

the **INSIDE** Straight™

IGT EXPERIENCE

Special **G2E**
Global Gaming Expo
EDITION

Where Did the Summer Go?

Oh my! What? G2E's already here? My kid is back to school. I'm the dad of a fifth grader. And the fiscal year is about over. Yikes!

Obviously, the big news is it's show time again. We'll have games available for purchase at the show, and virtually none that are more than a few months out. Those that are available now are clearly marked – along with the jurisdictions where they have been approved – so if you want to make a purchase decision in the midst of the sensory overload we know as G2E, you can.

In addition to some solid games, we have two exciting new things you need to see in our booth this year.

One is a whole new game concept called "Spin and Hold" games that are designed to appeal to higher denomination players – a market our team feels is underserved these days. The other is IGT's very own *Local Progressive Controller* device we're calling the *LPC*! Both are described inside.

If you miss the show, we'll make sure you get any information you want for the price of a simple e-mail to VideoPoker@IGT.com, or a phone call to your poker specialist, or to our Vegas crew. You'll find "get to the point" game summaries in this issue, so whether you make it by the booth or not, you won't miss The Pitch. If you are coming to Vegas, we've also popped in a few suggestions of things to do in our fine city. Look for us in **Booth 705** at G2E, smack dab up front in the pole position. Why, you ask? Cause we don't want you to miss us!

That's all for now. Hope you had a good summer and we'll see you at the booth... or at a full-pay machine somewhere soon!

In poker we trust,

Mike Fields



G2E Edition

2002

Inside The INSIDE Straight

-  Vegas – Beyond the Lights
-  The G2E Experience
-  50/100 Play Progressives
-  White Hot Aces
-  Fast Action Triple/Five/Ten Play Poker
-  Double Down Stud Poker
-  Triple Play Double Down Stud Poker
-  Triple/Five/Ten Play Blackjack
-  Free Play Triple Play Draw Poker
-  Super Times Pay Poker
-  Spin 'n' Hold
-  Crafting Video Poker
-  Profit More From Video Poker – Part 2
-  Local Progressive Controller FAQs



Beyond The Lights

Las Vegas is an ever-changing town. If you haven't been here for a while, or even if you're a local, here are some thoughts on how to spend a few minutes – or a few hours – that might make your visit more enjoyable.



Fado. As authentic an Irish pub as you are likely to find without Trans-Atlantic jet lag. Without bragging, I am an experienced patron of Guinness, and the group at Fado pour a fine ale for your “durst.” The bartenders are predominantly from Ireland,

friendly and full of good cheer, and the food is excellent. Fado is located at **Green Valley**

Ranch, a superb addition to our town where you can sneak in a meal, as well as a Guinness. . . . or two.

The Guggenheim Museum at The Venetian. I'm not a motorcycle guy. They scare the bejeezus out of me. But the Guggenheim Museum blew me away. Not only do they have motorcycles from more than a century ago, but also the way the museum is set up is art unto itself: big, open, airy, and stylish. You'll find yourself walking around with well-dressed Europeans as well as *Harley-Davidson®* aficionados from Escondido. Very cool. Definitely a worthwhile diversion.

Guggenheim LAS VEGAS



Alize. This is probably my favorite restaurant in town these days. It sits atop the **Maloo's Palms Casino** and is the third restaurant from the gent who gave us Andre's. Unlike other rooftop restaurants, these guys got it right. It isn't a big room with a sparkly view



that just happens to serve food on the side. Alize manages to create an intimate dining experience, with a fabulous menu and wine list, and personal service that is excellent without being pretentious. But make reservations. I'm not the only local who knows about it!

Suncoast Casino. As a gaming exec, you just have to go and see this place. Marcus Suan and his team have dialed this place in. It is a machine with great progressives, great gambling, and has an occupancy rate second to none in our little town. The food at their coffee shop is also very good. And the two-dollar, 10/7 *Double Bonus Poker* game at the bar sometimes pays for the visit. (Then again, sometimes not.)



These are just a few ideas of yet more things to do during your 72 hours in Vegas.

If you crave even more – albeit impersonal – ideas, enlist the help of the Internet at <http://www.Vegas.com> or www.PCAP.com. Enjoy!





Fifty Play Draw Poker™ and Hundred Play Draw Poker™

The Twist: We've added a progressive jackpot to these two popular games for a dealt royal with max coins bet, plus a new game designed by some of our very own *Fifty Play Draw Poker* game fans!

Why Should I Care? Obviously, a progressive jackpot will get the attention of your players, contributing to improved play. Also, to be eligible to win the progressive, it's necessary to bet max coins. This encourages improved wagers and lessens the impact of low-credit bettors. This game comes as a stand-alone machine, or you can link progressive machines together using *Mikohn®* controllers and displays.

But wait, there's more! We've also added the *Royal Aces Draw Poker* game family, a new poker variation where four aces pays just like a royal flush. We've traded the pays on jacks, queens and kings to make the aces a royal treat. Now, more than ever, aces rule!

When Can I Have it? Place your orders at G2E!

White Hot Aces™ Poker Triple/Five/Ten Play

The Twist: We've taken this proven winner and enhanced it with the power of Action Gaming's multi-hand patents. Plus, you get the *Triple Play*, *Five Play*, and *Ten Play White Hot Aces* games – all three on one chip!

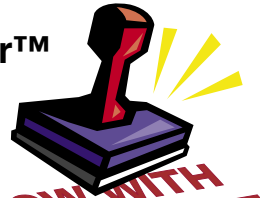
Why Should I Care? No gimmicks, no tricks. The *White Hot Aces* game paytables celebrate four-of-a-kinds and four aces – the winning combinations players really play for and believe they can hit. By combining all three multi-hand games into one chip, your players will discover, or rediscover, the joys of hitting their favorite winning combos – often!

When Can I Have it? Place your orders at G2E!



IGT EXPERIENCE

Fast Action Triple/Five/Ten Play Poker™



**NOW WITH
PROGRESSIVES**



The Twist: The *Fast Action Poker* theme combines three, five and ten play multi-hand poker into one powerful chip that pays enhanced jackpots for dealt combos, and is designed to run as an eight-level stand-alone or linked progressive game.

Why Should I Care? Players love progressives, and love “boosted” jackpots for dealt winners. In the *Fast Action* multi-hand series, we carved out the eight most popular jackpot categories, including suited royal flushes (four), straight flushes, four-of-a-kind aces, 2s, 3s, and 4s, and 5s through kings. In addition to juicy jackpots for dealt winners, each of these categories can be set up as progressive in a variety of ways. The game can be configured as a stand-alone machine with on-screen meters only, without any exterior controller device. Or, using *Mikohn*® controllers and displays, you can make a “Battlestar” progressive bank that progressive-loving players will flock to in order to chase progressives.

When Can I Have it? Say, “Pretty please,” and place your orders at G2E!

Double Down Stud Poker™

The Twist: Players are dealt four cards and can double their wager if the first four are looking good.

Why Should I Care? The *Double Down Stud* Poker game has survived for years, despite being relegated to the antiquated *Player's Edge-Plus* box. Players love the “stud” option of increasing their wagers if they have a pair of 6s or better. This fast-playing game remains popular even without the touchscreen, multi-denomination options, *EZ Pay* tickets, and progressive features. We’ve added all of these improvements and more, and kept the original \$5 per day price. You just know the return of the *Double Down Stud* Poker game will satisfy this theme’s old fans, and will create a legion of new ones as well.



When Can I Have it? October in NV, November in GLL.



Triple/Five/Ten Play Double Down Stud Poker™

Same as above only more hands, more volume, more fun!

When Can I Have it? Q1, 2003



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Multi-Hand Blackjack™

The Twist: The perennial favorite blackjack game is now in a multi-hand format with three-, five-, and ten-play versions, all on one chip!

Why Should I Care? There's a market out there for players who can't afford the table minimums, or who don't want to be supervised by "expert" blackjack players on the "live" game version. Historically, one hand at a time couldn't drive the handle to make video blackjack worthwhile for casinos. Enhancing

the game with Action Gaming's patents and popular play characteristics, we now have a game to drive volume and win-per-unit, and meet the needs of players seeking to avoid the "lively," and sometimes unpleasant, interaction with card players.

When Can I Have it? Q1, 2003

Free Play Triple Play Draw Poker™

The Twist: Dealt winners give players free hands – and the free hands pay in full!

Why Should I Care? Everyone loves free stuff, right? In this game, dealt combos of two pair, three-of-a-kind, straights, flushes and full houses reward players with a free hand. Theoretically, out of every 13 hands a player will be dealt one of these combinations, and will be rewarded with a free hand. If the free hand turns out to be a winner, it's paid according to the same payable as the hand that initiated the *Free Play* bonus.



When Can I Have it? Q2, 2003



Super Times Pay™ Poker

The Twist: A randomly assigned multiplier from 2x to 10x adds yet another element of anticipation to the popular *Triple Play Draw Poker* game.

Why Should I Care? Multipliers have always been popular. In the *Super Times Pay* Poker game, a multiplier worth from 2x to 10x is awarded about every

15 hands, and applied to the outcome of the hands in play at the time. Players enjoy the multi-hand excitement of their favorite poker game, and the anticipation of knowing a multiplier can pop up at any time to increase the payoff on winning hands – up to ten times! Anticipation plus big pay-offs equals fun and profit.

When Can I Have it? Q1, 2003



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And Now for Something Completely Different...

What's new and different at this year's G2E? Our *Spin 'n' Hold* games – that's what! While the marketplace is chasing penny and nickel video games, our zany little Action-Powered Poker Team has been brainstorming about higher denomination games. We regularly hear that you want new themes in quarter and dollar games. It's easy to sympathize with our veteran customers who long for the old days when it was just quarters, dollars, and up.



So, after consuming mass quantities of sodas, chips and microwave popcorn, we identified some qualities that we could build on in pursuit of the lost denominations. Fueled by a sugar buzz and a “carbo” chaser, we thought, “What can we do differently to get players excited and willing to try something new that doesn't involve wagering copper coins?”

It's no secret that Action Gaming's multi-hand patents revolutionized poker. They've added



fun, a new sense of anticipation, and have provided a method to drive extraordinary handle numbers through poker games. We also know

that IGT has some of the best-known, best recognized brands the industry has ever seen, such as the *Double Diamond* and *Wild Cherry* games, favorites of lovers of the old-time spinning reel slots, and the *Little Green Men* and *Texas Tea* themes from today's world of multi-line, multi-coin video games. Can we marry these concepts and make winners?

What if these two worlds collided? Well, it's happened! Come to our booth and see the result for yourself: it's our hot new *Spin 'n' Hold* game family!

By marrying Action's multi-hand deal, hold, and re-deal format with popular symbols from both the spinning reel world and the video world, we've created a completely new gaming experience. Our goal is to attract crossover play from both reel players and video players, and add fun, high-hold, high-denomination game themes to the floor mix. Our first entries in the *Spin 'n' Hold* game series will move us closer to this goal.

We started with some of the best-loved games in our arsenal, as mentioned above. We think they're a gas. They're exciting, innovative, and fun – plus a whole long string of superlatives – and we're eager to have your thoughts and feedback on them at G2E. Please come see the *Spin 'n' Hold* games in action and tell us what you think... only at **Booth 705!**

Crafting Video Poker – How to Make it Work for Everyone

Give your show-weary feet a rest and join what just may be the liveliest panel discussion at G2E, Wednesday, September 18 at 9:15 AM. Our very own Mike Fields will moderate this hour-long confab, a real eye-opener juxtaposing the Vice President of Slot Operations for Ameristar Casinos, Bob Sobczyk, with a professional gambler, Bob Dancer, and Suncoast Casino operator, Marcus Suan.

Let the questions begin! This is not another panel of talking heads, but rather



a group of fast-thinking professionals who will answer your hardball questions, and tell it like it is on such controversial topics as:

Should professional gamblers be feared or encouraged?

Which game families are most appealing to the average poker player?

What's the casino operator's perspective on video poker?

What payback percentage works best?

What's different between poker in Missouri, Mississippi, and Nevada?

Which paytables attract the professional poker player?

Never spoken with a professional gambler? This is your chance. Are there myths to debunk? Should you be scared of these guys? Come and find out! The experts will explain why high-payback machines attract better players, but also earn more money. You'll learn about strategies for floor design and machine placement that make offering big paybacks even more lucrative. These and other soul-searching topics will be laid bare during this top-notch seminar: **Crafting Video Poker – How to Make it Work for Everyone.**



Profit More From Video Poker – Part Two

In the last issue of *The Inside Straight* we gave you a number of ideas on how you can increase profits without tightening paytables or cutting corners. In Part Two we conclude with some thoughts on multi-hand gaming, how to strike a balance with multi-denomination options to maximize multi-hand profits, and how you can win customer loyalty through the EZ Pay Ticket System.

Multi-hand. Speaking of The *Triple Play Draw Poker* theme is one of the most successful games in the business – bar none – and possibly the most misunderstood. Multi-hand poker is the same game, folks.

It's poker. Players just play three times as fast and have three times the fun with their bankroll. Yes, a dealt royal is a lot more to pay out, but look at the daily handle.

Okay, 650,000 hands happen three times as fast to get to that dealt royal (theoretically speaking), but the earnings are proportional.

I'm horrified when I see operators wrench their paytables tighter. Recently I saw a *Fifty Play Draw Poker* nickel game set up with a *7/5 Double Bonus Poker* paytable. Aghhhhh! This is player abuse at the highest level. A \$12.50 wager – per hand mind you – should be gratefully received and nurtured, not abused and squandered. Shame on you! Is this how you treat your \$5 reel customers? I bet not.



Multi-hand, take two. Multi-hand players often make more aggressive, or riskier, choices that increase your hold. "Strategy, schmategy! I'm goin' for it," they say. Sometimes the correct math plays just get passed up "...because I've got more chances." For example, it's not uncommon to see players dump one pair of a two-pair winning hand when one pair is aces – in order to go for the aces and kicker. Similarly, you see players dump a winning pair to go with three to the royal. These math errors contribute to your hold percentage, and to the challenge, excitement and anticipation players enjoy with these games.

Multi-hand and multi-denomination. For the enlightened masses who use multi-denomination as a tool, you can tweak your multi-hand poker for maximum play by adjusting what games you make available for each denomination. For example, the *Triple Play Draw Poker* game in nickels is a 75-cent wager. You may not want to offer this game at this denomination. If they're going to play nickels, offer them the *Five Play Draw Poker* game instead, and watch them make the leap. At least then it's a buck twenty-five, and as good as a single-hand quarter game. Turn off the *Triple Play Draw Poker* option in nickels if you can replace that player with a higher bettor, or move them up.

And for goodness sake, make sure you know your top-end exposure with a higher denomination offering. I saw a little bar in Las Vegas recently offering a \$2, *Ten Play Draw Poker* game. In case you're keeping score, that's \$80,000.00 for a dealt royal. I spent the whole afternoon playing poker... just kidding, but you never know when lightning will strike. Make sure you know your exposure! Or you could end up transferring ownership, or to another job.

Tickets. Tickets are soooo good for poker players! Poker players have defined characteristics and limits as to how they are going to play. All players have budgets, but poker players have specific goals and other budgets – time budgets.



I don't mean time on device, but time before they get bored, hit their daily expected win, or have to go meet the wife, pick up the kids, get to dinner, and juggle a dozen other priorities. Poker players are habitual and predictable, and most share these characteristics. Personally, I always play ticket games because I can leave when I need to and I won't have my brief victory celebration ruined by hanging around for a hopper fill or hand pay.

Enough rambling from a non-optimal poker player. Poker is a solid, profitable genre of games and you can make more money doing simple things that frequently result in – believe it or not – happier players. I hope you'll try a few of these and let us know about your experiences.

One of the overnight shipping companies used to have a mantra, maybe they still do, "People, Service, Profit. Take care of your people, service your customers, and you will profit." That's how I remember it anyway, and that's how I strive to manage my business. How about you?



Offer Players the Excitement of Progressive Gaming

LPC™ FAQ 4U

IGT continues to advance gaming machine technology, and we've created a new *Local Progressive Controller*— we're calling it the *LPC*— specifically developed to work with IGT gaming machines. This peripheral device allows customers to establish and manage a progressive environment without the need to contract with third-party suppliers. This technology also enables us to provide a more comprehensive and attractive product package, bundling the *LPC* with our machines and games.

Although still in its infancy, the *LPC* has generated a lot of interest and a number of questions that you may be pondering right now yourself. For instance:

Q: What makes IGT's *LPC* superior to other progressive controller products on the market?

A: A single *LPC* can control up to 63 machines— nearly twice as many as most traditional progressive controllers. Updates to all machines in the progressive link are done simultaneously. The *LPC* offers the opportunity to create progressives for more than one denomination on a single gaming machine. And, it is designed and built by the world's leading gaming machine manufacturer, providing better technical continuity and a single point of contact for installation and support.

Q: When will it be available?

A: The *LPC* is slated for introduction at G2E in 2002. It will be submitted for regulatory approval around December 2002, and should be available for sale around February 2003.

Q: How are the machines connected?

A: With the *LPC*, machines are connected using fiber-optic links with simple male/female connectors. Special pigtailed and harnesses are not required.

Q: Which IGT games can be set up as progressives?

A: The first games to be compatible with the *LPC* are the progressable games in the *Game King 5.0 Multi-Game* suite, including video poker and keno, and multi-hand games such as *Triple, Five and Ten Play* games, as well as *Fifty Play* and *Hundred Play* games. These themes traditionally have been the games of choice when casinos set up progressive links.

Q: How many progressive jackpots can one *LPC* control?

A: The *LPC* can progress more than we have denominations for!

Q: Can the *LPC* handle more than one progressive denomination in a single machine?

A: You bet! The *LPC* can manage progressive jackpots for several different denominations in a single gaming machine. It does this by segmenting slot machine play information into eight groups, with eight progressive levels per group. This affords a perfect way to improve your earnings potential with bar-top games, for instance.

Q: How might this look on the casino floor?

A: Let's say you have 3 progressive video poker banks of 8 games in each for a total of 24 machines. The banks have

progressive jackpots in denominations of 25¢, 50¢ and \$1.00, respectively. The *LPC* would control these as 3 separate groups.

Q: Could one of these groups have two different denominations progressed at the same time?

A: Yes. The *LPC* would simply see the additional denomination on that bank as another group, and would therefore manage four progressive groups on three banks of machines.

Q: What aspect of setting up a progressive bank is automated by the *LPC*?

A: Modifying and updating game configurations is simpler than ever with the *LPC*. New data can be downloaded from a laptop to the *LPC*. This in turn automatically updates every machine it is linked to, saving time and effort, and reducing the length of time games are out of service.

Q: What more can you tell me about the *LPC*?

A: Lots! Stop by the Action Gaming or IGT booths at G2E to see the *LPC* in action, and learn how this versatile, state-of-the-art *Local Progressive Controller* can simplify progressive gaming management in your casino.



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Action Gaming multi-hand poker games and multi-hand blackjack games utilize U.S. Patent Nos. 5,823,873; 5,954,335; 6,007,066; 6,098,985; 6,311,978 and other patents pending that are licensed from Action Gaming, Inc., and must be operated under separate license agreements with IGT.

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