

the **INSIDE** Straight™

June 2006

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Inside The INSIDE Straight™

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Woo Those Valuable \$5 Players With Free Custom Paytables

By Nikol Abelman
Video Poker Senior Sales Product Specialist
Nevada

If your casino is like most, you aren't in the enviable position of turning away \$5 video poker players. While few in number, they are a very lucrative player segment. To help you attract and retain these players, some time ago we designed unique Triple Play™ and Five Play® programs specifically to make their gambling experience more enjoyable, and to eliminate much of the paperwork and labor expense associated with frequent W2Gs.

The Full House has been increased to make up for the smaller 4-of-a-kind jackpot.



In most games, the 4-of-a-kind pays 250 credits. For a \$5 player this equates to \$1,250 and all the joys and paperwork of a hand pay. This modified payable pays 200 credits for a 4-of-a-kind, or \$1,000 – plenty of “bullets” and no paperwork.



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The problem for these players is that in many of the most popular video poker games, the 4-of-a-kinds pay 250 credits. It's a classic good news/bad news scenario: they gotta love hitting that quad, but when doing so locks up the game and requires a wait for a \$1,250 W2G, it can be a pain. Not only does it blow the player's rhythm, it also gives them time to grumble about Uncle Sam's cut, think about being hungry, and then someone counts out a wad of potential "walking money" into their hands. From your perspective, you've had to tie up staff, do paperwork and likely also have to entertain a player who really just wants to get back to playing.

Our solution is simple. We developed custom paytables – probably sitting unused and unloved on your existing Triple Play™ programs right now – that pay 200 credits for a quad, or \$1,000 on a \$5 bet. To make up for the decrease, we upped the return for a full house to 50 credits or \$250. Players love a full house as it gives them "bullets" to chase the big jackpots, and they aren't getting stopped every 15 minutes or so to pay taxes!

This approach was taken on the \$5 Five Play® paytables. By basically redistributing the win amounts, players get the same overall return, but don't have to stop play as often. And as we all know, video poker players love to get into that playing groove – Bet, Deal, Hold, Draw...

To see these free, custom \$5 paytables for yourself, pull out your PAR sheets or view them online at www.IGT.com/PARSheets.* Enter the payable number – such as P1377A – and click Search.

Use the flexibility of poker paytables to create the kind of high limit gaming environment that's right for your players and your casino. For more information or help configuring paytables, contact your Video Poker Product Specialist listed on page 2 of this issue of The Inside Straight™.

*A valid IGT.com Member Account is required to login. If you're new to the IGT.com web site, set up an account at www.IGT.com/NewMember.



The Internet's Worldwide Multi-Game-VideoPoker.com

By Mike Fields

Executive Vice President, Action Gaming

Ernie Moody and I were brainstorming several months ago, discussing the future of video poker and some of the challenges we face getting new games introduced to players and the marketplace. Video poker players are loyal and habitual, and generally adopt new products slowly. For this reason, casinos are often resistant to spending money on game conversions without knowing if the new games are fun or popular. Our dilemma, then, is twofold: how can we add value to our loyal casino clients who support our suite of daily fee products, and how can we make it really easy for players to find their favorite games without calling IGT or Action Gaming? The solution to all these challenges was right in front of us in the form of our powerful domain, www.VideoPoker.com.

Ernie and I envisioned VideoPoker.com as a place where people who love video poker can go in order to actually play their favorite games and learn about video poker in general. The mission of our website is to expand the popularity of video poker and make it possible for more people to play the games we love. By providing them with demo games that look and "feel" like the ones in your casino, and introducing new games to our members at the same time they're introduced into the various gaming jurisdictions, we believe we can drive play into your casino – especially when we can tell players which casinos have what video poker games.

This spring we began communicating directly with our thousands of members, letting them know about new games offered through our web site. We used this period to "catch up," creating demo versions of some of our most successful games. Throughout the year, as games are released to each jurisdiction, we'll contact our nationwide database of players and invite them to play and learn the newest games for free.

We also believe this will be a useful tool for casino executives trying to make buying decisions. A brochure can tell you a lot, but actually getting the "feel" of a game should prove invaluable as you manage your conversion budget. Plus, you can keep up with what multi-hand poker games are at your competitor's and friend's casinos, and even



Players love to play their favorite Double Double Bonus Poker® game at home.

get ahead if you find a game you love on the site and want to beat the competition to the punch.

We're really excited about what 2006 will bring for the video poker industry, and we're confident that VideoPoker.com will be a big part of making the business even healthier. Check it out, log on and play a game or two. Membership is free, and as you can see from all we've mentioned here, membership definitely has its privileges!



Players can check casinos for their favorite multi-hand games BEFORE heading to the airport. And YOU can see what the competition is up to.



PLAY GAMES NOW

"Play Games Now" means just that. In this area, members can select and actually play any of literally dozens of IGT's most popular single- and multi-hand games.

JOIN

Your free VideoPoker.com membership gives you 100% access to the newest and most popular casino video poker games. Plus, you'll have instant access to all the inside scoop, which will help you become a better and more knowledgeable video poker player.



PAYTABLES

Players can examine paytables to learn how to recognize beatable games.

DOs AND DON'Ts

Helpful tips show players how to wager wisely to get the most enjoyment out of their gambling time and bankroll.

GAME LIST

Click this link for a list of games currently in our video poker game database. With a little "drilling," you can find which games are in what casinos, and actually play available games online right now, provided you're a member.

Making All-Star Poker™ “Pop” On Your Floor

By Mike Fields
Executive Vice President, Action Gaming

All-Star Poker™ came about as a result of many operators approaching us and asking for a more versatile multi-hand poker program equivalent to its single-hand cousin, Game King®. All-Star Poker™ has some of the most popular Action Gaming products on board including Triple Play™, Spin Poker™ and Super Times Pay™. While product positioning isn't really important in a bar top environment, it is going to be a little bit trickier out on the slot floor in general.



The popular themes included in the All-Star Poker™ game have a very loyal player base. These players can walk onto any floor and with one quick “squint” identify Triple Play™, Five Play® or Spin Poker™ just from the glass across the room despite all the flashing lights and spinning wheels in between. When we introduce All-Star Poker™, this will not be the case. While the logo is really cool and in the future folks will recognize it, this won't happen at first. Our solution? We're designing traditional Triple Play™ and Spin Poker™ glass that will include the All-Star Poker™ logo. This way the brand equity we've established over the years won't get lost and leave your players upset because it appears you pulled out their favorite games.



*Proposed Triple Play™ Draw Poker glass
with All-Star Poker™ logo*

As you add All-Star Poker™ machines to your floor, do so with an eye on your overall game mix. Balance is important, and players like the feeling of having a choice of games. Simply removing existing poker games and replacing them one-for-one with the All-Star Poker™ game can disrupt this balance.

The multi-hand games now on your floor are extremely sought-after during peak periods, and it will be critical that you maintain the capacity to meet demand. We've done a lot of thinking about this strategic game and are eager to help maximize your earnings through smart product placement.

Video Poker E-X-P-A-N-S-I-O-N IN IOWA

By Mike Drummond
Video Poker Senior Sales Product Specialist
Southwest Region

Corn isn't the only thing that's growing in the Hawkeye State. There's also a bumper crop of video poker games coming out of the starting gate at Iowa racetracks these days! New properties are opening later this year and into 2007, and video poker is popping up in the high-limit areas.

Video poker has always had a presence in Iowa, but the tracks were unable to take advantage of it. That was in the past, and now the racetracks – dog and pony alike – have great games of video poker. While there's plenty of action to go around, a few tracks come immediately to mind.



Prairie Meadows was the first Iowa track to introduce racing fans to the excitement of video poker. Dubuque Greyhound Park and Racing was next on the scene, followed by Horseshoe Casino—formerly Bluffs Run Casino—which went live with games in March. All three of these properties started out with a good mix of Game King® multi-game machines, enriched now by a field of front-runners sporting Action Gaming colors.

If you're looking for a video poker progressive, good bar play, and/or high-limit play, stop by one of these fun casinos. Not only have the tracks grown with poker, but Iowa is adding four new casinos throughout 2006 and 2007. Worth Diamond Jo Hotel and Casino opened in April, followed by Wild Rose Casino & Resort in May. Riverside Casino & Golf Resort is scheduled to open by September, and Isle of Capri Casinos in April 2007. Two out of the four – Worth Diamond Jo and Wild Rose – have already placed orders for video poker games from IGT, and I'm sure Riverside and Isle of Capri will do the same as their openings get closer.

Not only do the tracks have a good offering of video poker but so do the other casinos in Iowa. Some of these casinos are offering high-limit video poker with Triple Play™, Triple Play™/Five Play® and Super Times Pay™ as choices aboard Game King® machines. All of these games are set up as \$1, \$2 and \$5, and are performing between 1½ to 2 times house average at the Iowa casinos. If you are not yet offering video poker in your high limit area, I suggest you look at adding some as soon as you can.



The Triple Play™ and Five Play® games have been attracting high-limit play for some time, but most recently I've been hearing about Super Times Pay™ poker being offered in high denom. Here's a suggestion for setting up Super Times Pay™ in high denom: Offer \$1, \$2 and \$5 in Triple Play™ and Five Play® games, but only offer \$1 and \$2 in the Ten Play™ format. This setup gives your high-denom players something they can chase, and limits the liability for your casino on a Ten Play™ game when only \$1 and \$2 denoms are offered. As for Triple Play™ and Five Play® in high limit, these perform exceptionally well in \$1, \$2, and \$5 denominations.

The next time you're traveling through the Midwest – especially Iowa – stop by and visit one of the tracks and check out their new lineup of video poker games, plus the great selection at the existing casinos, and look for the new properties opening in the very near future.

Point Your Mouse to Hot Iowa Action

Can't wait to see how the tracks and casinos are shaping up? Make a virtual visit to the newest Iowa has to offer by visiting these web sites:

Diamond Jo Casino
www.diamondjo.com

Dubuque Greyhound Park & Casino
www.dgpc.com

Horseshoe Casino
www.harrahs.com/our_casinos/hbr/index.html

Isle of Capri Casinos
www.isleofcapricasino.com

Prairie Meadows
www.prairiemeadows.com

Riverside Casino & Golf Resort
www.riversidecasinoandresort.com

Wild Rose Casino & Resort
www.wildroseresorts.com



Check Out This “All-Star” Lineup!



Baseball Score Sheet

Team	1	2	3	4	5	6	7	8	9	10
Home										
Guest										

Player Up! Contact your IGT account executive for more information.

