

the
INSIDE *Straight™*

October 2006



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Are You Leaving Money on the Table?

By Mike Fields
Executive Vice President, Action Gaming

There are lots of game family programs living on every video poker chip in the field. Over time, many develop a loyal following of players. As you know, you can enable up to 12 game families on every Game King® or multi-hand chip, so why not grow your poker player market? Here are a couple of games we've seen grow in popularity in Nevada and elsewhere that might just find a niche in your casino. The great thing about them both is you can have your techs enable them for free, and any new revenue is "found money" at no cost to you. You can add them to your existing game line-up, or swap out a couple of lower-performing games so your game menu doesn't overwhelm players with choices.

game is particularly popular with gamblers who are flush and feel like "going for it," or folks who are bored and can't quite get to that "walking money" stage. I've fallen into both categories and when in the mood, love the rush of this game, especially when you hit the big kicker combos.



Super Aces Bonus Poker™

The Super Aces Bonus Poker™ game is a gem that has also grown in popularity over the past few years. This is especially true in multi-hand games where people find rewards for dumping full houses with aces and "going for it." All 4-ace hands pay 2,000 credits, no kicker necessary. All 2s, 3s and 4s pay 400. No-kicker combos and a coin off the full house fund this one. It's an ace-lovers dream, particularly when you hold three aces and DON'T need a kicker to hit a 2,000-credit jackpot! We see tons of multi-hand play on Five Play® and Ten Play™ machines, as well as Fifty and Hundred Play Draw Poker® games. Take a look and if it is there, turn it on – you'll be glad you did.



Triple Double Bonus Poker™

The Triple Double Bonus Poker™ game is a true gambler's game. It can be painfully volatile, but also spectacular. Aces with a kicker pay 4,000 credits like a royal. Twos, 3s and 4s with a kicker pay 2,000 credits, like aces with a kicker in the Double Double Bonus Poker® game. In reality, this is like an amped-up version of Double Double Bonus Poker® with wilder rides because these jackpots are paid for by a reduction in three-of-a-kind pays from 3 credits per coin to 2. In my experience, this



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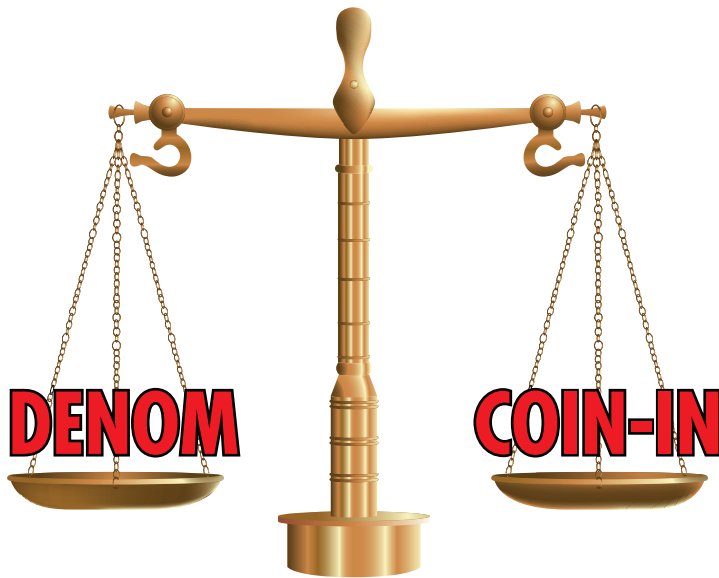
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Finding the Balance between Higher Denom and Higher Coin-in

By Nikol Abelman
Video Poker Senior Sales Product Specialist
Nevada



Over the past few years, we've seen many operators focusing on lower denoms accompanied by an increase in the max bet. This has certainly been the trend in video slots, and similar moves have been made in the multi-hand poker world. We've seen many folks try increasing the base wager of their Triple Play™ games from 15 credits to 30, 45 or 60, while moving the denomination down into pennies. Sometimes this has worked, sometimes not.

In the cases of the Hundred Play Draw Poker® and Fifty Play Draw Poker™ games with 500- and 250-coin max bets, respectively, the base wagers of these games were already quite high. A trend that's proving very positive for poker – and quite the opposite of video slots – is changing these game base denominations from pennies to nickels, quarters and even dollars. Even some local properties are blending this mix of low and high denom in these multi-coin, multi-hand games. And if you haven't tried your Spin Poker™ game in quarters, you're missing some incredible play.

On the Las Vegas Strip, Spin Poker™ has generated a lot of buzz with a \$1, \$5 and even a \$10 base denom. Operators have spent years trying to find video slot games that work in these higher denominations, and Spin Poker™ is one that really does perform well in this wagering category.

Super Times Pay Poker™ in Triple Play™, Five Play® and Ten Play™ formats is another example of a non-penny game that is unbelievable in the local and Strip properties. A bank of Super Times Pay Poker™ is now a common sight across casino floors. As a comparison, in some Nevada properties, we have multi-hand games set up in 25¢, 50¢, and \$1, and these games are doing over \$30,000 per day coin-in (CI). The Super Times Pay Poker™ game, set up in \$1 denomination, is consistently in the top 10 games on the floor with daily CI of \$100,000. While the quantity of these types of games might be low, the earnings certainly aren't.

Pennies still have a place, and that's for each individual property to decide, but the trend we've seen has been toward higher denom and the more traditional 5-credit-per-hand, no matter how many hands they desire!



G2E Preview

Big Times Draw Poker™

Multipliers in this game mean big-time wins that'll keep players in the game longer. When a wager of 6 to 10 credits per hand results in a win, the highest-ranking card dealt determines how many times the winnings will be multiplied based on a multiplier payable. But here's the twist: the lower the high card, the bigger the multiplier.

Classic Triple Play™, Five Play®, Ten Play™

Triple Play™ is back in all its original glory, along with Five Play® and Ten Play™ Draw Poker. Your players love the old look and feel, and you'll love all the technical enhancements including MD-3 and SAS 6.02. It's what you AND your players have been asking for!

Double Pay Spin Poker™

Players get paid for winning hands on the deal, and get paid again on the draw! Any winning combinations dealt in the opening hands are paid on the deal according to a unique "deal" payable. Players then draw to improve their hands and get paid again for any winners at the final outcome according to a traditional, familiar payable. The high hit frequency and proven popularity of Spin Poker™, blended with being paid on the deal AND the draw, will excite gamblers for hours!

Game King® 6.0

The Game King® name has long been recognized by players as the go-to machine for the latest selection of exciting IGT games. Version 6.0 contains more than 75 keno and poker games that will keep players coming back for more. Imagine the possibilities!

All Keno, All the Time

Keno players will love this dynamite collection of 11 popular Keno games from Game King® 5 and Game King® 6 releases, plus the immortal favorites from Game King® 4. They're all here – together on one chip to pump up the Keno karma in your casino.



Multi-Strike Poker Deluxe™

This Multi-Strike™ multi-game theme contains classic 4-level Multi-Strike Poker®, Big Split Poker™, a 5-level Multi-Strike Poker® version, a Double Down Stud Multi-Strike™ Poker game, and a new Big Draw Multi-Strike™ Poker game. You win when players have more ways to play!

Guaranteed Play™ Poker

Guaranteed Play™ Poker is just that: Guaranteed Play. Players buy a guaranteed number of poker hands of their favorite game. This "set" price ensures they'll get "time on device" and eliminates the frustration that comes from being "skunked" early-on and not feeling like they got their money's worth. With the uncertainty eliminated, more and more people are likely to try video poker, and you'll turn lookers into players!

Multi-Strike Super Times Pay™ Poker

We've combined two games that players can't seem to get enough of – Multi-Strike Poker® and Super Times Pay Poker™ – giving players the multiplier thrills of 4-level Multi-Strike™ with the random multipliers of Super Times Pay™. The right card combination between the two can multiply a win by 40 times!



Random Rewards™ Poker

For a 6th credit wagered, this buy-a-pay game adds a random bonus amount to all the pay categories between the flush and straight flush. And on every hand, each of these categories gets a new, mystery jackpot which is funded by the 6th coin, so the base paytables aren't affected. A little mystery adds intrigue and excitement, and stimulates coin-in. This game will give your max bet button a workout!



Opponent Poker™

Players match poker skills against their choice of two out of six animated opponents in this truly fun, interactive game. It takes a max credits wager plus an equivalent additional bonus bet to activate the opponents. This multi-hand action puts players right at the table where the pot can grow and the winnings can be oh-so-sweet!



Super Times Pay™ Spin Poker™

The Super Times Pay™ concept has lo-o-o-ng legs and an equally long following of avid players. We've given this hot game a new spin by marrying it with the even longer-legged Spin Poker™ theme to create Super Times Pay™ Spin Poker™, giving players a delicious taste of multiplier action in the multi-hand Spin Poker™ format.



Super Triple Play™ Draw Poker

It may look like Triple Play™/Five Play® Poker on the outside, but with a 6th credit buy-a-pay bet, this game awards higher payoffs on four-of-a-kind hands that are 2 or 3 times the “normal” ones, creating the kind of sustained handle you'll call “Super!”



Ultimate 4-of-a-Kind Poker™

Some players go for royals or aces, while others take delight in chasing 4-of-a-kind combos. As a tribute to those quad-seekers, a 6-credit wager on this game awards the base payable win for a 4-of-a-kind, and initiates a distinctive “pick 'em” bonus round that's tied to the initiating 4-of-a-kind combo. For players who need a reason to bet a little extra, this game is a winner, hands down.



Wild Thing Poker™

Wild Thing Poker™ is unlike any poker game seen, but includes familiar player favorites like “wild” cards and “stud” bets. Wager once and you get three cards and 3s are wild. Wager again and you receive 2 additional cards to make a 5-card hand and now 5s are wild. Wager a third time for a 7-card hand and this time the 7s are wild. This game is a blast especially when you're dealt 5s or 7s in the first three cards and the excitement builds as you keep wagering to see what you'll end up with! 7-of-a-kind anyone?



Triple Play™/Five Play® Wheel Poker®

We've combined two of the greatest game concepts ever, blending Triple Play™ and Five Play® with a spinning wheel in the new Wheel Poker® game. For a wager of just one extra credit per payline, players get to spin the wheel whenever they get a 4-of-a-kind. Players and spectators will love this game!

World Poker Tour® Game King®

The World Poker Tour® video poker game features two exciting “hold 'em” poker games, including Texas Hold 'Em and WPT™ All-In Hold 'Em™, plus a complement of favorite Game King® paytables laid out on the table for good measure. Discover the magnetic excitement and action that the World Poker Tour® game and name can attract to your casino!

World Poker Tour® Multi-Strike™ Super Video Hold 'Em™ Poker

When a simple name simply won't do, we've got to tell it like it is. While the World Poker Tour® Multi-Strike™ Super Video Hold 'Em™ Poker game name may not roll off the tongue, players will find the game is pure poker excitement, complete with Multi-Strike™ multipliers and play levels, Hold 'Em simplicity, and the golden halo of the World Poker Tour® name. Your players win. Your casino wins. Go all in!



Red Rock Rocks!

By Mike Fields
Executive Vice President, Action Gaming

There are many things I enjoy about being part of the gaming community here in Vegas, and casino openings are one of my favorites. In a city where everyone pushes each other and resets the bar, it's an enormous challenge to do something spectacular. Red Rock, and its opening, achieved both – in spades. And it's the Fertitta brothers' attention to detail and inspired leadership that made this event memorable.



“manageable” as a stroller. The floor is completely wired and ready for server-based gaming’s imminent arrival, and IGT’s TrimLine machines’ “digital glass” provides a refreshing sparkle to banks of machines we’ve all seen before.

The signage is unique and blends with the elements of the surrounding area – the hues of the facility – but doesn’t lose the messages that inspire gamblers to stop and reach into their pockets. Instead of rotating denom signs, they’ve used LCD displays which work great and afford future flexibility. They’ve maximized the use of the pool and water by creating several outside dining and relaxing areas off of most restaurants where the gentle splash of fountains comfortably masks less-relaxing sounds.

The opening itself was highly organized, pouring excellent wines and champagnes, and the crowd was a who’s who of the gaming industry, including a handful of athletes from the Ultimate Fighting Championships (a passion for the Fertittas), as well as professional gamblers and entertainers. Sting performed a surprise concert out by the pool on a beautiful, cool night. The fireworks display that followed rivaled any Fourth of July celebration I’ve ever seen.

I was especially impressed by the attitude of the employees. Stations had a full week of staff visiting and staying at the property with their spouses, partners or children BEFORE the opening. This was a reward to their people and resulted in comprehensive feedback on everything from television reception and towel bars to reservation efficiency. There is no substitute for pride of ownership.

The next time you visit Vegas, come and see the city’s newest pride and joy – and marvel at just how high the bar sits now.



The sense of arrival at the property is unique. The porte-cochère is expansive, with palm trees reaching through strategically located openings in the overhang. The staff is friendly and attentive. Upon entering, you’re struck by the absence of casino sounds that have been replaced by piped-in music that’s both welcoming and soothing. Red Rock allows you to come and go without trekking through the din of casino sounds, dear to some of us, but not always enjoyed by all. You can actually access the rooms, spa and convention center without setting foot on the casino floor. Heresy you say? Not in today’s casino world. The lobby bar evolves into a quasi nightclub similar to the wildly successful boutique “W” Hotels. Kudos for this brave approach. After all, if visitors want to dine at any of the excellent restaurants, go to a movie, enjoy a martini or just explore – they’ll cross the casino threshold eventually.

The casino floor itself is masterfully laid out. You have no idea that they’ve placed 3,200 machines in there because they’ve spread the myriad of entertainment options out very well, and with a heavy reliance on slant-top games, enabled a great line-of-sight that makes this enormous property seem



A Video Poker Family Affair

By Mike Drummond
Video Poker Senior Sales Product Specialist
Southwest Region

Many of us at one time or another have walked up to a video poker game, stared at the screen and thought about which game to play. Deciding what game to play can be confusing at times for some players, so it's a good idea to limit the number of game choices and verify that you have the most popular ones. Don't frustrate your players. Give them what they want and get them into the action!

Game King® video poker games have the ability to display up to 12 game families at a time on the main menu screen. Some of these are unique while some are quite similar. Generally, we believe it's a good idea to have from 5 to 7 game choices displayed.



This?

The most popular choices are typically Jacks or Better, Bonus Poker®, Bonus Poker Deluxe™, Double Bonus Poker®, Double Double Bonus Poker®, Deuces Wild Bonus Poker®, and/or Triple Double Bonus Poker™. Although this is just an example, this particular combination does represent a time-proven mix of favorite game families. Deliberately offering fewer choices makes it easier and faster for a player to get started.

One of the pursuits Sales Product Specialists like me spend time on is helping operators maximize their win-per-unit by determining the best game families to have on a machine. This might require a bit of work the first time, but once done the operator is armed with powerful information. (This will be a snap when server-based gaming arrives!)

The steps are relatively straightforward:

- Look at the percentage of play by game family and eliminate any that are less than 2% of play
- Identify games that are popular on some machines, but not on others
- Identify a couple of experimental banks where you can enable a particular game family only on those banks, and

then check the percentage of play after 6-8 weeks to see if players like that game

- Two good game families to experiment with are Triple Double Bonus Poker™ and Super Aces Bonus Poker™
- Talk to your floor staff and see if they hear grumbling or requests for games not available

Another revenue-enhancing opportunity exists with progressives. Don't just progress one game family; instead, make sure all game families with similar odds are progressed so players aren't "penalized."



Or This!

There's yet another wrinkle available if you have machines with only one game family turned on. Turn on other popular games, even if you have theme-specific game glass. Players are very familiar with multi-games, and their various superstitions drive them to move between available games when they see lots of "deuces" for example, or aces. More options mean every player can find their favorite game. By offering more choices – still within the 5-7 game range – players will not have to wait for a seat to open; they can start playing.

This exercise is just like the one performed at any retail outlet or grocery store. The store has a limited amount of space with which to promote its products and wants to provide and promote the most popular and profitable goods while making the effort of discovery and purchase easy for the consumer.

Ask questions. Join your players. They've always got an opinion, right? Video poker players are a rare breed and usually know what they want.

If you're interested in having the video poker game families evaluated on your floor, please give your IGT Sales Product Specialist a call.



Now
Available!

Check Out This “All-Star” Lineup!



★ 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

★ Triple Play™ and Five Play® versions of Trade Up Poker®

★ Bonus Hand Triple Play Draw Poker™

★ Nine-line Spin Poker™

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

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