



Good Signs Make Good Slots... Better

With over 21 years experience in the casino industry, latterly as Slot Manager for the 700+ slots in Holland Casino Rotterdam prior to his joining Gaming Support, Victor Holleman talks with Casino Life about casino signs.

When I started working as a Slot Attendant in Holland Casino Rotterdam in 1986, we didn't have that many signs on our slot floor. Over the years as I was promoted to eventually being the Slot Manager for Rotterdam, we tried many different tactics with our signage. The revenue increase we achieved due to one particular change surprised us. It was a relatively small change, but it showed very clearly how important signage can be.

Signs work in Mysterious ways!

During one of our floor shake-ups, we had to make some free space to fit in more slots. We decided to move a Mystery Jackpot sign from a general area to being over a hexagonal bank of slots that previously had no sign; we hadn't moved the slots so the only thing that was 'new' for this bank was having a sign

over them. The mystery jackpot number shown on the LED display in the overhead sign related to all of the slots in that area and not just to the slots in the hexagonal bank. Within one month of our moving the Mystery Jackpot sign, the slots in that bank posted a 30% increase in revenues. The only difference was the sign.

To me, the slot theme and configuration are the most important elements of whether the game will be a success or not; and it's up to each slot manager to decide on the game mix for their floor. If the game's not going to succeed, signage won't make much difference. Where signage can make the difference is between a slot performing good, and it performing better than good.

An excellent example of good signage making a slot perform 'better than good' is the animated King Kong Cash sign Gaming Support made for Regency Casino Mont Parnes in Greece.

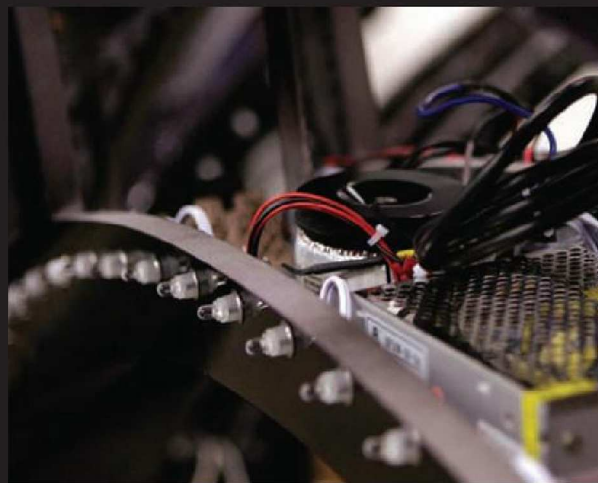
[This animated sign was featured on both the front cover and on page 17 of the September issue of Casino Life, Ed.]

When customers walk on to your slot floor, they see two basic types of machine; upright and slant-top. They can't really see beyond the first row of machines, so signage acts as a guide to help them find their way to where they want to go; be it their favorite game or whatever. Signage also shows customers where something new or different is on the floor; something that they've maybe not tried before. It's important that people can see your floor; you don't want to block sightlines with big bulky signs. Open sightlines are a lot better than closed or blocked sightlines, unless there's a special reason for having an area closed off to general view, such as a high-limit slot area.

Limits and Requirements

Signs are designed within specific limits, such as: height and width; how will the sign be mounted (floor, wall, ceiling); is it an internal or external sign; the slot layout; what's the theme to be matched, if there's a theme; and what's the budget.

Gaming Support recently designed and built the central showcase sign for Holland Casino Rotterdam, located on its second floor. This sign had some strict limits and requirements, including: the second floor in Rotterdam casino has quite a low ceiling; the sign had to "spread out across a wide area of floor" to mirror the fact that there are several hundred slots spread over the second floor; the sign should not block customer sightlines of the floor; the sign had no specific theme as it had to have a lifecycle beyond that of any slot machine; it would be a custom designed, hand-built sign with a very special and totally unique paint finish; it would use advanced electronics and lighting effects so it would grab customers attention as this sign would be used to promote the main giveaway promotion on offer from Rotterdam casino (currently trips to cities all over the world).

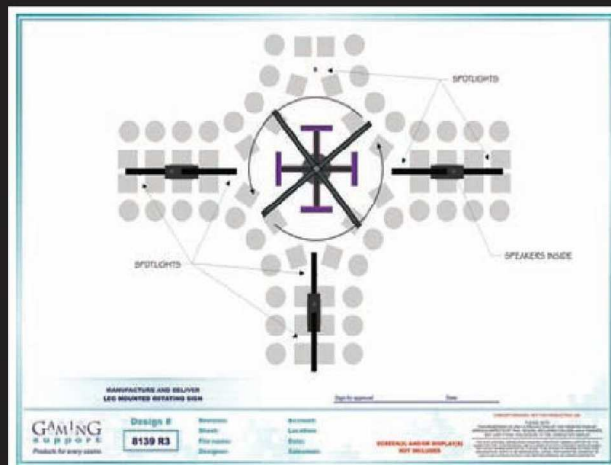


Above (top) sign detail showing unique paint finish (metallic purple black); detailed electrical wiring

You can see from the layout diagram (below) the cross-shape used for this slot bank, which has about 40 slots in total.

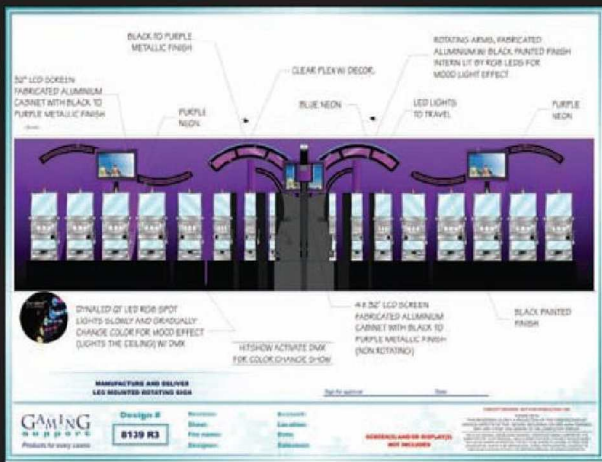


Jan Janssen, Signs Manager, working on the Extra Bonus Rotterdam sign



Top section showing layout of central slot bank on second floor of Holland Casino Rotterdam

The next image shows the final design we made for Holland Casino Rotterdam which is featured in this issue of casino life. The image shows how the design is spread out across a wide area of floor and how the sign is modular and comes in a total of four parts, with one central part that rotates.



Side view showing final design for Extra Bonus Rotterdam modular sign

With a total of 12 42" plasma screens and no lettering on this sign that can date it in any way, what I like most about it is its modularity and flexibility; we have made this central showcase sign so it is easy to update and change. Whether it is Christmas 2009 or Christmas 2020, our sign will still be doing what it's meant to do every day of the year; communicate the latest promotional offers and prize giveaways from Holland Casino Rotterdam.



Victor Holleman (right) chatting with a slot player in Holland Casino Rotterdam



With some input from my own slot experience, I think we've made a really good sign that is making the slots on this Extra Bonus bank perform better than good. The large central section rotates, the mood lights in the central overhangs constantly change color, the content on the 42" plasmas is always being updated so customers are seeing only the latest and most up-to-date promotional messages... All of these features allow this centrally located sign to communicate winning emotions across the entire slot floor on the second level.

And with the advanced features being added in to Holland Casino Rotterdam with its current remodeling almost finished, this sign can go a whole lot further. Gaming Support can link this second floor sign with everything in the casino; if a jackpot hits on the local slot bank, we can take this sign's 'winning sphere of influence' beyond the second floor to cover the entire casino. Why limit the area of a winning jackpot celebration? Gaming Support has the expertise to spread the winning emotions throughout an entire casino.

Going even further, based on what we've done in other large resorts, including City of Dreams in Macau and Harrah's Cherokee in Oklahoma, we can take jackpot hits beyond the casino floor to just about anywhere either inside or outside the property; if required, we could even show jackpot hits on the plasmas at the central train station and in surrounding McDonalds fast food outlets. Whatever the customer wants, we can deliver a sign that does that. There are virtually no limits to what we can do.