

# Technology

# Profits

Technology should not just be there for technology's sake. It should make or save money as Gaming Support can demonstrate

**W**hat should 'technology' deliver for your casino? Higher profits, more revenues, lower costs, more customers, higher average slot win per day, customers who stay and play for longer, customers who spend more of their entertainment wallet in your property, including on non-gaming activities such as on meals and live entertainment... Whatever your goals from technology, the output can be measured in some way. Technology creates 'numbers' to measure how successful it is.

Do the following numbers get your attention?

- **Save over €500.000 (over US\$650.000) in 2009**

Slot Timer is providing this.

- **Grow your slot revenues by over 50% immediately**

BonusBox is achieving this.

- **Increase the annual revenues from your gaming and non-gaming operations by more than 10%**

JackpotJunction is delivering this.

The numbers above are savings and revenue growth that Gaming Support products are delivering for real casino operators around the world. These numbers are not made up; they are not theoretical; they are not marketing waffle. They are very real.

They are also very much dependent on technology.

Every product developed by Gaming Support for our gaming customers around the world uses technology to some extent or other. One product





can use very complex technology that requires a lot of integration work with a casino's technical infrastructure, yet other products use quite basic technology that start working (ie saving or earning your casino more money) by simply plugging them in.

#### **SlotTimer**

This acts like a timer you would use in your house to control when lights come on and off, but with some special modifications.

If your casino keeps your slots on while the casino is closed, this is costing you money. SlotTimer allows casinos to power-down electronic gaming machines safely and effortlessly, saving thousands in the process. SlotTimer has multi-phase power regulation and the ability to separate power leads to machines and slot systems. This ensures critical data from accounting and casino management systems is maintained 24/7, and also prevents machine damage such as blown monitors.

SlotTimer has been designed by slot managers for slot managers. It works! The math is simple and the savings are huge. These days, every cent counts.

#### **BonusBox**

Such a simple idea that it makes you think why it hasn't been around for as long as the slot machine. Attach one BonusBox to each slot to tantalize slot players by placing prizes where they can't ignore them – right in-front of their eyes. Load the BonusBox with gadgets, watches, car keys, cash... whatever you want your slot players to chase. When the winning coin is played... the box opens with a celebration of light and sound.

A fun, effective way to create excitement, conserve floor space, extend duration of play and boost machine revenue.

#### **JackpotJunctionXL**

This is a gaming-enabled digital signage system that rocks your house - delivering red-hot floors and power-packed revenues. With support of all major gaming protocols, you can connect any gaming device on your network. With support for more media formats than any other digital signage package, you can turn the bits and bytes into powerhouse broadcasts that grab attention, drive notions of value and extend duration of play.

As the industry's only enterprise-wide digital signage



system, JackpotJunctionXL also enables you to cross-promote all of your businesses across all of your properties. With simple, web-based content management and collaborative workflow applications, everyone contributes... Gaming, Hospitality, Retail, F&B and more.

One very important thing to remember: technology is in your casino to help you improve your casino operations so customers happily spend more, and you save more. Does the use of 'technology' guarantee success for your casino? I very much doubt it.

Here's an example that always surprises me when I come across it: You would think that the NASA Space Shuttle, which normally goes into space and then comes back again, gliding unpowered back to a relatively small piece of Earth, would use an impossibly complex flight system to accomplish such a feat. Think again. The flight system of each Shuttle has 1Mb memory capacity and can process 1.2 million instructions per second. My mobile phone is more powerful than this! Yet the flight system for the Space Shuttle works.

#### **So what makes a successful casino?**

People are what make casinos successful; both the customers and the employees. People exude the positive emotions of winning; people have the expectations that today could be their lucky day; people create the fun and exciting atmosphere that makes casinos buzz. All of these upbeat, lucky, fun, exciting, passionate emotions belong to people.

If you use the correct technology to solve problems simply, it can save you money. If you can use technology to trigger positive, rewarding emotions in people, you will be amazed at the positive impact to your revenues. Casinos are full of people; so are libraries. I know where I spend money, and where I don't.

Of course, never forget that casinos are people businesses: *"One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man."* Elbert Hubbard