



*Lucien van Linden - founder of
Gaming Support*

Gaming Support

casino life talks to Gaming Support's Marketing Manager Damien Connelly about product development to assist both manufacturers and operators

Can you give us a brief history of Gaming Support?

Gaming Support was founded in 2000 by Lucien van Linden when he acquired the assets of a Dutch gaming company called Otimex. Lucien, however, started his career in the casino industry in 1986 when he began working as a slot technician in the recently opened Holland Casino Rotterdam. He comes from a gaming family as his father, Herman, was a director of a gaming company during Lucien's formative years. So you could say that Lucien has gaming in his blood; as does all of our senior management team, each of whom has over 15 years experience in the gaming industry.

Returning to how Lucien started Gaming Support, his nose for troubleshooting and solving issues at Holland Casino was noticed by Mikohn, who asked him to join their company. He served as Mikohn Europe's technical director before ultimately becoming its European managing director. The move from the operator side to the supplier side of the equation placed Lucien in the very valuable position of experiencing the industry from both sides of the table.

How has this influenced the products you have developed for casinos?

Firstly, it's important to point out that we develop, make and install gaming peripherals and casino signs. We don't make slot machines or table games. We do, however, provide daily support, 365 days each year, for every electronic gaming machine and live table game in Holland Casino, as well as delivering a range of technical support for other gaming operators. I think in total we look after the daily operations of almost 10,000 gaming machines. We also partner with all the major manufacturers, so our company has a **very** detailed knowledge of the gaming products that are in the majority of casinos. In terms of our product development, and bearing in mind what I've just said, given the technical

background that Lucien has means the products we develop are technically focused. Normally these gaming peripherals are also at the leading edge of what is possible within a casino. For example, we started developing our JackpotJunction family of gaming-enabled digital signage more than five years ago – yet it's only in the last 12 months or so that mainstream casinos have started to use digital signage. So for digital signage, I'd say that we were at least four years ahead of the industry.

The focus for our product development is gaming peripherals that increase revenues or reduce costs for casino operators – our BonusBox gaming peripheral is one example which does both brilliantly, as our initial findings show BonusBox takes slot revenues through the roof as well as reducing operating costs for casinos when they are giving away prizes. Having a focus on both growing revenues and reducing costs, some of the products we develop can also be used within the equipment offered by the large manufacturers – what's called OEM products, where OEM stands for Original Equipment Manufacturers.

So some of our products can be used by casino operators, and some are designed more for OEMs such as Aristocrat, Bally, IGT, Novomatic and WMS. Of course, some products can easily be used by both casino operators and OEMs.

Take for instance our latest addition to our JackpotJunction digital signage family – JackpotJunction Lite Sunrise. This allows slot machines to celebrate jackpot wins at the individual slot machine by taking over a screen on the slot to 'narrowcast' winning shows to the lucky player; and 'narrowcast' messages to players at slots on the same bank to say something like: "Unlucky, next time you could be the winner." It can also control the sign above the slot bank, and any surrounding screens. And to put the cherry on the icing that's on the cake, JackpotJunction Lite Sunrise can trigger special



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14.00 uur, eerste prijs
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14.00 uur, tweede prijs

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effects such as confetti canons when someone wins. So as a product, this 'nudges' the winning player to feel even happier and to want to celebrate their winning even more, while at the same time giving a little boost to the losing players so they feel that part of the luck from the winner will rub off on them. While this sounds a load of marketing drivel, reinforcing the emotions of players who win AND who lose does actually work – too many products focus only on the winners. If the gaming peripherals in your casino only focus on the winners, that's not how you'll grow your revenues.

Can you explain what 'digital signage' means?

If you think of the television industry, people will probably know what the word 'broadcast' means – broadcasting is communicating messages to a broad range of people. Digital signage uses similar technology to the television industry, and you'll see the digital signage output on TV screens (plasmas nowadays.) But rather than broadcasting messages, digital signage allows you to 'narrowcast.' So if I am a casino operator, I can communicate very specific messages to a narrow range of people. The skill is in how you identify, segment and target your messages to the customers who come in to your casino; with digital signage, you can also locate screens in key traffic areas outside your casino, such as at airports or city center retail malls. This then allows casino operators to start targeting the people who are not in their property, and so grow revenues by attracting new customers.

As our JackpotJunction family of digital signage has been around for so long, and we use technology from the 'Gold Standard' in the digital signage industry, gaming companies who use our digital signage products can communicate specific messages to both players and employees. JackpotJunction allows casino operators to have multiple channels, just like you have on your TV at home. With JackpotJunction, it is easier to think of one channel as one zone; for example, in the Reception area of your hotel casino, you should be communicating different messages than to those customers in your restaurants, and to those on your gaming floor. This simple example would then give a casino three channels for



customers, and they could easily add a fourth channel for behind-the-scenes staff communication. There's no limit to how many channels a casino can have; and the really big casinos in America who use one of our JackpotJunction products have a lot of channels.

The real beauty with our JackpotJunction family of products, however, is how it takes live jackpot values and integrates them into the messages where and when casino management want those messages played.

How can digital signage benefit a casino or group of casinos?

Well, take the live jackpot value point I just touched on above. If you're, say, in a hotel casino with a range of facilities and you're a customer I as a

casino manager would like to have playing on my gaming floor, OK? But right now you're browsing in one of the retail outlets we have in our resort. Well, that's not what I want. I don't make as much money from you in my retail area as I do in my gaming area. Sounds harsh and cold, but it's reality. So I as a casino manager am interested in attracting you on to my gaming floor in such a way that you are happy to gamble. How can I do that?

Or say you're a customer on my gaming floor, but even worse than browsing in one of my retail outlets, you're browsing my gaming floor and have no real intention of playing! What can I do to trigger you to start happily spending money on my gaming floor? These are the kind of questions that digital signage can give answers to. And in the process, help casino management deliver a better performance this year than last. Of course, we're not going to give away our secrets for how digital signage can influence the behavior of people so they will happily spend more when they are visiting a casino, but I can say that **double digit revenue growth** can be delivered across all gaming areas if a casino uses a digital signage solution such as JackpotJunction effectively.

And on this point, I would advise casino management to find out about one of our JackpotJunction solutions by either visiting Booth 3010 at this year's International Gaming Expo, or by calling me cheon +31 10 524 1150 and we can take it from there.