

Introducing Video Poker's all-time greatest player.



It's the best of video poker all rolled into one great game. Featuring your choice of eight out of ten of the most popular poker themes of all time, it's sure to be a hit on your casino floor.

From Triple Play™ Five Play® Ten Play™ versions of Draw Poker, Double Pay Poker™, Five Aces Poker™, Super Times Pay™ Poker and Chase The Royal™ games to Triple Play™ and Five Play™ versions of Trade Up Poker™, plus the fabulous Spin Poker™ and Bonus Hand Triple Play™ games, All-Star Poker™ will be a customer favorite from opening day.

Contact your account executive today.
702-896-8500. www.IGT.com



the **INSIDE** Straight™



Dear Poker Partner:

It's show time! That's right, G2E is here again and in 2005 the game of poker is quite possibly the hottest it has ever been.

Video poker continues to grow around the country. It was recently approved in Oklahoma and just last year in Iowa at the racetracks. As markets mature, players are figuring out that video poker is a great game for frequent gamblers and the casinos in those markets are benefiting accordingly. "Live" poker appears to be unstoppable in terms of its popularity and growth; a trend IGT is keenly working to capitalize on for our mutual benefit.



This year we've got some great traditional style poker games, including a new Game King® program. Another exciting entry is our first "live" poker-style product – Opponent Poker™ – developed specifically to draw on-line and "live" poker players into the established world of video poker. This arena is a great growth opportunity for all of us, and shows no sign of slowing down.

A couple of games we think are home runs include All-Star Poker™ and Super Triple Play™ Poker. All-Star Poker™ is a multi-hand, multi-game "greatest hits" program that includes Triple Play™, Five Play® and Ten Play™, Spin Poker™, Super Times Pay Poker™ and six other menu-selectable games all on one chip. What a line-up! Super Triple Play™ Poker is a 6-coin game where all quads pay double. Players will love doubling up on their four-of-a-kinds. These two are sure bets.

One thing we know you'll appreciate this year is that we're only showing games you can buy at the show, or within a few months of the show. IGT is committed to showing you things you can buy and budget for. We're confident you'll appreciate this as you spend your time productively with our poker team.

Once again we'll have smoothies in the Action booth, so make sure to stop by for a refreshing, relaxing drink! Thanks for reading, and we look forward to welcoming you to Las Vegas again!

Sela Mihu

September

2005

Inside *The INSIDE Straight*

- ♦ Super Times Pay™ Poker
- ♠ Beware of Smart Players – Part 2
- ♥ Glare Be Gone!
- ♣ Super Triple Play™ Poker
- ♦ All-Star Poker™
- ♠ Big Times Draw Poker™
- ♥ Double Pay Spin Poker™
- ♣ Opponent Poker™
- ♦ Super Times Pay™ Spin Poker™
- ♠ Ace Invaders™ Bonus Poker
- ♥ Triple Play™ Five Play® Ten Play™ Draw Poker Video Reel Touch®
- ♣ World Poker Tour™ Multi-Strike™ Video Hold 'Em™



Video Poker News for the Casino Professional





Super Times Pay™ Poker

One of the hottest games we've introduced since the advent of our original Triple Play™ concept is the Super Times Pay™ Poker theme. Players just can't get enough of this one, and alert operators are cashing in by placing more Super Times Pay™ machines in their casinos.

If you haven't already noticed the trend, take a closer look at the performance of this game under your own neon lights. (You do have some of these machines, don't you?) Super Times Pay™ Poker is one of the highest earning poker games in virtually every location where it's installed. Many casinos have successfully added extra units elsewhere on their floor to satisfy player demand and increase coin-in.



So cater to your players and give revenues a boost by placing more of this hot theme on your floor. And if you don't have the Super Times Pay™ game yet, what's holding you back?! It's a proven winner with players, and is sure to make a "super" showing in your casino.



Editor
Brian Dillon
Creative Director
Kevin Melahn
Senior Graphic Designer
Mark Salinas

Graphic Artist
Lisa Caldwell
Photography
Peter Walker
Contributing Writers
John Daley
Bob Dancer
Mike Fields



International Game Technology

Sales Headquarters – IGT Las Vegas
1085 Palms Airport Drive
Las Vegas, NV 89119-3749
702-896-8500 Fax: 896-8686
Poker Hotline: 702-896-8201
www.IGT.com
E-mail to John.Daley@IGT.com



Marketing

Editorial Offices:
IGT/Marketing/TIS
9295 Prototype Drive
Reno, NV 89521-8986
E-mail to Brian.Dillon@IGT.com

See current and back issues of The Inside Straight™ and other popular IGT newsletters at www.IGT.com/Newsletters.

© 2005 IGT. All rights reserved.

WORLD POKER TOUR © 2005 WPT Enterprises, Inc. All rights reserved. WPT, World Poker Tour, and Spade Card Design are trademarks of WPT Enterprises, Inc. All rights reserved.

IGT; the IGT logo; Ace Invaders; All-Star Poker; Big Times Draw Poker; Chase The Royal; Double Bonus Poker; Double Double Bonus Poker; Double Pay Poker; Double Pay Spin Poker; Five Aces Poker; Five Play; Game King; Multi-Strike; Opponent Poker; Reel Touch; Spin Poker; Super Times Pay; Super Triple Play; Ten Play; The Inside Straight; Trade Up Poker; Video Hold 'Em; and Triple Play are trademarks or registered trademarks of IGT or its licensors in the US and/or other countries.

Artwork, descriptions, game play, photographs, videos and other product details depicted are subject to change.

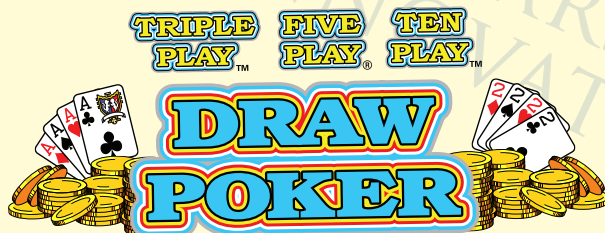


Opponent Poker™ is unlike any game you've ever seen. It bridges that gap between video poker players and the ever-increasing army of "live" poker players. After selecting their favorite hand of video poker, players compete against two animated, life-like characters, just as they do at home on "poker night." These virtual opponents celebrate wins and moan over losses – just like real people! You've **got** to see them! Players wager five coins on their own hand and another five on their opponent's hands. Ties result in a skins pot that carries over to the next hand, growing until there's a clear winner. The player rakes in all the chips by beating the opponents and taking the skins pot. It's fun!



Players love the spin-draw action of the Spin Poker™ game. You've probably also seen how wild they can be for the multiplier excitement of the Super Times Pay™ game. Now they can enjoy the best of both with Super Times Pay™ Spin Poker™! Individually these games are screamin' hot. Together they're an unbeatable combination for player fun and casino profit!

This game is tailor made for player who'd like to copy their aces into other draw poker hands. The 15-credit max bet Ace Invaders™ video poker theme is an invasion of new poker strategy. If aces appear in the top hand, they're copied down to the same positions in the middle hand to improve its win. Then the middle hand aces invade the same positions on the bottom hand if it will improve that hand's win. But there's more! A royal flush in the middle, copied down, awards two royal flush wins while a royal flush on top copied to the middle and bottom *triples* the win.



**Now Available With
Reel Touch® Display!**

Traditionally, setting up a progressive bank or stand-alone progressive game requires an operator to spend additional funds to buy a sign and meters. Now, by making multi-hand draw poker available on the Reel Touch® platform, we've made this process easier than ever – at no extra cost for signs and meters! The crystal-clear 19" LCD in the Reel Touch® top box provides the perfect tool for showing progressive jackpots and creating excitement. The bold display draws players to the games without the need for overhead signs, and can fit into low-headroom locations that can often be hard to merchandise, such as riverboats, for example.

We've combined the excitement and drama of television's most prestigious poker series with an award-winning jackpot multiplier in the World Poker Tour™ Multi-Strike™ Video Hold 'Em™ game. Now players can climb the Multi-Strike™ ladder to riches in four hands of seven-card stud. To begin, one of two 2-card hands is chosen. Following a selection, the community cards are added to the selected hand, and the best 5-card hand among the 7 cards is rewarded according to the payable. Players advance a level with each high hand – or Free Ride symbol – through levels of 2X, 4X and 8X pot multipliers.



It's Show Time!



They say you haven't seen the Global Gaming Expo until you've spent some time in the IGT booth... and we believe that's true. This year we're spread across the full width of the upper tier of the convention center with some real candy for your imagination – the games and goodies that will thrill your players and keep your casino competitive through the coming year and well beyond. As always we've set aside a strategic corner for our poker games, a few of which are shown here. See these and more in the Action Gaming booth, or if you can't make it to the show, contact your IGT representative for a personalized presentation of all that's new in the world of video poker.



Super Triple Play™ Draw Poker is just that... Super! Players would love to hit royals, but we all know they play more for four-of-a-kinds, not those elusive royals. The premise of Super Triple Play™ is simple. Players bet max credits plus one extra coin per hand, and for that they get paid double on quads and straight flushes. That's it. The extra coin funds the 2x payoffs. Increase your coin-in and give players what they want. The best ideas are always the simplest.

Unlike most annual "all-star" sporting events, the All-Star Poker™ game provides year-round excitement, featuring familiar favorites that are bound to please even your pickiest of players. Featuring as many as EIGHT out of TEN of the most popular poker themes of all time – themes such as Triple Play™ Five Play® Ten Play™ versions of the Draw Poker, Double Pay Poker™, Five Aces Poker™, Chase The Royal™, and Super Times Pay™ Poker games; plus Triple Play™ and Five Play® versions of Trade Up Poker™; and the fabulous 9-line Spin Poker™ and Bonus Hand Triple Play™ Poker games – it's some of the best of video poker all rolled into one great game.



This update of our classic Triple Play™ Five Play® Ten Play™ Draw Poker game features exciting bonus multipliers to give your players the chance to win up to ten times more credits! Now, when a player wagers 6 to 10 credits per hand and wins in this Game King® Video Poker theme, the highest-ranking card dealt determines how many times their winnings will be multiplied. But there's a twist! The lower the high card, the bigger the multiplier, helping to turn good hands into great ones, and adding big time fun to your casino floor.

The wildly popular multi-line, Spin Poker™ game play has been updated in the new 9-line, 90- up to 450-credit Double Pay Spin Poker™ game. In this dynamic version, players spin-draw cards into three poker hands for up to nine different winning combination possibilities. But now they get paid for any winning combinations dealt in the primary hands, after which they get to draw to improve their hands – getting paid again for any winners at the final outcome. Double Pay Spin Poker™ is a classic example where the whole is even greater than the sum of the parts.



Beware of Smart Players

By Bob Dancer

In the last issue of *The Inside Straight™*, we presented Part 1 of Bob Dancer's revealing article on "smart players." In this second installment, Bob exposes three additional ways "with-it" players might take advantage of soft spots in your player perk program. Is your casino a sitting duck? Or have you taken steps to prevent player's club card sharks from raiding your incentive program? Follow Bob's advice and everybody wins fair and square.

Smart Players Look for These Mistakes – Part 2 of 2

Slot floors are dynamic places. New machines are added, others get moved around, pay schedules change, mandatory chip updates arrive from the manufacturer, etc. Every change, however, introduces the possibility that some little detail isn't handled strictly according to casino policy.

Many successful players take the position that they know there are "mistakes" on the floor, and some of them will be profitable to the first player who discovers them. These players are always vigilant. Any casino manager not equally vigilant will find there's a price to pay for these mistakes.

In Part 1 of this article, we discussed three common mistakes: wrong pay schedules, wrong slot club countdown, and wrong theoretical. In Part 2 we'll look at some of the more subtle errors that players seek out.

- a. **Lucrative promotions** – Casinos that run the same promotion over and over again have worked out the bugs over time. But their players often get tired of them, so the casinos look for something new to try. Casino games and casino promotions are basically applied math. The best players are almost always fairly sharp at math. Marketing managers and slot managers may seem math-challenged by comparison, or simply not in tune with how a little ciphering can affect the bottom line. Often we find that marketing departments and slot departments don't even speak with each other. Who creates new promotions and who does the math at your casino? Are mistakes ever made? It is often the case that if the promotion is a success, everyone takes credit. If it ends up giving away much more than intended, fingers start pointing. If a promotion touches the slot department, the math should at least be reviewed by the slot department, if only for CYA purposes. If you don't know what to look for, there are people out there who do.
- b. **Promotions based on average rather than specific** – Let's say your casino offers a half-percent slot club and your average hold is 7%. If double points brings in quite a bit more play, it appears that there is



plenty of room to afford it. But hold on; the smart players aren't looking at the average. They're looking at the return for your highest-returning games, which is all they play anyway. A \$5 9/6 Jacks or Better machine (99.5%) usually offers essentially an even game, with comps, to competent players. Now it offers a \$75-per-hour opportunity for these players. Managers who view the floor as a "7% hold" are missing the bigger picture. And since the cash back is frequently paid out of another budget, the slot department might not see this as a problem. It pays to take a closer look!

- c. **Multiple promotions** – Every casino occasionally offers several promotions at once: double points, plus scratchers for 4-of-a-kinds, plus jackets for royal flushes, plus an invitational weekend – all happening at the same time. Each of these have a mathematical value (sometimes zero) and good players are often better at adding these up than casino managers are.

It might strike you as strange that I'm talking about slot clubs and promotions to an audience that includes slot department employees. That's because the slot department is where the "rubber meets the road," and it is where the most information is available for analyzing these things. Any casino – where the slot department leaves the decisions about these things to the marketing department – is a casino where smart players can enjoy much success.

Bob Dancer is America's premier video poker writer and teacher. In addition to being an active player, Dancer is president of Compton Dancer Consulting, and his specialty is helping slot departments evaluate their video poker product and to assist in designing effective and profitable promotions. Bob can be reached via e-mail at bob.dancer@compdance.com, or visit his web site at www.bobdancer.com.



Glare Be Gone!

By Mike Fields

There are many reasons why some video poker machines just don't get the same revenues, some obvious and some not so obvious. Location – proximity to aisles, waitress stations, bathrooms and air-conditioning – are all typical culprits, as are bad or blurry screens. Depending on your height versus your player's height, what you may not notice is the glare. I flat-out refuse to play on a screen that is half obscured by glare, and trust me, your players feel the same way.

Guess what? The answer is here. Always keeping up with the times, IGT has migrated to flat screens which provide a better display of colors and graphics, but also help eliminate glare. I decided I'd try them out the other night at one of my favorite casinos, the Peppermill in Reno where they have full-pay machines for my two favorite games – Double Bonus Poker® and Double Double Bonus Poker® – in their high-limit area.

I loved it. Not only were the cards crisp and clear, but even in a tribute to neon like the Peppermill, I had no issues whatsoever with glare, and I played for much longer than usual as my eyes didn't tire as they do on a machine with a convex tube. While playing, I made friends with several retiree players and asked them their opinions of the games.

They were enjoying the new flat screens a lot, and actually moved from another casino because they liked them so much. I left thinking that this was definitely an important competitive angle for the Peppermill, armed with the knowledge that I'm becoming more and more like a retiree myself all the time – at least in the eye department.

If you have a lot of neon, a bright casino, or players whose eyes can tire out, you should really look into these new flat screen games. I can assure you, I know where I'll be playing in Reno from now on!



Convex screens tend to magnify distracting reflections and glare.



Flat screen technology is gentle on sensitive eyes, picking up fewer highlights and softening harsh glare.

“The no-glare LCD screens allow our guests to enjoy our spectacular display of neon and color lighting throughout the Peppermill while further enhancing their gaming experience. We’ll continue to add the non-glare LCD machines to our floor because they add value to our guests’ experience.”

John C. Hanson
Director of Slot Operations
Peppermill Hotel Casino

