and late 2009 was based in the UK and subject to the 15 per cent tax and the 10 per cent horseracing levy. As it made it impossible to compete effectively with offshore competitors they moved to low tax jurisdictions.

Steve Buchanan at Ladbrokes said: "With

"With regards to the British Government's plans to introduce a Point of Consumption tax and a new framework of regulation for offshore companies targeting the UK, these initiatives have been expected for some time but do not affect Ladbroke's decision to have its online business in Gibraltar."

STEVE BUCHANAN,
Finance Director
and Head of
Gibraltar
Operations,
Ladbrokes.

THE BRITISH HORSERACING AUTHORITY IS IN FAVOUR OF THE CHANGES AND SAYS IT WILL GIVE GREATER PROTECTION.

regards to the British Government's plans to introduce a Point of Consumption tax and a new framework of regulation for offshore companies targeting the UK, these initiatives have been expected for some time but do not affect Ladbroke's decision to have its online business in Gibraltar which, even after the introduction of a place of consumption tax, will continue to bring significant fiscal advantages to Ladbrokes when compared to locating in the UK

"Ladbrokes continues to monitor both the detail of the legislation and the legal situation and will take all such appropriate steps to protect its ongoing international and UK viability as this situation develops.

"The British Horseracing Authority is in favour of the changes and says it will give

British consumers the same level of protection.

"In just the last two years racing has seen levy income decline from £115m to £77m. A significant factor in the fall of the levy is operators deliberately relocating themselves overseas to avoid making levy payments. William Hill and Ladbrokes moved at an estimated cost to racing of £4.5m. The total cost to the sport is estimated to be £10m per annum with the threat that this could grow.

"The BHA supports the consultations thesis that it cannot be right that a remote gambling operator can have full access to the lucrative British market without being subject to our specific regulatory and licencing standards, without paying Horserace Betting Levy and without being subject to the domestic taxation regime – the 'level playing field'. We therefore fully endorse the policy intention set out in the consultation to address this."

Meanwhile other changes in Gibraltar at the moment are a result of the direct response to the imminent changes in the US market which is expected to see significant interest in this region in terms of licences either independent or via teaming up with Gibraltar operators already based here.

Both Shufflemaster and Bally have applied



for Gibraltar licences and are now waiting for approval of their application.

Shufflemaster received a Nevada licence this summer to provide online real money poker systems for its casino clients and the Gibraltar licence is thought to be similar and will enable Shufflemaster to compete in the European online gambling market. The company cancelled a \$26m deal earlier this year to buy Gibraltar based internet poker company Ogame Network.

Bally Technologies bought out Chilli Gaming's B2B i-gaming operations early in 2012 and intends to invest more time and money into the online gambling market. The licence in Gibraltar will enable them to set up servers in the region. Bally recently acquired a core service associate e-gaming certificate in Alderney which will allow them to partner other gaming companies

Phill Brear added: "If you are a big American company chances are you will come knocking on the door in Gibraltar. Historically we have been the most selective jurisdiction in the industry and as it grows and the big names come to us we will give them serious consideration."

Meanwhile there is a draft law in place which could permit gambling on cruise ships docked overnight in Gibraltar. In

IF YOU ARE A BIG AMERICAN COMPANY CHANCES ARE YOU WILL COME KNOCKING ON THE DOOR IN GIBRALTAR.

2010 some 11,000 deep sea vessels called in at the port to make use of the maritime services in Gibraltar and there are been a growth of 241 per cent in the past 15 years in the cruise industry.

Amendments are suggested to the current legislation which would allow cruise ships to open all their onboard revenue earning outlets from 6pm onwards. This could work with plans to refurbish the Cruise Terminal and also link in with the government's long term goal of turning the Western Arm into a dedicated cruise facility.

The move to allow cruise ships to open their casinos and shops overnight was announced some time ago but draft legislation was issued in June last year and has yet to be approved by parliament.

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HIGH TECHNOLOGY

The owners of the Stratosphere Casino in Las Vegas will be first out of the interactive gaming blocks in the New Year. G3 spoke to ACEP's Alec Driscoll about the next stage of US online evolution

The Nevada Gaming Commission approved the corporate parent of the Stratosphere Casino, Hotel & Tower in Las Vegas, American Casino & Entertainment Properties (ACEP), to operate an online gaming website in September 2012. ACEP Interactive, LLC was granted an interactive licence as a gaming provider with plans to launch a free-play poker site around the end of 2012 and a real-money poker website sometime into 2013 with additional approvals.

In addition to operating the Stratosphere, ACEP also owns two Arizona Charlie's casinos in Las Vegas and the Aquarius Casino Resort in Laughlin. Alec Driscoll, Director of Gaming Development at ACEP spoke to G3 about the company's launch into the interactive sector, the decision to appoint Bally Technologies as its technology partner and the future of the online industry in the US market.

A HISTORY LESSON

ACEP started seriously looking at online gaming back in 2008-09, but the US economic downturn proved impactful and having looked to implement a fun, progressive online offer, the company decided to refocus attention on the health of bricks and mortar business. In the period prior to Black Friday (April 2011) ACEP was again looking at online as becoming a core component of casino operations.

The surprising turn of events instigated by the FBI investigations shifted the balance of power, creating an opportunity for US operators to take control of the online space. It's interesting that while companies in Europe saw Black Friday as a closing down of the US market and the end of a cash-cow for services helicoptered into the States, ACEP took the opposite view. "We saw opportunity," explains Mr. Driscoll. "When the biggest online operators, each with massive advertising budgets, benefiting from US wagers that they did not pay taxes on or meet regulatory requirements on departed, we saw a real opportunity. They had great offerings, but it was not

something easily challenged as a small operator in Las Vegas. The interesting thing about 'Black Friday' is that while the Full Tilt scandal left the sector confused, it opened the door for us."

ACEP approached two dozen different potential partners in the wake of Black Friday, most with international expertise, but in the end the company's inquiries came full circle. "We see a great opportunity working with Bally Technologies to promote our four casinos in Nevada in conjunction with a renowned and reputable supplier," states Mr. Driscoll. "Hoping to avoid any probity issues at the international level, working with a US company that has hundreds of established gaming licences provides instant access to the Nevada market and

WHILE EUROPE SAW BLACK FRIDAY AS THE CLOSING DOWN OF THE US MARKET AND THE END FOR SERVICES HELICOPTERED INTO THE STATES, ACEP TOOK THE OPPOSITE VIEW.

the ability to scale up beyond our state borders should the opportunity arise. However, the primary factor was speed and Bally provided the fastest route to our target market and that was our priority."

THE MOST IMPORTANT STEP

The partnership with Bally has been the right decision for ACEP. Having been back and forth with its concerns and needs, Mr. Driscoll explains that the conversations between the two companies has put ACEP on the right path. "It's been a two-way process as we've covered all the issues together," he says. "A year ago everyone came to the States looking to do a deal with a US operator and we learned



ALEC DRISCOLL,
Director of Gaming
Development at
American Casino &
Entertainment
Properties.

"A year ago everyone came to the States looking to do a deal with a US operator and we learned an awful lot from the European model; how to construct a back office, integrate player databases, utilise best-of-breed technologies etc. However, when we looked at the ideology of the companies, the vision they had for the business, we saw that we had the best chance of growing our business in the right direction with Bally. We liked the open architecture model, the best-of-breed service and solutions, and the fact that they really listened to us and responded to our needs."





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Progress since signing with Bally has been swift, with ACEP expected to be in a launch position at the beginning of 2013. "In terms of a pipeline, we are somewhere in the middle of the startup lifecycle with an expectation that we will begin testing in the New Year," confirms Mr. Driscoll. "We are pretty happy with how things have progressed to date. We did speak with dozens of providers. From those conversations it was Bally that was able to define what we were looking for and what we needed. Set-up has been easy, integration with our back-office and the poker solution itself has been efficient and simple. We are at the pre-launch stage, but so far everything has gone to plan - though you'll need to call me back after the first year to make sure!"

Utilising interactive systems within the live casino environment, ACEP is to provide a solution that encompasses not only the Stratosphere, but its entire four casino estate. Integrating four databases is critical to a programmed roll-out, as is the ability to utilise that data online to drive business to each of ACEP's properties. "Our short-term goal as we start to develop is to use bricks and mortar to push online registrations and drive bodies into properties," explains Mr. Driscoll. "Most of what we are doing right now is to get a free-play offer to players to expose our brand and build the database. There is a different focus to real play as we are establishing ourselves in the interactive sector with a brief to acquire and retain players before launching into legal wagering. At that point we're going to see the expenditure of a lot of advertising dollars with exposure and education of the brand as a huge component as we seek to drive players from online to our properties. Our established database will enable us to limit the speed bumps and start with an established audience familiar with us and our offer. We understand that creating numerous points of exposure and avenues to drive registrations is going to be the core of the success of this. As such, we are going to combine our expertise in casino marketing and marketing directly to the gamer with a strong affiliate and digital strategy. We need to engage with

a lot of different people with expertise in this field such as Income Access. "

FIRST MOVER DIS/ADVANTAGE

Not having the luxury of entering an established market, understanding the key traffic drivers and the market in detail is going to be a tricky proposition, but arriving late to the market was not an option for ACEP. "It would be much less fun and much more expensive if we're not out of the blocks with that first group," says Mr. Driscoll. "Our entire offering is based around moving early as we do not believe we have the luxury of sitting and waiting for the market to establish itself. Speed is of the essence and working with a provider that knows not only what is legal, but how it works, is critical to our success. Partnering with great companies like Bally means that while there's no roadmap to follow, heading first into this market means that we can take an early advantage and really gear towards legalised wagering. We're presently preparing our free-play site, though filling registrations and marketing this type of offer is a costly endeavour while we await legalisation."

The Stratosphere is an iconic Las Vegas brand and is an internationally recognised building with an excellent reputation for fun, value orientated gaming. The free-play offer will hit all ACEP databases, with a lot of international travellers included amongst its widespread local influence. "The free-play strategy is one of driving bodies to our properties as even with legalisation allowing wagering, we still want people to visit our locations," states Mr. Driscoll. "We want guests to enjoy the buildings while they are in them and to go home, international or local, and play on the site in the leisure time."

As for social gaming, "we see the larger Facebook user group as a very small proportion of our core audience. Putting our name into this space is pointless if we're not driving legalised bodies into our properties. It's great to offer as a port-on, creating a good experience for those players and an association with our brand, but it's not all about the numbers of players, but rather the type of player," outlines Mr. Driscoll. "I'm also not sure how much reach social gaming will have for the audience outside of Nevada. I think it's great that people will download the app, play some of the games and have a good experience, but how valuable that is for us starting up... I'm not sure."

Social gaming is currently a buzzword within every international conference programme, but the value to land-based operators remains hotly debated. Instigating a programme in Nevada before

the launch of full-scale wagering, ACEP puts the development of social gaming in perspective. "I think social gaming is ultimately part of everyone's strategy," says Mr. Driscoll. "However, right now social is one piece of the gaming offer and it's not a major piece. We all have database issues catering for a larger demographic and we see with the younger demographics a high level of engagement that peels off after 40-50 days. It's a tiring cycle trying to keep a Zynga poker type model on the boil. For us, the use of social marketing means that we have a level of engagement that continues to be fresh and it's absolutely necessary to reach those younger demographics. However, social gaming is a small component of the overall interactive offer - and right now it's an expensive labour intensive piece."

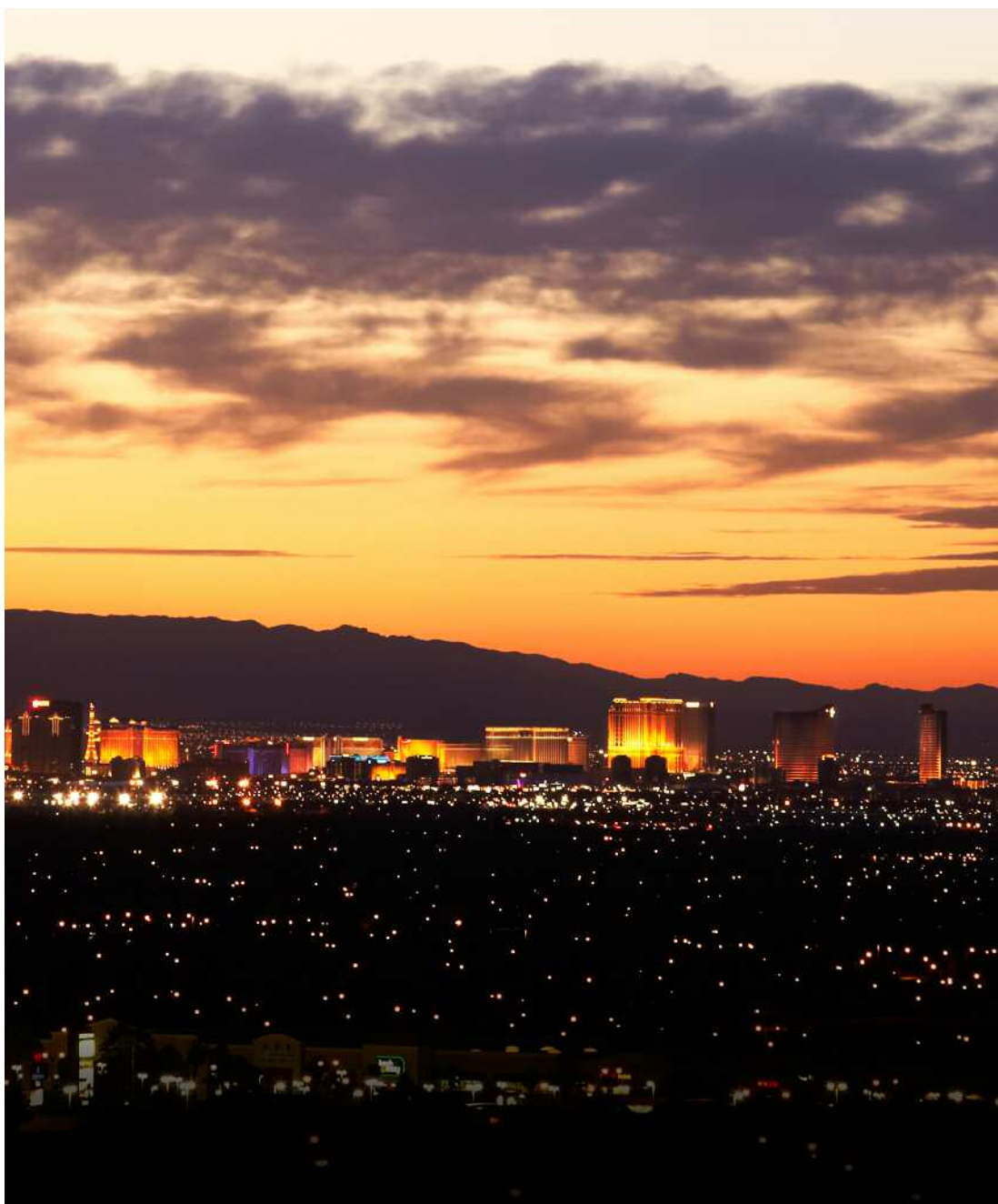
POKER-FACING REALITY

Liquidity is a frightening concept in a state of three million. If you imagine that at least half of that number are ineligible to play, factor in over 30 gaming providers all competing for those players and the window of opportunity in Nevada narrows to a sliver. "We have spent a lot of time articulating the network that we're looking to build, as

ONLINE POKER LEGISLATION IN THE US IS AN ENCOURAGING START AND SOMETHING WE HOPE WILL BUILD INTO ADDITIONAL OFFERS SUCH AS BINGO AND SLOTS.

liquidity is something that we all must work to achieve," states Mr. Driscoll. "To be successful means that you must ensure exposure across similar networks. A major focus for ACEP is looking at who can come and play in our sandbox. Our plan is to offer a great poker product and then see what is allowed next. I'd love to see a lot of the liquidity issues melt away. Ideally I'd like to see casino bank games, it's a fact that games such as black jack make it easier to run a business - and I'd like to see how we can work with other states to eliminate this inter-/intra- issue. Poker is a very difficult game without the popular states participating and getting their players into the liquidity pool."

Everything starts with game content and poker is the only offer anyone is



"I think social gaming is ultimately part of everyone's strategy. However, right now social is one piece of the gaming offer and it's not a major piece."

ALEC DRISCOLL,
Director of Gaming Development at American Casino & Entertainment Properties.

discussing in the US right now, but it's in the wider range of casino games that real profitability lies. It's not a road-map that's been laid out in any legislative detail, but it must surely be a goal for each operator. "I think the introduction of online poker legislation in the US is an encouraging start and something we hope will build into additional offers such as bingo and slots," says Mr. Driscoll. "However, right now I'm happy with the product offer in Nevada. We have put a lot of resources into our interactive player offer and we're very excited to get everything up and running. Beyond this launch we will have other regulatory discussions with our regulators to gauge when expanded offerings may be a reality. "

The adoption of interactive gaming in the

US continues to move slowly thanks to a lack of federal law, but ACEP is very much a fan of a Nevada first and state-by-state model. "The Nevada Gaming Board & Commission have done a great job," underlines Mr. Driscoll. "Considering the patchwork of regulation that exists across the US, it's important that states like ours take the lead and then work with other states to become legalised. In Nevada we have been working towards an interactive solution for over a year, while at the same time making allies in other markets. We saw a lot of lobbying at the start of the year that has now petered out. We've not seen a lot of movement outside of Nevada and while state-by-state legislation could prove interesting, federal regulation wouldn't benefit us at all."



PICKING THE RIGHT PARTNER

In choosing its interactive offer, ACEP considered a multitude of established international solutions, however, while the major companies offered robust and comprehensive models, most had a B2C component, something that proved unpalatable for the operator. "We believe that the prevailing offer in Nevada is not one that would ultimately see ACEP competing with the people providing our solution. Right now that's a deal killer," says Mr. Driscoll. "On top of that, we needed to take wagers in Nevada, but discussions involving state licences proved problematic as most did not want to be licensed in Nevada, but would rather wait for the bigger fish in the larger states, such as New York and Florida."

According to Mr. Driscoll, many of the European online providers approached the US without a plan. They didn't know how the business should be structured and were not interested in licensing. "In the state of Nevada there's not much we can do if our providers don't want to follow a licensing route," explains Mr. Driscoll. "We had a series of piecemeal offers in which we'd be expected to pay for everything while they used our licence. They didn't understand that we're not looking to outsource our interactive offer, that was never an option. There are lots of great companies in the European market, but none could describe a clear vision of the US state model. A real issue was also liquidity, as poker in Nevada was just not attractive to them. We were being asked to invest a lot of capital,

"We believe that the prevailing offer in Nevada is not one that would ultimately see ACEP competing with the people providing our solution."

ALEC DRISCOLL,
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which was confusing to us as we were not acquiring anything, this was just to get an offer up and running. We have seen a lot of local guys buy or build their software, but ultimately we were not interested in a path that included such heavy capital expenditures while the market was going to be capped."

It seems obvious that proposals from international online operators should be dismissed by ACEP, since participation in such relationships with some could have placed the company's land-based licence in jeopardy. However, the assumption that US operators would roll over, handing the 'keys to the shop' to external online operators smacks of real naivety. "There was an expectation that they'd be given a free rein to offer their product direct to players and have a casino group pay for their licence," comments Mr. Driscoll. "It was a poor expectation - perhaps a 2005-06 expectation, but these are new rules. Those companies that were really excited about entering the US have seen the market opportunity close in the last year and it's going to be a challenge for them to reopen that door in the future. The factors that drove our decision were domestic and it's a domestic company that had the right offer."

A DIFFERENT PERSPECTIVE

It's difficult for an international operator to view the US at a state-by-state level. California presents a market equal to Italy or Spain, but Connecticut or Delaware's aren't models offering the scale and reach that fits a European model. As such, European interest in the US has definitely waned. As a regular conference goer, Mr. Driscoll has seen a noticeable drop-off in European involvement in US online debates. The expectation of federal legislation has diminished along with European opportunities and as a state-by-state conservative approach has been adopted it's to the advantage of a Nevada operator, such as ACEP. "We can concentrate on the Nevada market and worry about the other states as and when there's something to discuss," says Mr. Driscoll. "It's a simple model to understand that's maybe not ideal for the international operator, but for us, it has met expectations and can only get better."

One of the problems with the European offerings was a lack of understanding of the emerging US interactive market. Having established a market model in Europe, the expectation that this could be ported wholesale into the US was fundamentally at odds with land-based operators. "We thoroughly understand our market, the deep data dives, the trends, what people are going to do next - that's our business," explains Mr. Driscoll. "We have a four casino database, which

Interview

ACEP - ALEC DRISCOLL

means that we are not starting from scratch. Conservative models show those starting from zero and reaching out to players equates to a conversion rate per campaign of 1-3 per cent. We will start with email campaigns to our database and direct mails to households. We aren't starting from a standing still position, we are reinforcing our existing offer and we will use all the metrics at our disposal to achieve our goals."

Comparing the tied-online licence in the US, driven by land-based operators, to the European independent model is 'apples to oranges.' The requirement to have a bricks and mortar licence slowed the interactive process in the US, leading to numerous complaints from international companies that regulation was killing the speed of adoption, but according to Mr. Driscoll, that's to lose perspective. "You have to live in this market to understand it," he comments. "I would be frustrated too if I were a European company wanting to act immediately. However, this is a different market to 2005-06, in which regulation has taken a different path."

THE FUTURE DIRECTION

It was never an option for ACEP to sit on the sidelines and wait to see how the market would pan out. The philosophy of the company is to drive, learn and teach. It's a decision that Mr. Driscoll says drives all ACEP decisions. "We did not want to watch someone else create something new in the market. However, our expectations are realistic. I would love to say that online is going to a game-changer, but we actually expect incremental growth. The free-play offer is part of the total marketing spend, helping to expose what we are doing and prepare for legalised wagering. Nevada is not New York or Illinois, we only have a million

**THE GREAT
ADVANTAGE WE
HAVE IS THAT
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IS A NEW MARKET,
WE ARE NOT
COMING OUT OF
NOWHERE.**

and a half potential players, while those visiting Vegas are here to play on the floor - not the PC. However, we wouldn't be heading down the rabbit hole if we didn't think this was a great growth opportunity. For us this is a really, really long-term, institutionally owned proposition, not a quick flip gaming solution."

Ultimately, the economics work for ACEP



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Entertainment
Properties.

as the operator is not changing its business model to fit the new opportunity. ACEP is not buying companies or building software internally, but instead utilising the skills of a trusted technology partner to supply everything it needs to achieve its goals. "We have partnered with Bally to speed through the process and remove as many barriers as soon as possible," concurs Mr. Driscoll. "We have a huge advantage working with Bally in terms of probity and the swift manner in which we're up and running. This is a long-term investment and a smart investment. We have tapped into all this great software and service without having to build a tech company ourselves. I think this is a great model that bring

together all the primary pieces 100 per cent around what the player wants and needs - and it works on our balance sheet too."

"We are going to really start the churn process and set a new standard as to how you galvanise your player base and work with them through the process," continues Mr. Driscoll. "Our core competency is relating a great experience to our guests, in round one that is through poker content. Round two, working with strong traffic driving affiliates, actually started before round one. The cost per acquisition process will come later, as I believe being an influencer now, rather than waiting six

Interview

ACEP - ALEC DRISCOLL



months to a year, is a cost benefit that will work in our favour. Greater levels of promotions on the site will then follow as we establish a robust programme that will stand out in a really competitive environment."

The immediacy of the solution chosen means that ACEP can establish a beachhead in the online poker sector in Nevada, where marketshare is going to be an all important factor. "We're facing a small liquidity pool and if you look at the precedent set in Europe, in Spain and France for example, there are actually four to five operators with decent offerings and the rest

fighting over slivers," states Mr. Driscoll. "It's not just about being up and running, you have to maintain and grow market share - and we certainly don't want to be holding onto a sliver. Bally was the company that understood that and has done a great job partnering with the major content providers to meet our customers' expectations. The great advantage we have is that although online is a new market, we are not coming out of nowhere. We know what pieces work, we know what our players want, slot games, social games and content - and we can implement everything within the Bally structure."

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THE WINNING STREAK

Grosvenor Casinos' Dealer Skills Championship brought the entire company together for the 2012 competition, setting goals and bringing rewards for everyone involved

The G Casino Coventry played host to the finals of the 5th annual Dealer Skills Championship in November, the culmination of months of club and regional competitions within the Grosvenor Casino group. In total, all 36 casinos entered the competition, the first time that every casino in the estate has been involved, including Grosvenor's casinos in Belgium. Participation has also grown dramatically over the course of the championship, attracting 300 dealers in its first year, rising to 800 in last year's competition before reaching 915 entries for the 2012 event.

The finals brought dealers and their supporters from across the estate with interviews and scoring during the final session proving the mettle of the competitors before the stage was set for the prize giving event. Event organiser and judge, Ian Shanahan, has presided over the last three competitions and was delighted at the level of participation from across the Grosvenor estate. "It's been a terrific event and thanks goes to all those that have backed this competition, especially the company management team, who have been really encouraging the event with support and coaching," said Mr. Shanahan. "But, the most credit must also go to the teams in the clubs who have increasingly engaged with this event. Wanting to hone ones dealing skills so that our main attention can be focused on customer service is now where our culture is, and it is very encouraging to know that the dealer with the best service skills are regularly our category winners. The management team has really got behind this tournament and pushed it at every level and it's become an integral part of team development in the company and with the HR department."

The competition has undoubtedly benefited from a series of generous prizes at each stage of the event, but the biggest draw for Grosvenor has been the continued development of a fun environment in which dealers can test their skills with rewards both personal and at a much wider level. "The support we've had is terrific, with individual clubs realising the benefits in terms of training for the tournament that is actually not viewed as training by the team, but which

"We give the clubs three months to complete their individual in-club event and post all the score cards throughout so that dealers can see the criteria that they're aiming to achieve. We give each club a training pack, score sheets and user guides and each club is asked to nominate a designated coordinator who conducts all the judging to keep everything consistent. A lot of the judging is subjective, so it is important that we have the same person coordinating the competition within the club for a consistent approach."

IAN SHANAHAN,
Table Gaming
Project Manager,
Grosvenor Casinos
– Rank Group.

is a really positive by-product of the competition," stated Mr. Shanahan. "We give the clubs three months to complete their individual in-club event and post all the score cards throughout so that dealers can see the criteria that they're aiming to achieve. We give each club a training pack, score sheets and user guides and each club is asked to nominate a designated coordinator who conducts all the judging to keep everything consistent. A lot of the judging is subjective, so it is important that we have the same person coordinating the competition within the club for a consistent approach."

Once individual club winners have been confirmed, the competition shifts to the regional heats. Prizes of £300 at the regional events and gifts, trophies and key-rings kindly supplied by sponsor, TCSJohnHuxley, add to the excitement of winning at this level. The regional finalists are judged by Mr. Shanahan and Damien Cousins, who split roulette judging and black jack between them and

"I THINK THERE HAS BEEN A SHIFT IN THE ATTITUDE OF THE DEALERS AS THE COMPETITION HAS GROWN."

ensure they judge each of the regional events, again to maintain consistency in the scoring.

"I think there has been a shift in the attitude of the dealers as the competition has grown within the company," commented Mr. Shanahan at the finals. "We are clearly demonstrating the attributes that the company values as part of this event and our team can see what is expected of them at the very highest level. The key performance indicators are all laid out on the score sheet - with the customer service element a major part of the test. Each dealer has to show that they are capable of engaging with players at the table. It has to be something that





comes naturally, rather than something forced. We find that dealers that have been with us for under two years find this element of the test easy. It's something that sits comfortably with them as it is the culture they have always known. We are a customer obsessed company and it's good for the dealers on the tables to not only be told that, but to see it in action and be positively rewarded for engaging with this philosophy."

While the tournament remains heavily focused on the transactional skills of the individual, the focus has shifted towards an 80/20 split with customer engagement the smaller, but no less crucial element. It's also important for Grosvenor that its dealers entering the competition understand the importance placed on the service element of the scoring. Around 40 per cent of the interview part of the competition is weighted towards service. It's something that mirrors the company's obsession with customer-orientated service and is a major element in the scoring of the dealers. Being the best technical dealer in the world no longer means that an individual will win the Dealer Skills Championship.

The customer service interview is conducted with Grosvenor's HR team running competitors through a series of structured questions aimed at evaluating experiences they've had during their time dealing in clubs. Most of the questions are open-ended, asking the dealers to

DEALERS ARE BETTER AT THEIR JOB, MORE CONFIDENT IN THEIR ROLES AND DEAL BETTER AS A CONSEQUENCE.

share their customer-service experiences where they are asked to evaluate their personal responses and how they relate to the company's values. Shifts in the UK casino sector has meant that stoic dealers functionally conducting themselves at the tables is no longer acceptable. Dealers are being asked to perform their transactional duties and engage with players. "There's been a big shift in dealer behaviour over the last two years, whereby they are now much more comfortable with engaging with our visitors," said Mr. Shanahan. "Deal and engage' are now the prerequisites. There was the fear that mistakes would creep in and the

transactional side of the dealing would be compromised, but that's not been the case in our experience. Dealing flawlessly and engaging with the customer is a utopia that we're aiming for and it's been hugely rewarding to see dealers really understanding what we're looking to achieve."

Mr. Shanahan admits that little could have been achieved without the support of the management at both the club and the senior level. The backing of the managers within each club has meant that support for the 2012 event was universal. Every club took part and though it has been the case that dealers in the 'two-years and under' class have proved easier to engage in the challenge, the sheer numbers now taking part means that right across the age spectrum, the Dealer Skills Championship is recognised not just as a worthwhile event, but something each team member wants to win. "Some of the senior dealers were initially less inclined to enter as they felt there was nothing they had to prove," states Mr. Shanahan. "But as they've come to appreciate, this is not a measure of ability as much as it is a fun thing in which to get involved. They can see the support the competition has from the senior management, from Phil Urban (Managing Director) and the rest of his direct team fully support this as a landmark event in our calendar."

The underlying message from the management team is that the competition helps its team to perform better at the tables. Dealers are better at their job, more confident in their roles and deal better as a consequence. The customer receives a better experience at the tables, they have greater trust because of the professionalism of the dealers and the benefits impact on the business as a whole. It's a win-win scenario for all involved and something that has galvanised GMs behind the event across the Grosvenor estate. And with scores rising in the competition every year, with more achieving the top scores and more entering the event, the values of the business are being instilled in every member of the team.

A British Dealer Championship is the next major step for the competition, encouraging other groups to get involved at a national level, though for the time being, Mr. Shanahan is happy to keep expanding the numbers within the Grosvenor estate. "If we can continue to increase the numbers, that would be great," he says. "However, if we were to expand the event and incorporate external groups, we would have to agree a middle ground of scoring as our views of customer service are not universal.

Focus

GROSVENOR CASINOS

Interacting with customers is something that Kevin Grahame (Head of Table Gaming) has instilled into everyone here at Grosvenor, with dramatic changes on the floor that includes removing the inspector from the pit and allowing them to interact with customers. It's something that really underpins the relationship we want to cultivate with our customers. When we first introduced the concept some of our team found it difficult to adjust, but over time the feedback shows that the involvement with players has empowered them. Interacting with players is the most important element of engaging them in the game - getting them to cross that final five feet and feel comfortable and confident to step up to the table."

The change within Grosvenor to adopt this interactive level of player engagement began over five years ago. The process started at the top, with the senior management team understanding the need to change by talking to and gathering feedback from players at all levels and ages. This has tiered down throughout the business with the dealer championships reinforcing the values that the team has sought to enact throughout the Group. "This competition is a measure of performance as to how well we've communicated our values to everyone within Grosvenor Casinos," says Mr. Shanahan. "We know that we have to

"I DON'T HAVE AN ISSUE WITH PUTTING OUR BEST DEALERS IN THE SPOTLIGHT AND CONGRATULATING THEM ON THEIR EFFORTS."

strike a balance between what our new players want from us and what our transactional players expect from us. We know that a Friday and Saturday night will be a lively floor, with new games adding fun, but at the same time we don't wish to disenfranchise our long term customers. The goal is to cater for as many people as possible. It's a balancing act, but it's something that we feel we're getting always striving to get right."

The format of the competition is set to change next year, with Mr. Shanahan already planning ahead to revisit the group and regional finals with new ideas, with a goal to hosting more clubs in the final. There are the logistics to consider, but plans are afoot to include 10-12 clubs,

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"We're seeing huge growth in poker across the group and more profile within the clubs - and there's a specific personality that deals poker which loves showing off, and loves the idea of competition!"

IAN SHANAHAN,
Table Gaming
Project Manager,
Grosvenor Casinos.

with poker being brought much more into the competition in 2013. "We have no difficulties in getting poker dealers to enter the competition," explains Mr. Shanahan. "We're seeing huge growth in poker across the group and more profile within the clubs - and there's a specific personality that deals poker which loves showing off, and loves the idea of competition!"

Showing off is something specifically valued in competition, where it is justified confidence but not arrogance. Raising the profile of staff is often frowned upon as companies are effectively telling the world

which are their 'best' members of staff, improving their mobility and value. Even the promotion of the tournament in G3 is something that might also raise concern and fears of poaching, though it's something that quite baffles Mr. Shanahan. "I don't have an issue with putting our best dealers in the spotlight and congratulating them on their efforts," he says. "What's the point of hiding their talent from the competition. Dealers stay because they like working for Grosvenor, as much in part because we do promote and shout about their successes. I'm not nervous about the ability of our dealers - I'm delighted."



ICE 2013
Stand N 59-110

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BIG OPPORTUNITIES

ICE Totally Gaming is firmly on course to achieve a sell-out first year at its new home down the river, the ExCeL Exhibition Centre, London.

As the gaming industry gears up for ICE Totally Gaming 2013, the great news is that the change of venue to ExCeL London has been embraced by exhibitors. The latest figures released by the organisers confirms that the sold-out signs will be posted way before the doors open on the biggest gaming show on earth.

ICE Totally Gaming 2013 will be the biggest gaming event in the industry calendar with news that just 1.2% of exhibition space remains unsold as of the beginning of December. The news, which is a testament to the size and scope of the marketing campaign undertaken by the organising team at Clarion, means that ICE 2013, the first to be staged at ExCeL London, will comprise in excess of 31,000sqm – a stand-out statistic which the organisers believe will attract the broadest spectrum of international gaming professionals to London.

The number of exhibitors showing their latest innovations and product launches will be over 400 – which represents a mouth-watering prospect for the many thousands of international buyers coming to the exhibition. Kate Chambers, Director – Gaming, and the person



KATE CHAMBERS,
Portfolio Director for
ICE Totally Gaming.

"ICE is an event which provides a shop window on absolutely everything that's taking place in gaming and, most importantly gaming from every geographical perspective."

responsible for implementing the move to ExCeL London said: "Our marketing theme for 2013 has been 'think big' and I'm delighted to say that the creative we have been running throughout the international media channels has lived up to the reality of what visitors will see at ExCeL London when the doors open on the 5th February for the first edition at our new home. There's absolutely no way that any buyer of gaming equipment would be able to see so many leading companies without spending at least nine months of the year on a plane: at ICE you can do the equivalent in three days – although, admittedly, it's a hugely busy three days!

"ICE is an event which provides a shop window on absolutely everything that's taking place in gaming and, most importantly gaming from every geographical perspective. Add important C-Level activities, a flourishing conference programme, key networking events and a prestigious awards ceremony which celebrates excellence, integrity and professionalism and you have a multi-faceted celebration of the international gaming industry which offers tangible benefits to everyone involved in the

THE KEY REASON FOR ATTENDING ICE IS THE ASSEMBLY OF STELLAR COMPANIES EXHIBITING AT EXCEL - YOU CAN'T GET ANY BETTER THAN THAT.

gaming business in all of its guises.

"In terms of visitor numbers we are tracking significantly above this stage of the campaign last year. What I can say is that once again, we've raised the bar in our marketing. In 'think big' we have a very strong creative proposition which resonates with our stakeholders and targets, we have introduced new initiatives such as our ICE e-magazine, we are working even closer with our good friends in the media and we are utilising all available media channels to get the message home that ICE 2013 will be bigger and better than ever before and that it is an essential event for anyone involved in online and offline gaming and betting. However the key reason for attending ICE is the assembly of absolutely stellar companies which are exhibiting at ExCeL – you can't get any better than that."



venue of Excel is a thrilling opportunity for Zitro to showcase our portfolio and continue our global expansion.”

For the BlueWave platform, Zitro take many of its most successful games such as: PowerBonus, Fishmania, Bingo Dreams, Last Bingo in Paris, Story Bingo or Bingo and the Beast. The star of the show will be the BlackWave platform with many of its games such as: Bee Alive, CaniBall, Red Riding Hood, Elephantastic, Jaguar, Jerrynstein, Black Power Bonus, Rabbit, Spin Bingo, Tiki, Wild Rocks and Discoball, among others.



COMPANY: ADVANTECH-INNOCORE
STAND NO. S10-420
PRODUCTS: COMPONENTS

Advantech-Innocore is part of Advantech Corporation, the world’s largest industrial automation devices and computing supplier. Proof of the many advantages for customers can be seen at the 2013 ICE stand presentation featuring a wide 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.

From the impressive range of Advantech ‘standard’ products, the selection of industrial Mini-ITX and COM Express modules on the stand include products based on the latest AMD R-series chipset and the Intel Ivy Bridge chipset. In the family of industrial touch display solutions, various sizes up to 42ins. with multi-touch and banner ratio are presented. First focus at ICE is the DPX range of products, a family that welcomes a new addition in the S-series, the DPX-S430 and, as a ‘sneak preview,’ a product with an exciting new design and approach based on AMD’s R-series.

Utilising the remarkable new AMD Embedded R-Series Platform, the DPX-S430 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 who would like 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 will be the DPX-S415 and the Intel HM55 based DPX-S425. The 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.

On show will be the latest models in the range of industrial open frame touch monitors and stretched signage displays Advantech offers:

Stretched Signage Display - Advantech DSD-5000 series stretch signage display is designed with super wide ratio of 16:3, which can optimize its performance especially in a narrow, limited installation space. Compared to generic LED displays, stretched signage display delivers better resolution and requires 50% less power consumption. Moreover, the series supports both vertical/horizontal installations to match the content.

Touch Open Frame Monitors - Advantech IDS-3000G Open Frame Monitor is designed with surface capacitive touch solution especially for gaming applications. Constructed with a protective hard coat, the surface capacitive touch solution provides an extremely durable and real-time response touch solution. The IDS-3000G series includes both 4:3 and 16:9 wide format monitors supporting 19”(4:3), 21.5”(16:9) and 23”(16:9) size options. Computer on Module

Advantech-Innocore will also showcase its latest Computer on Module series: SOM-6765, SOM-7565 and SOM-3565, Advantech COM-Express Compact and Mini series and Q7 products are all designed with low power consumption processors. SOM-5892, SOM-5894 COM-Express Basic Type 6 and SOM-6894 COM-Express Compact Type 6 are the latest COM 125mm x 95mm form-factor which brings several new high-speed interfaces to carrier boards, such as PCIe graphics, PCIe, PCI, SATA, and SDVO, USB3.0 and the possibility to drive up to three independent displays. And finally, SOM-4466 is the latest ETX COM based on the new AMD G-Series. High graphic performance and low power are delivered in a cost effective and compact solution with only 114x95mm.

COMPANY: ZITRO
STAND NO. S9-155
PRODUCTS: BINGO GAMES

Zitro will debut its exhibitor booth (S9-155) at ICE and showcase its wide range of products and most successful games and platforms in London this February.

Zitro is a multinational leader in bingo games, it was founded in 2007 with the aim of committing itself to innovation, constant and progressive investment in research and development (R&D&I), and with a commitment to responsible gaming.

Zitro will bring to London its platforms that have made the company a world leader in video bingo games: BlueWave and its innovative platform BlackWave, whose technical characteristics offer the possibility of playing with, surround pictures and sounds that transform the experience of game in a really exciting adventure.

For Zitro’s chairman, Johnny Ortiz, “exhibiting in London means, not only to present our product to the UK market, also strengthens our steps according to the international expansion strategy of the company.”

James Boje, Executive Vice President International expanded: “Debuting our own stand in the new ICE Totally Gaming



“Debuting our own stand in the new ICE Totally Gaming venue of Excel is a thrilling opportunity for Zitro to showcase our portfolio and continue our global expansion.”
JAMES BOJE,
 Executive Vice President International, Zitro.

Preview

ICE TOTALLY GAMING

COMPANY: AMATIC INDUSTRIES

STAND NO. S4-155

PRODUCTS: SLOTS/MULTI-PLAYERS/MLTS

Amatic Industries is making its presence felt at ICE with a major 500sq.m. stand. This year the company celebrates 20 years in business, as it was back in 1993 that owner, Reinhold Bauer, laid the foundation stone at Amatic Industries. "This ICE will be very special for us," stated Mr. Bauer. "Twenty years of innovation have kept us in a strong position in this industry – even during difficult trading conditions. We will continue to place much time, effort and resources in creating tomorrow's gaming solutions. We are looking forward to great all of our visitors to our stand at the ICE".

Regional and international solutions will be on display, including targeted products for Asia, S. America and Europe, with special attention to Germany, Spain, UK and Ireland. The dual screen upright Performer is complemented by the slant top Performer Grand Arc – that is available either with two or three screens. New for 2013, the Performer Grand Arc is updated from 26 to 27ins. monitors, further enhancing the experience.

The Grand Jeu, Grand Jeu Prestige, Grand Jeu 22WS and Grand Jeu Double can be linked independently to an electronic roulette wheel or a live wheel via separate terminals – providing operators with the greatest of flexibility to expand to fit their investment plan. Grand Jeu 22ws Electronic Roulette has improved graphics, wider monitors and unique player features. It is designed as standard for eight separate playing positions.

The popularity of Amatic games in land-based gaming locations can also be transferred to internet gaming. Games from Amatic Industries are available online at www.grandx.com. The Multi Remote Gaming System (MRGS) from Amatic Industries ensures that each individual customer has their own server in their jurisdiction to securely operate the games. This is a great advantage as each customer can connect the MRGS to their own online gaming platform with the games configured to their own needs

Finally, the MLT - Multi Lottery Terminal perfectly combines security, transparency, simplicity and flexibility. All features and mathematics are performed by the server, leaving the terminal to simply portray the game. The server handles the complete process on-line in real time, including the payment management system. A customer-friendly platform caters for increased player acceptance, while a wide-ranging jackpot system provides all the benefits of server-based gaming.



Amatic's Grand Arc (two screens).



Amatic's Grand Arc (three screens).



IGT's Dolly Parton U-Slant and Cleopatra on the iPhone.



COMPANY: DRGT

STAND NO. S8-130

PRODUCTS: MANAGEMENT SYSTEMS

DRGT will be showing precisely why it is the fastest growing systems company at ICE. 2012 was a year of growth and integration. DRGT's Systems in Progress (SiP) was renamed DRGT Systems to reflect the excellent synergies gained. DRGT Peru was established and already boasts a team of 20 dedicated staff. The number of slot machines connected worldwide to DRGT systems has grown from 8,000 to over 20,000. In Peru alone over 50 separate casinos connected to DRGT during 2012.

DRGT offers complete systems solutions – with complete flexibility. Accounting, cashless, jackpots, bonusing, player tracking, tournaments – all these are examples of the world of opportunities embedded in the drSMIB.

With drScreen, operators can directly communicate with each and every player, using the existing slot screen to inform, entertain and reward. drScreen offers promotion and bonusing possibilities according to the player card level, allowing for targeted marketing. These marketing or informational messages can be configured and shown individually to players directly on drScreen. Further possibilities include the promotion of events, jackpots, etc.

The innovative, forward-thinking approach of DRGT means that DRGT can integrate their systems on all slots. For example, all machines can be connected to cashless. Referring to ticketing - should older machines not contain the technology or components for ticket reading / printing; DRGT then provides a complete package to update such machines to this cashless technology. Should there be no physical room to integrate a ticket printer in the slot machine – no problem – DRGT links it in a side box at the machine (called naturally drSide Box).

Cashless play by card is available whereby all the information that used to be on a small screen can be shown on the entire gaming monitor thanks to drScreen. DRGT even offers a further solution –

payment via an iButton (drButton) whereby all the player account information is stored on the iButton. This is the simplest and most cost-effective way to introduce cashless gaming on the slots floor – an exclusive DRGT solution.

Jurgen De Munck, founder and CEO, stretches out a warm welcome to visitors to the forthcoming ICE, saying, "The ICE is the perfect international platform to inform the global gaming market of the unique benefits we offer. Our systems are flexible, modular, cost-effective, run on all slots and are naturally serverless. We are looking forward to seeing our customers and cordially invite visitors to come by and learn more about how we can help you. We are here for you."

COMPANY: IGT

STAND NO. S7-110

PRODUCTS: SLOTS/INTERACTIVE

IGT provides an exhilarating line-up of games, a total systems solution for unforgettable player experiences and innovations that bring customers thrilling content, on any device, around the globe.

Unrivaled performance and global reach define the portfolio of solutions, from MegaJackpots, Core, Video Poker and casino management systems to online and mobile games as well as social, 'fun to play' casino experiences on DoubleDown Casino on Facebook and mobile.

IGT turns possibilities into performance with cutting-edge casino management tools such as IGT's Advantage, Casinolink and sbX along with new game, analytics and Intelligent Bonusing applications. Providing the gaming industry with the tools to deliver streamlined, flexible and cutting-edge casino management tools, IGT has the correct systems to boost profitability through increased productivity and provide the path to the future. This year's Cloud demo will focus on the four Cloud services: Floor Manager, Analytics, Ad Management and Content Delivery.

With more than a decade of experience in online and mobile casino gaming via the IGT Casino Remote Game Server (IGT rgs), company is a proven leader in delivering interactive experiences. At ICE, IGT Interactive will show how it brings a seamless gaming experience to players across all devices, from online to mobile, with 'best of breed' content, including universally-recognised brands.

IGT is continuing to drive convergent gaming experiences by providing successful IGT titles to land-based, online and mobile and social channels as well. With millions of social gamers, Facebook

Preview

ICE TOTALLY GAMING

is a dynamic way to reach fans and IGT is leading the way by delivering this new player segment to land-based casino operators with the opportunity to integrate the DoubleDown Casino into their existing websites. Voted the fourth best game on Facebook, with 5.5 million monthly players, the DoubleDown Casino offers a full casino-style offering in one place with classic IGT games, multiplayer poker, blackjack, roulette and more!

IGT MegaJackpots deliver mega-excitement with the crime-stopping action of CSI Video Slots, featuring CSI, CSI: Miami and CSI: NY in this three-games-in-one star, Wyland Video Slots, which immerses player in oceans of entertainment on the Center Stage Duo platform, and Rapid Progressives which thrill player with thematic content options such as FC Cash Cup and Sea Cash. Blockbuster titles join IGT's Center Stage Series with Sex and the City Out on the Town and the Star Wars Trilogy.

IGT's Core slots will be the games players will be searching for on casino floors everywhere with an extensive lineup of stunning video slots, new mechanical reel titles, and the debut of Country Music's biggest star, Dolly Parton Slots. Plus, players will appeal to Core hits such as the sweetly-themed Candy Bars and Takes the Cake slots, making them worldwide superstars. Finally, the IGT Video Reel Edge slot titles such as Tully's Treasure Hunt offer traditional slot play with exciting skill-based bonuses that will delight players.

COMPANY: TCSJOHNHUXLEY
STAND NO. S7-350
PRODUCTS: TABLE GAMING EQUIPMENT

There is much excitement and expectation moving to a new venue and location in the show, but in addition TCSJohnHuxley will be showcasing a new vision for its product portfolio. Over the last year the company has been reviewing its products and will be presenting the first stage of this new vision at ICE. The focus will be on key products - Gaming Floor Live, Supernova, Tablet Roulette, electronic table games and traditional industry leading products.

Cath Burns, TCSJohnHuxley Group CEO comments: "We've spent the last nine months focusing on our product portfolio to ensure we are building a solid foundation in which we can support our customers globally. What you will see at ICE is the first stage of this product-focused approach with

our software based products such as Gaming Floor Live, Supernova and Tablet Roulette that are designed to drive business and revenues at the operator level."

The ICE presentation will feature key areas or zones: The Supernova Zone will showcase how this unique product delivers floor wide progressive and game bonusing to 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, an industry first. It's multi-level event based and mystery prizes can be employed on games that don't normally run progressive jackpots.

The Gaming Floor Live Zone highlights this Real-Time game optimisation tool designed to maximise key performance areas and profitability. Gaming Floor Live automatically captures game data, which in turn provides information to maximise turnover, maintain house advantage, reduce operating costs and understand opportunity costs. Initially launched for Roulette, the system has now been developed to incorporate a variety of other games, which will be showcased at ICE.

Visitors will be able to sit back and relax in the TCSJohnHuxley Lounge - the perfect place to demonstrate the company's innovative server based Roulette solution that allows players to play live Roulette tables on a touch screen tablet device throughout a gaming venue. This is the perfect Roulette solution for what have traditionally been non-gaming areas such as bars, restaurants, and smoking terraces. It will enhance electronic revenue by giving flexibility during busy periods, offering increased player positions without the need for additional staffing levels.

In addition, TCSJohnHuxley will be showcasing its gaming tables, wheels and new games in the Traditional Zone as well as electronic multiplayer products in a dedicated Electronic Zone.

"We are really looking forward to this year's show as this signifies the start of a new journey for the company." Cath Burns continues, "The future will see us integrate all of our core products with our technical products so that we can offer our customers a core solution. This is the first stage, that said we already have some ground-breaking product offerings providing very strong foundations for the future."



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Email: commerciale@vne.it - Web: www.vne.it

Preview

ICE TOTALLY GAMING

COMPANY: JCM GLOBAL

STAND NO. S9-240

PRODUCTS: CASH HANDLING

JCM Global is helping casinos everywhere evolve their gaming floors to be even more accurate, secure and rewarding. Now JCM Global is evolving, bringing a world of solutions to ICE Totally Gaming 2013. JCM is evolving its iVIZION bill validator, building on iVIZION's foundation of intelligent validation.

iVIZION is evolving with JCM's new DNA (Dynamic Network Applications), a set of bundled enhancement tools that empower casino operators to do much more than ever thought possible, and in real time.

Operating wirelessly or hard-wired, DNA passively monitors the EGM "SAS" line for critical housekeeping data, while securing two-way communication with all critical peripheral components. With JCM's DNA, operators can get extensive reports in real time and deliver firmware updates instantly, with no downtime, across the entire operation. DNA also enables regulators to instantly verify peripheral device, software versions, view reports and more. In other words, this original technology is even further enhancing profitability, productivity and efficiency. The evolution continues to table games with the new iV8 table game bill validator, which gives operators "Intelligent Validation At 8 Notes Per Second." The revolutionary iV8 bill validator was developed specifically for the high-volume table game marketplace. iV8 has a compact, sleek, streamline design and has been proven to increase play time.

Next, JCM will demonstrate Mobile Wager Wallet, the world's first fully interactive mobile wager network that connects players, their QuickJack redemption ATM kiosks and a gaming device. Developed in conjunction with Techfirm, Mobile Wager Wallet delivers mobile transaction capability across the entire casino operation, quickly, easily and securely.

COMPANY: VNE

STAND NO. S11-110

PRODUCTS: CASH HANDLING

VNE's extensive extensive range of change machines will be on display at ICE. This includes change solutions in banknotes to coins, banknotes to banknotes and coins, coins to coins and tickets to banknotes and coins.

The Two Pennies change machine is targeted for the UK resort arcades which have many amusement games that cost 2 pence per play. The Two Pennies has extensive change capacities – up to



VNE's Two Pennies.



VNE's Super Change VLT.

18,000 coins. The integrated large screen monitor and loud speakers makes this change machine a marketing device – allowing operators to channel messages and play music. It is this entertainment factor that makes Two Pennies the perfect new change machine for the UK arcade sector. Two Pennies changes any UK coin denomination over 2p into 2p pieces. A further model is available with a secure, anti-fraud banknote reader, called the Maxi Changer.

The Super Change VLT accepts and dispenses coins and banknotes and handles tickets and cards. The bulk coin acceptance accepts coins at 20 coins per second – ideal for tipping in a pot of coins. The data access system enables an online connection so that remote monitoring and adjustments are just a click of a button away.

The Queen Change is the regal change machine for the VLT market. It accepts and dispenses barcode tickets and can be connected to all VLT platforms. The coin and note capacity are very high – 4,500 coins (3 hoppers) and 3,000 notes (5 note dispensers).

VNE is the market leader for change machines in Italy with over 60,000 VNE change machines in operation. Mr. Lorenzo Verona, Commercial Director at VNE, is looking forward to the ICE, stating, "In the space of a few short years we have brought VNE to the forefront of the largest and most contested market for change machines in Italy. As a family-owned company, we are in the position to move quickly to develop what the market really requires. This philosophy has taken us to the top in Italy. It is exactly the same philosophy that we have for international markets. We invite international companies to come and see us at the ICE – we are actively seeking new distributors to add to our growing team of global distributors".

COMPANY: INTERBLOCK

STAND NO. S4-210

PRODUCTS: MULTI-PLAYERS

February 5th will mark the unveiling of Interblock's enhanced multi-player platform, the G4D Diamond product range in a modern and upgraded design:

- G4D Wheel with Big3Six game
- G4D Virtual 06 with Baccarat and BJ
- G4D Roulette 12 in Football Shape with Touch Down Side Bet
- G4D Bubble 08 with Pop'n Poker game
- G4D Dice 10 with Craps and SicBo
- G4 Organic Roulette 08 in Football Shape
- G4 Organic Bartop



Interblock's G4D Wheel with Big3Six.

G4D Wheel with Big3Six game: Big3Six is an exciting new spin on an old classic. The game consists of 3 Wheels which offers 3 times the fun and 3 times the action. The 3 Wheels also act as reels for a Slot Machine themed Side Bet. Interblock's beautifully illuminated G4D Wheel is certain to be an attraction on any casino floor, and will definitely improve the drop on existing Wheel games.

Organic Roulette with additional Side bet game: Touchdown Roulette is an exciting new Side Bet for Interblock Roulette that is certain to improve the hold on existing Roulette games. 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. The goal of Touchdown Roulette is to score a Touchdown.

G4D Bubble 08 with Pop'n Poker game: The G4D Bubble is a stunning Interblock generator that is certain to be an eye stopper on any casino floor. It 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.

Advantages that were brought with the enhanced G4D generation of products are:

- Modular structure, all elements being stand-alone type and almost unlimited possibilities of configurations
- Simplified with better and versatile X technology
- New classic style environment
- Device assembly time is reduced for 50%
- New design with an emphasis on more Swarovski crystals, new chrome outlook and letter signs
- Implementing newly developed Ball and Wheel generator

COMPANY: ARISTOCRAT TECHNOLOGIES
STAND NO. S8-150
PRODUCTS: SLOTS MACHINES

Aristocrat Technologies has signalled its intentions to make a big impact at the forthcoming ICE exhibition (ExCeL, 5-7 February), increasing its stand footprint at the London show by more than 50 per cent year-on-year. With a total of 97 machines hosting 57 different games, as well as demonstrations of server-based, downloadable and online capabilities, 2013 will mark the staging of the global gaming solutions provider's most expansive European showcase to date.

Aristocrat's ICE 2013 collection covers a number of gaming segments, spearheaded by new high entertainment premium licensed games, a growing list of titles and themes for the VIRIDIAN Hybrid stepper platform and Feature Top Box library, further bolstering of successful multi-play games and more concept extensions incorporating the popular Mega Pay feature.

Some of Aristocrat's most loved and best performing games will be making a comeback as the 'Classics' benefit from new widescreen enhancements and the 'Legends' reincarnated in multigame twin-packs featuring the original game alongside new Deluxe versions.

Core standalone games will also be well supported with several new games and innovative game features making their debut appearance in Europe at ICE. New licensed games represent an extremely attractive proposition for many casino operators in 2013, according to Pedro De Matos, GM – EMEA. "Just as they will take prime positions serving as centrepieces on gaming floors, so too will they be our own focal attraction. Aristocrat has invested in prime brands with strong global recognition and great gaming concepts featuring entertainment, high levels of interactivity and movie quality HD animations."

There can be little doubt surrounding the universal appeal of Superman The Movie, already drawing crowds when making its appearance at G2E Las Vegas.

Superman The Movie premieres in the VIRIDIAN Hybrid cabinet, complete with 31.5-inch Feature Top Box HD display, themed fascia and optional LCD dynamic LCD buttons. Incorporating extensive video footage from the original movie, game play comprises five interactive bonus features including



Aristocrat's Zorro, the Tale of the Lost Gold.



(Above) Aristocrat's Zorro, - Mask and the Rose.

(Below) Superman the Movie II from Aristocrat.



a triple standalone progressive jackpot. Based on the sequel blockbuster movie, with equally strong features, game content and film excerpts, Superman II is the follow-on title previewing alongside on Aristocrat's ICE stand.

Themed on another box office hit, the Feature Top Box videogame The Mummy has recently been released in Europe, with strong sales recorded over its first month and further proliferation anticipated over the first quarter of 2013. The game will be accompanied by another sequel title, The Mummy Returns.

ZORRO has been a firm favourite on European gaming floors over the last decade and Aristocrat's most recent gaming version of the masked man, ZORRO The Legend Returns has been on European gaming floors since October. Another VIRIDIAN Hybrid game at ICE will be the romance-inspired follow-up title, ZORRO The Mask and the Rose.

Also appearing, ZORRO The Tale of the Lost Gold is a widescreen videogame utilising the proven Mega Pay format (multi reel set play) to enhance player appeal – a format already showing itself to be a popular choice amongst players with another licensed success story, The Phantom. "Momentum has been building over the last few months and Aristocrat now has a bigger role to play in European and African markets, hence the more prominent display at the region's most important show" said Mr De Matos.

"We have analysed individual territories and player requirements to identify key titles and themes for each market, so Aristocrat's product pipeline for 2013 and beyond is much more focused on customer needs than ever before. I am pleased to say that more than 75 per cent of the models being shown at ICE will be available to order immediately or within the first calendar quarter and over 95 per cent by the middle of the year."

COMPANY: CASINO TECHNOLOGY
STAND NO. S9-110
PRODUCTS: SLOTS/INTERACTIVE/MTS

Recently releasing more gaming titles and concepts than any period before, Casino Technology is preparing to demonstrate its widest range of innovations at ICE 2013. According to the current strategic goal to position its products in multiple gaming sectors, from resort casinos and state-of-the-art arcades to home computers and mobile devices, the company is theming its stand around the concept of a 'City of Games,' where every



district will present a different part of the multi-game collections dedicated to different themes, concepts and an array of games, all available on multiplatform applications.

The most popular multigame, GAMOPOLIS, has grown further in 2012 in many varied sets developed for different markets, customer profiles and jurisdictions. Following the trend to offer greater game variety in a single unit, Casino Technology is launching for the first time a 40-game GAMOPOLIS set, under the new brand GAMOPOLIS HIGHWAY. The ICE audience will also see seven different sets from the basic line of 20-game international versions. These multi-title sets include whole game suites, along with smart selection of the best single games.

There will be also presented several themed game suite multigames, including popular MOTORMANIA and WORLD OF WONDERS, along with the high-profile branded series PENTHOUSE SLOTS and PLANETA PAYNER SLOTS.

In addition to the record number of game titles Casino Technology is presenting a brand new slot machine model, SENA FLEX, demonstrating the high technology level achieved by the company in the field of industrial design and engineering solutions. Successor of the most successful to date line of slot machines SENA PLUS, the new model features an original technical solution for the main monitor - a curved LCD screen, creating a sense of rotation of mechanical reels, as in classic slot machine designs.

Casino Technology will also demonstrate in London the great move made this year in terms of systems development and server-based technologies. In 2012 the company launched its SERVER GAMES TECHNOLOGY (SGT) in answer to the increasing demands for faster, multi-channel and more flexible ways of betting. The visitors to Casino Technology's stand will see some the multiple uses of this technology allowing combinations of remote and land-based gaming for maximum entertainment.

Preview

ICE TOTALLY GAMING

COMPANY: SPIELO INTERNATIONAL

STAND NO. S7-150

PRODUCTS: SLOTS/SYSTEMS/INTERACTIVE

SPIELO International is showing more entertaining games than ever before across all gaming platforms at Stand S7-150 at the ICE Totally Gaming 2013.

For the casino market, the line-up includes four exciting new licensed titles that casual gamers know and love from PopCap Games, a division of Electronic Arts. SPIELO International and PopCap have entered into a licensing agreement and have developed slot games based on three internationally recognized PopCap franchises – Plants vs. Zombies, Zuma, and Bejeweled. 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 terrifically fun and engaging new slot gaming experiences.

Visitors to the show will also get a peek at MEGA KONG, the exciting new multi-level progressive link and follow-up to the widely successful KING KONG CASH. And they'll see the expansion of successful multi-game solution, diversity, with the introduction of Magic Maroon and Sweet Sunshine. Each edition offers players a choice of core game titles in addition to top-performing, stand-alone DOGGIE CASH progressive titles and at least one classic, low-line game.

SPIELO International's Casino Systems Division will be presenting its wide range of powerful, modular GALAXIS management solutions at ICE. These modules help operators to streamline operations and attract and reward players to promote loyalty. GALAXIS ANALYTICS is a new module comprising advanced gaming analytics that visualise and analyse the dynamics of floor performance to identify revenue generating opportunities. SYSTEM2Go is a complete multi-site gaming management system that will also be demonstrated at ICE. Sold as a package, it is quick to install and simple to use, and is ideally suited to multi-site gaming operations. Customers visiting ICE will also enjoy an exclusive demonstration of innovative prototypes – more details to follow!

In addition, SPIELO G2 (formerly known as GTECH G2) will be showcasing its award-winning range of iGaming and sports betting products and services at



SPIELO's Bejeweled cabinet and chair.



Plants Vs. Zombies GargantuarR from SPIELO International.



The Suzo Flow Hopper with AES protocol.

ICE, which will include the launch of four new games and an exciting sports initiative.

But that's only the beginning of SPIELO International's exciting content-driven games and solutions. Visit Stand S7-150 at ICE to see much more, and to find out how SPIELO International speaks gaming.

COMPANY: SUZO-HAPP

STAND NO. S9-130

PRODUCTS: COMPONENTS/SPARES

Suzo-Happ will be presenting key products and new innovations from its key partners at ICE Totally Gaming 2013, including ELO (touch screens), MEI (banknote readers / recyclers and coin validators), FutureLogic (ticket printers), Assa (locks) and Innovative Technology (bank note readers/recyclers). At the same time, the company is expanding its own range of products.

With R&D teams available to support manufacturers directly, Suzo-Happ offers a unique service: creating technologies for customers. The manufacturing plant Chinatex in Zihou in China belongs to the Suzo-Happ Group. A state-of-the-art building was erected in 2001 that covers an area of over 15,000sq.m. and is situated close to Hong Kong and Macau. The Chinatex manufacturing plant is key to the success of Suzo-Happ were the company has an excellent reputation for quality.

Harald Wagemaker, Sales Director EMEA at Suzo-Happ, comments: "Our focus is creating partnerships. We know such partnerships benefit the household names in the industry. We asked ourselves how we can increase our service with manufacturers. The gaming industry is very dynamic as we see year-on-year at the ICE. We see ourselves as the bridge between the present and the future. We can design and manufacture new products for our customers and, as a distributor, we can manage the product flow to our customers. That means they do not need to purchase complete units at one time. We can supply these just-in-time and invoice accordingly."

Suzo-Happ is constantly increasingly its own product range and currently has an unrivalled selection of toppers. The Celebration Topper creates a new level of excitement on the gaming floor. It interfaces into the 'SAS Jackpot' and when the selected level of a jackpot is achieved, the topper triggers a 'Celebration Event'. This event includes customisable video messages on the 15.6ins. LCD display, light pipe LEDs rise out of the top of topper, flashing LEDs on sides of LCD, confetti launcher throws out

a burst of confetti from the topper and loud audio alarm celebrations sound. The Celebration Topper will be sold in multiple configurations including a unit that uses a backlight graphic panel instead of the 15.6ins. LCD.

The Celebration Topper is joined by the Reel Topper, Round Video Topper, Round Disc Topper, Tower Light Topper, Ellipse Topper, Ellipse Compact Topper, Shield Topper, Ringo Compact Topper, Mini Ellipse Topper, Xenon LED Topper, Ellipse TFTopper, Upright Topper, RGB Pill Topper, RGB Polygon Topper and the RGB Topper Box.

The Toppers can all be synchronised together – ideal when linking a bank of gaming machines. Cascading and other ways of linking the toppers can be programmed – Suzo Happ delivers the entire solution.

Gaming machines come in different shapes and sizes and manufacturers require utmost flexibility in paying out coins. Large capacity casino-type hoppers – such as the Excel Hopper – are ideal for casinos that continue to rely on coin payout. The Escendo Hopper enables player-friendly coin payout in slant top gaming machines. Coin payout remains a must for AWP markets and here Suzo-Happ provides the right choice for the right market segment. Whether the Evolution Hopper, Cube Hopper or Flow Hopper – Suzo-Happ has the right solution.

The forthcoming changes to the Italian comma 6a regulations have been embedded in the Flow Hopper. The new AES protocol is integrated and this will be on proud display. Further AES solutions from partner companies – Comestero for the coin validator and Innovative Technology for the banknote reader – rounds off the complete money handling solutions for the Italian AWP market form Suzo-Happ. The electro-mechanical T-Lock is the ideal solution for the new challenges in Italy. The AES T-Lock is made 100 per cent metal and is strong, durable and will stand the test of time. The compact latch envelope and cross-section fits into thin-profile doors, minimising protrusion within the enclosure. The lock has a compact solid metal body with smooth tapered sides. The Suzo-Happ team looks forward to explaining how this meets the new regulations.

Suzo-Happ will be displaying a whole selection of its products at ICE. Change machines, reel mechanisms, the Flip Card Unit, RGB Handles, buttons, lighting systems, custom-made LCD panels etc. with something, literally, for everyone.

COMPANY: MEI
STAND NO. S10-130
PRODUCTS: CASH HANDLING

MEI returns ICE Total Gaming Show with gaming's most comprehensive cash management solution – the combination of SC Advance and EASITRAX Soft Count. By networking the slot floor to the soft count room, these award-winning products raise the bar for value and performance expectations while maximising operator profitability.

SC Advance evolved from the winning CASHFLOW SC note acceptor, applying new technology and market knowledge to make a great product even better. It features enhanced recognition technology, faster bill-to-bill 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.

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. Since it was introduced in 2008, EASITRAX Soft Count has been installed in over 90,000 games worldwide. Operators typically receive a return on investment in less than one year by reducing 20-30 seconds per cash drop and improving maintenance practices through access to eight pre-programmed reports. An interactive Savings Calculator on the new EASITRAX website (easitraxsoftcount.com) provides a valuable tool to estimate how much money can be saved by implementing the Soft Count cash management solution.

COMPANY: APEX gaming
STAND NO. S6-150
PRODUCTS: SLOTS/MULTI-PLAYERS

APEX gaming will be taking a major presence at the forthcoming ICE with a stand size over 500sq.m accommodating a multitude of gaming solutions.

The latest and greatest gaming cabinet series will once again be on display - the upright Pinnacle and slant top cabinet Pinnacle SL. Wonderfully designed and lavished with chrome, the technology matches the luxury with the finest components and a patented cooling system, which has the dual benefits of keeping the components not just cool, but



MEI's SC CASHFLOW Advance and EASITRAX.

"We continually strive to create new gaming experiences – for both the players, croupiers and operators. We will be doing just that at the ICE. I am particularly excited about the new table games payment system."

JOHANNES WEISSENGRUBER,
 founder and CEO of APEX gaming



The Shuffle King II from APEX gaming.



APEX gaming's Pinnacle SL featuring Multi Magic Classic.



also clean (through continual air circulation) ensuring their longevity. This provides optimal game uptime, maximising player satisfaction.

The two major games packages – Multi Magic 20 and Hot Magic Fruits XXL - are firm favourites in many countries around the world and at ICE will be complimented by brand new games that attract a different type of player, further boosting revenue options. The new games Four Towers, Circus and Zeus Revenge are intuitive and simple to play. They have been designed to increase positive player suspense as the excitement mounts alongside the win potential.

APEX gaming is also playing a leading role in the creation of 3D games. Once again visitors to the APEX stand will have the opportunity to view a stunning range of 3D titles. The first 3D games package contains five games:

- The Adventures of Captain Nemo
- Legend of the Sphinx II
- Wonderland
- Ocean Tale 2
- Royal Fruits

APEX gaming is moving its mobile games line forward at ICE. The Android version already offers the option to purchase credits for fun play, while the tournament option is already up and running and more games have been added to the range. Much time and dedication has flowed into the new play-for-fun APEX games. The popular features of smart technology have been integrated into the APEX App.

The 'Find Apex' feature brings land-based and interactive gaming together, showing a range of nearby gaming locations offering APEX gaming machines. Players

can easily see the nearest gaming locations where APEX gaming machines are sited. This ensures that the App has a major marketing benefit. Players who enjoy the App and want to play-for-real can see at an instant their gaming options on their touchscreen device.

The next innovation from APEX is the The Shuffle King, an the electronic card shuffler that has been completely updated. The brand new Shuffle King II has gained widespread acclaim during its introduction at gaming exhibitions around the world. The device has reduced shuffle time by an amazing 40 per cent. It now takes only around 35 seconds to shuffle one full deck of 52 cards.

The cards are shuffled in two cycles. The shuffle time can be reduced to zero when working with two separate decks of cards. During the game, a pack can be shuffled and is then ready for the next game. Thus, the croupier only needs to open the Shuffle King II to take out the shuffled pack – meaning zero waiting time. The croupier then places the other pack in the Shuffle King II for shuffling which is then ready once the next game is over, etc.

The APEX exclusive electronic Quikker card game is set to take Asia by storm this year. This unique game is becoming increasingly popular thanks to its mix of roulette and black jack. Betting on the outcome of two cards, just like black jack, players have a great number of betting options to choose from, as in roulette. At ICE, Quikker will be available in three versions – live, semi live and electronic. The semi live version features a traditional live Quikker table alongside electronic terminals. The electronic version features an electronic table and electronic terminals. A 42ins. monitor and terminals will be on display at ICE to demonstrate Quikker's full potential.

Making its global premiere at the show is an innovative table gaming payment/security device that is billed as the ideal link for players who want to move between slots and table games with the minimum fuss.

Johannes Weissengruber, founder and CEO of APEX gaming, comments: "More than ever the gaming market requires more innovations to maintain the player base – naturally with the intention to grow it. We continually strive to create new gaming experiences – for both the players, croupiers and operators. We will be doing just that at the ICE – in practically all the areas we are active in – games, mobile games, Quikker and the now with the Shuffle King II. I am particularly excited about the new table games payment system".



G3 US MARKET REPORT

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...



G3I APP - IOS AND ANDROID DEVICES

Gaming Publishing launched its G3i App in August 2011. The first to launch a magazine App, the response has been overwhelming, as the

App now provides readers with instant access to their favourite gaming magazine wherever and whenever they want. We have now added Android to this functionality, allowing readers to download magazines for free from the Apple App Store and their Android Marketplaces. Download back-issues or the latest magazines today.



WWW.G3NEWSWIRE.COM

A dynamic daily news website that simplifies the reading of news by headline, region and industry; thumbnails of every story encapsulate the content of the article for a focused user-friendly experience. The result is the fastest delivery mechanism for both 'relevant' gaming news items.



G3 MARKET REVIEW - EUROPEAN GAMING STATISTICS

Gaming Publishing produces its G3 Market Review in January each year. A combination of our market reports from the year with the latest, up-to-date statistics regarding casinos, slot halls, bingo, arcades and betting sites across Europe. Including 20 different countries and further in-depth market analysis, the G3 Market Review has become an essential guide to the European gaming market, while in recent years we have expanded our reach to include continental gaming reports covering South America, South East Asia and Africa. To view the latest reports visit www.G3imagine.com.

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ADVERTISING

John Slattery
T: +44(0)7917 166471
E: john@gamingpublishing.co.uk

James Slattery
T: +44(0)7917 166471
E: james@gamingpublishing.co.uk

SUBSCRIPTIONS

Jennifer Pekk
T: +44(0)161 7248716
E: jennifer@gamingpublishing.co.uk

EDITORIAL

Lewis Pekk
T: +44(0)1942 879291
E: lewis@gamingpublishing.co.uk

Karen Southall
T: +44(0)1942 879291
E: karensouthall@gmail.com

Phil Martin
T: +44(0)161 2366669
E: phil@gamingpublishing.co.uk

Gaming Publishing Ltd
Samson House, 457
Manchester Road,
Manchester M29 7BR,
United Kingdom
Website:
G3iMagazine.com -
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