

REMOTE CONTROL

NetPlay TV's interactive gaming service relies on the quality of Cammegh's Slingshot 2 roulette wheels to provide its players with an authentic and flawless gaming experience

There's a common misconception that the interactive TV/online roulette experience does not meet the same exacting standards of a traditional bricks and mortar casino, after all, you're taking away a series of senses in regards to the players' interaction with the wheel. However, the opposite is actually true. The highest levels of quality and reliability are demanded in environments that are scrutinised online and via television, which are operated 24/7 without break and which must deliver results to thousands of players from a single spin. There's no room for tolerance or margin for error. The stakes in this case are just too high.

Cammegh's automatic roulette wheel; Slingshot 2 is a product which exceeds the demanding needs of land based and on-line casinos alike, combining the priorities of uncompromising reliability, aesthetics and player confidence.

NetPlay TV owns interactive gambling websites Jackpot247 and Super Casino, with television segments on ITV1 and Channel 5 respectively. The sites take bets from online and TV players, using the infinite scalability of the game of roulette to expand the traditional eight player game to offer potentially thousands of players the chance to bet on a single spin. Such is the exposure to the operator of this type of upscaling of play that only the most reliable wheels fit the bill. It's the reason why NetPlay TV can trace a history of working with Cammegh since 2005.

"NetPlay TV's relationship with the Slingshot 2 stems from a demonstration on our stand at the ICE show in London," explained Andrew Cammegh. "The then operating company, which was later acquired by NetPlay TV, were attracted to the Slingshot 2 with a view to reducing TV production costs as the wheel is fully automated, being operated without a dealer. But it was the reliability and aesthetic nature of the Slingshot 2 that made it the product of choice, especially

given the scalability of on-line roulette and the operational sensitivities associated with that."

Cammegh's Slingshot 2 features a series of key characteristics, keeping the ball in view at all times, randomly changing the rotor speed and ball launch speed, and because it has so few moving parts (there's no mechanism to retrieve the ball each game), the mechanical element is very simple, and therefore very reliable. Reliability is a huge issue in the TV interactive and on-line gaming sector. In a bricks and mortar casino environment, a single roulette table and wheel can accommodate just eight players. In the online and interactive space, roulette is infinitely scaleable. These wheels perform in front of a TV and online audience as the Jackpot247 title suggests, for 24 hours, seven days a week, and given the amplification of player numbers, sensitivities related to reliability are heightened. Therefore if the Slingshot 2 can conduct 90,000 spins without a single failure over a three month period, as it routinely does for NetPlay TV, players and customers develop a vitally important confidence in the wheel.

"Trust is everything to us," explained NetPlay TV's Operations Director, Chris Neil. "Our USP is live gaming with a real wheel, which means we had to ensure that we operate the most reliable wheel on the market. Cammegh proved themselves to be the perfect partner and we have no reason to look elsewhere. We work closely with Cammegh to maintain the accuracy of our wheels and believe that there isn't a better product out there. We have a very large offering, with a high percentage of that activity through our live gaming product using the Cammegh wheels. We know that our customers trust the element that only a real wheel provides, while at the same time we know that we can trust the live 24/7 streaming in real-time of the Cammegh wheel. It's the trust factor that we are looking for and you can only get that from a live wheel. You can record the



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sounds and try to imitate the action of a real wheel with an RNG, but you can always tell the difference."

NetPlay TV was also interested in Cammegh's ability to customise their wheels, creating bespoke looks that fit the tone and style of the TV casino experience. As a company completely in control of its manufacturing process, the flexibility that Cammegh offers its customers is in great demand from both the traditional land-based and online sectors.

NetPlay currently operates five Slingshot 2 wheels and three additional manual wheels from Cammegh, each performing flawlessly. In the creation of the Slingshot 2, Cammegh tested the wheel continuously for over a year, with some specific components tested for much longer but the rigours that each wheel has been subjected to in the interactive TV environment have proved the most extensive in-field testing environment that Cammegh could have imagined.

Cammegh's Production Head, David Garner, explained: "NetPlay TV use a standard off-the-shelf Slingshot 2, using all the default factory settings. From a maintenance perspective there's also very little intervention, with a routine quarterly visit providing preventative maintenance of the eight wheels that NetPlay TV



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currently operate. Every customer is different and each have their own operation requirements. In the TV/online sector, however, where the user base of a single wheel is so very high, it's common-sense to be as fastidious as possible."

Despite the closed, air-conditioned and very un-casino like environment of the TV studio, the risk management undertaken by the operator is of the highest level to ensure that this highly scalable gaming experience is robustly protected.

As Andrew Cammegh describes, the Slingshot 2 wheels have performed flawlessly in environments around the world in all types of conditions and with all manner of expectation as to the performance of the wheel. "When people

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are playing in live casinos, the familiarity they have with equipment is a lot higher than you might expect," states Mr. Cammegh. "For example, players are as familiar with the quality of slot machine and slot brands as much as the game content they're playing and the same applies to the Cammegh roulette wheel. In the live sector our wheels are synonymous with quality and that's appreciated by operators and players. It's this quality standard that has proved such a central component in online and TV gaming, in which informed players are seeking the same assurances, that the equipment is authentic and of the highest possible quality standard."

Slingshot 2 ticks every box for the interactive market. The GLI-approved wheel offers a bi-directional launch that keeps the ball in view at all times; the random rotor and ball launch speeds out-fox tracking methods, while the ball can be launched manually, via a push button start as an alternative to the fully automatic mode.

Crucially, in the in the area of mechanical tolerances, the Slingshot 2's cone and separator ring remain static at all times. While other ball-retrieval systems require movement of the cone and separator to retrieve the ball, impacting on the engineering tolerances of the wheel, the Slingshot 2 requires no separation. "It's

the most secure solution from an engineering perspective," explained Mr. Garner. "All areas of the wheel are machined finished and precision engineered to meet the specifications of the traditional live casino wheel. It's as close to perfection as you can get, which is the reason why the Slingshot 2 has become so popular with customers and with players. Their confidence is upheld because the materials used in the engineering of this wheel are the finest on the market. The fact that it's also the most cosmetically pleasing wheel too is another box ticked on their priority list."

Customer satisfaction is a top priority for Cammegh as the company strives to ensure that it maintains the highest standards of support and service throughout the long life of every wheel. "As a family run business we have always found Cammegh to be very approachable," stated Mr. Neil. "There's always a can-do attitude from the team who thoroughly understand our requirements to improve our service and be proactive in the maintenance of our wheels. David Garner flies to our facility in Guernsey once every three months to ensure that all the appropriate servicing requirements are adhered to. We enjoy a great working relationship with the company that's flexible and consistent. It's great to know that Cammegh is always on call."