



the **INSIDE** Straight™

**IGT WORLD
OF GAMES**

Dear Video Poker Purveyors,

Whew! Another show down and at least 200 days of normal business before we start the whole crazy scene over again.

We had a particularly good “crop” of games this year with 16 of 18 games shown being available for order now, or in the next few months. We even took orders on the show floor from operators wanting to get a jump on the competition! Three titles were especially popular, including *Super Times Pay™* Poker, *Five Play Multi-Strike Poker™* and *Spin Poker Deluxe™*.

The IGT booth was impressive, perhaps more so than ever, with the new *Fort Knox Progressives™* games attracting a lot of attention, and the *Star Wars™*, *Indiana Jones™*, and *The Apprentice™* themes drawing “oohs” and “ahhhhs” from the masses. In our (relatively) quiet corner we went through the usual 5,000 – that’s right, five THOUSAND – smoothies, providing a soothing oasis within the din.

Several weeks ago, we installed our new IGT Progressive Controller at one of Vegas’ most popular locals’ joints, the Gold Coast Casino, and we’ve got some good information to share with you inside. For each machine, we set up *Double Bonus Poker®* and *Double Double Bonus Poker®*, the casino’s two most popular games. We progressed the all-hands royal on 2-cent *Ten Play™*, and the all-hands royal on 5-cent *Five Play®*. For the 25-cent and dollar *Triple Play™* game we progressed individual royals and the all-hands royal. That’s 20 jackpot levels all with one controller. This has been a convincing test of the controller, and demonstrates a great way to stimulate more play based on the games offered. Many thanks to our friend Cliff Paige, the Slot Director out there.

Finally, we’ve included a few pics of the booth and show for those who were stuck at home, taking care of business, or making beds out in Atlantic City.

Take care,

Mike Fields

January 2005

Inside The INSIDE Straight

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Our Back**



**Gold Coast Casino
Takes Progressives
to the Next Level**

Stacking the Video Poker Deck In Your Favor

We're doing flips in celebration of three new additions to the Multi-Hand Poker team.

First, we're delighted to welcome **Sal Lambert** to the group as our new West Coast Poker Specialist. This is a new position, created to place our expertise closer to customers, and to enable our immediate response to future opportunities, particularly in the California market. Sal's territory includes Arizona, New Mexico, California, and Oregon.

Sal has been involved in the gaming industry for a decade, including successful stints with Anchor Gaming and IGT. In addition to exceptional inter-personal skills, he brings a wealth of product knowledge and a terrific service-oriented attitude to the position, qualities that are vital in the management of multi-hand poker products.

Originally from California, Sal is now based in the Temecula area and is thoroughly enjoying his return to the Golden State.

Kevin Alexander, a star from IGT's Casino Services world, joined our merry band

in the role of Supervisor - Video Poker Products, last November. Kevin and his staff of three EPROM Administrators must keep up with and baby-sit over 17,000 EPROM's. We know Kevin's participation and leadership will help sweeten the video poker kitty.

Kevin brings a wealth of experience to this unique and challenging position, along with a genuine "can-do" attitude. He has had many supervisory roles within IGT providing him with experience in key areas such as logistics, customer service, budgeting, parts tracking, issuing Internal and Customer Notifications (INs/CNs), etc. His many years in the United States Air Force required that he keep up with dozens of multi-million-dollar aircraft and aircraft parts, so for Kevin, a few thousand EPROM's should be a snap.

But wait! There's more...

In the continuing effort to place sales professionals closer to our customers and, as our fearless leader and CEO T.J. Mathews says, "Reading the same newspapers they do," we're pleased to announce that our video poker specialist team has another new member, **Erika Reuter**.

Erika is based in Chicago and has several years' experience working with Mikohn selling their array of slots, signs, and electronics, as well as the oft-times painfully challenging world of table game route sales. These experiences – and her proximity to clients and two major airports – make her a terrific fit for our unique product line. Erika is responsible for a mix of traditional and Native American accounts in the Midwest and Northeast.

At the other end of the spectrum, we are sad to lose Buddy Bartholow's talents in this product space. We thank Buddy very much for his efforts representing multi-hand poker, and we wish him well in his new opportunities with our friends at Sodak.

Please join us in welcoming our newest assets in the wonderful world of video poker.

And one last time...

Poker Rules!



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EZ Pay Ticket and multi-denomination options are not available in all jurisdictions. Contact your IGT representative for more information.



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Re-Size Your Poker Revenues

By Mike Fields

When IGT introduced the 19" *Game King*® platform, it provided a big and beautiful space for our many games, both video reel and video poker. After a few months, we received feedback that the screen was just a bit too large for some poker players. So, to see for myself I went out and played the games. Guess what! I found they were right. As a player I felt that I'm just not as comfortable with the larger cards on the 19" screen. I found my head moving left and right versus that trance-like player state. It just didn't "feel" as good as a 13" or 17" game.

Well, our trusty friends in Engineering went to work and came up with a tremendous solution that's free, and that's included with every *Game King*® 5.0M with IPC, and every *Game King*® 5.1P with IPC... and beyond. Going through a typical set-up mode, you'll find a menu option that lets you re-size the playing cards so that their images are closer to the size as they appear on the 17" screen.

The result is a card size that's infinitely more comfortable from a player's perspective, and that really helps serious poker players maintain that "rhythm" they like to get into.

"Well, doesn't that look odd on that big screen," you ask? NO! Not at all, because those same clever engineers reintroduced one of your player's favorite features from the *Player's Edge-Plus*® days – those "reinforcement words" that appear after each successful hand, just above the cards and beneath the payable (see above). There are a lot of players who love their old *Player's Edge-Plus*® machines, as you may know or found out when you pulled a bunch of them! Now, much of the look and feel of the old *Player's Edge-Plus*® games can be yours on the newer, ticket-in, ticket-out *Game King*® machines – and all it takes is a couple of minutes on the set-up screen.

If you've had some feedback from players, or are finding your 19" poker games earning less than your other ones, try this easy, free adjustment and see if you don't get an increase in play. I can tell you, your players WILL appreciate it.



BEFORE – 19" screen with card size at maximum.



AFTER – 19" screen with card size at minimum.



Changing card size takes only minutes in the set-up menu.



Down-size your cards on screen, and up-size your video poker profits.





IGT Rocks at G2E!

The Global Gaming Expo gets bigger, better and more bewildering every year. 2004 was no exception, with more exhibits to see and more floor space for weary feet to traverse during the three-day event. And the parties and nightlife afterward! These few photos can hardly do justice to the Expo, but just maybe they'll tempt you to attend next year!



Mike Fields describing the poker team's top game picks during an interview televised by the Travel Channel.



The *Wheel of Fortune® Super Spin™* was the biggest "wow" of the booth. Nine players play at a time, creating a lively and celebratory area on any floor! Got any slow table game areas that you'd like to liven up with coin-in 24/7?



Two of the most influential men in gaming. Action Gaming's Ernie Moody (left), and Chuck Mathewson, Chariman Emeritus of IGT.



The *Fort Knox®* four-level *Mystery Progressive™* game was a home run, according to most operators we talked with. We poker types think it's about time video slot players realize what video poker players have known all along — progressives rock!



Our poker "corner" had 18 new games with 16 of them ready to order now or in the next two months. Overall IGT showed nearly 400 games. Have we got games, or what?!

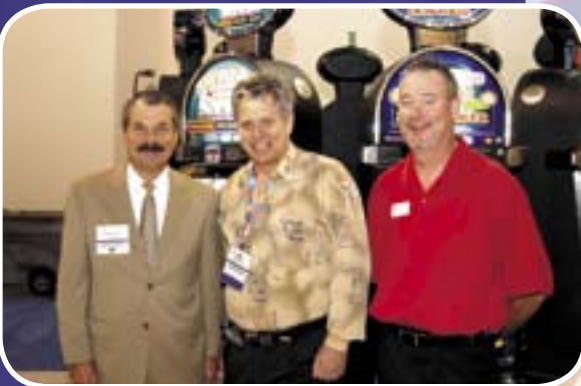


Our very own *Inside Straight* editor, Brian "Wild Card" Dillon caught red-handed playing a video slot! We can't blame him, though — with three different symbol sets and play fields that change as players increase their wagers, this game is going to scream when it hits casino floors early 2005.

Take the Shirt Off Our Back Go To www.IGT.com/VideoPoker

The scope, size and diversity of the Global Gaming Expo seem to expand every year. This show is a real jaw-dropper for first-timers, and an abundant source of amazement for seasoned gaming veterans as well. What were your impressions of the show?

We've set up a mouse-friendly form you can point and click on to tell us what you thought about this year's G2E in general. You can also enter comments on some of the new video poker entries introduced at the show. We value your opinion, and will reward you with a nifty T-shirt for your time. Visit our web site at www.IGT.com/VideoPoker, and click on the [survey link](#) at the top right corner of the page.



If security sees these three characters walking in... pay attention! (L to R) Ernie Moody of Action Gaming; millionaire video poker player and author, Bob Dancer; and IGT's John Daley.



John "lending a hand" to our smoothie gals. Over 5,000 smoothies were served this year. The girls also passed out collectable *Kenny Rogers*® Poker shot glasses.





Gold Coast Casino Takes Progressives to the Next Level

By John Daley

The Gold Coast casino in Las Vegas recently installed the new IGT Progressive Controller (IPC) on 12 *Triple Play/Five Play/Ten Play* machines, and is now running 20 different progressive levels on each! This is a breeze, because the IPC is capable of running up to 32 different progressive levels and connecting up to 63 machines – now that's power!

With the IPC, you can progress different games and different

denominations in the same box. This key feature gives you lots of options when it comes time to set up your progressive banks to meet your players' needs.

It's no secret – video poker players love *Triple Play* poker and they love progressives. Now you can give your players both, and in whatever denomination they want! The Gold Coast's Slot Director, Cliff Paige, has set up his bank to accommodate almost any player.

He offers 2-cent *Ten Play* poker with the all-hands royal flush progressed. His 5-cent *Five Play* poker games are also set up with a progressive for the all-hands royal flush. For quarter and dollar players he has *Triple Play* Poker with the royal flush progressed on each individual hand, as well as progressing the all-hands royal flush.

At the Gold Coast, *Double Double Bonus Poker* and *Double Bonus*



Gold Coast (continued from page 6)

MULTI-HAND	GAME FAMILIES	DENOMINATION	JACKPOT
<i>Ten Play</i> <i>Ten Play</i>	<i>Double Bonus Poker</i> <i>Double Double Bonus Poker</i>	.02 .02	Resets to \$800.00 Resets to \$800.00
<i>Five Play</i> <i>Five Play</i>	<i>Double Bonus Poker</i> <i>Double Double Bonus Poker</i>	.05 .05	Resets to \$1,000.00 Resets to \$1,000.00
<i>Triple Play</i> <i>Triple Play</i>	<i>Double Bonus Poker</i> <i>Double Double Bonus Poker</i>	.25 .25	Individual hands reset to \$1,000.00 and all-hands resets to \$3,000.00 for both game families
<i>Triple Play</i> <i>Triple Play</i>	<i>Double Bonus Poker</i> <i>Double Double Bonus Poker</i>	\$1.00 \$1.00	Individual hands reset to \$4,000.00 and all-hands resets to \$12,000.00 for both game families

Poker are the top two poker games, so Cliff offers both as progressives in each denomination.

As you can see, Cliff decided on a simple but elegant LCD for displaying the progressive values. An LCD is a good way to advertise your progressives, especially when you have this kind of variety. The LCD displays all the progressives alternately, along with the game family and the denomination, and can be used over and over in future sign applications.

In days past, if you wanted to display all this information you would have needed 20 meters on each side of the sign – 40 meters total! Using an LCD not only looks great but it also saves significant capital.

The IGT Progressive Controller is now available in most gaming jurisdictions, and works with the latest versions of *Game King 5.0M*, *5.1P*, and the new *Triple Play/Five Play/Ten Play* chip (and yes, you now get Triple, Five, and Ten Play

all in one chip for one daily fee!).

If you would like to know more about this setup, or if you have ideas for alternative configurations, please send me an e-mail at John.Daley@IGT.com. Let's put our heads together to find what will work best in your casino.

Go Forth and Progress!



PIZZA & BEER LOVE & MARRIAGE FAME & FORTUNE FIVE PLAY™ & MULTI-STRIKE POKER™

(Each is great on it's own. But put 'em together and they're even better.)

Two of the greatest poker innovations in the last ten years are now the next great poker game. Players love advancing to the next level in *Multi-Strike* hoping for a trip on the top level and an 8x multiplier pay off. Adding *Five Play* to *Multi-Strike* progresses them up to five times more often! More trips to the top means more excitement, more fun and more profitability. As a hundred coin wager, it's perfect in many denominations and just right with EZ Pay™.

Five Play Multi-Strike Poker™.....

A perfect combination.

Contact your account executive today
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