



the **INSIDE** Straight™

February 2007



OPPONENT POKER™

Bringing a New Challenge to the Table

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Wide Area Marketing (WAM) Test Results

By John Daley

Director of Video Poker



As you may know, we test each and every poker game before release so we can get a feel for how players will react to a game. We test at a variety of properties – some tourist market properties, some locals market properties, and some Native American properties. Over a six-week period, we compare the play on these games to a group of control games. The control games stay on the floor in the same position, and we change out the test games within those banks; the only games in the test banks that change are the new test games.

Once all the numbers are in, we evaluate the performance of the new games using the performance of the control games as our base. For example, if a test game performs at a 1.0 it would be performing at exactly the same level as the control games. If it performs at a .75 it would be performing 25% below the control games, and of course if a test game performs at a 1.25 it would be outperforming the control games by 25%.

The results from our latest WAM testing reveal performance numbers for Super Times Pay® Spin Poker™ and Double Pay Spin Poker™.

These two games have some similar features, but each one has its own distinctive feature. The common element here is that both games play like Spin Poker™, a 9-line video poker game. This game concept was revolutionary when it was developed and created a nice crossover between video poker and video reel slots. It features the skill and strategy satisfaction of video poker, but also has the excitement of being able to play and win on 9 lines.

Super Times Pay® Poker added to the Spin Poker™ game gives players the bonus of a possible 2 to 10 times multiplier feature. The multiplier appears approximately every 15 hands on average and creates a great deal of excitement. This game finished testing with a 1.42 rating! Obviously players love this combination.

Combining Double Pay Poker™ action with the Spin Poker™ game gives the player the advantage of being paid on the deal as well as on the draw! The deal pays are significantly higher than the draw pays because the player is being paid on a stud hand. Once the player receives the pays for the dealt hand, he or she holds the cards they want to draw to and finish the hand just like regular video poker. Wins on the drawn hand are paid according to a conventional draw poker payable. This game completed WAM testing with a 1.47 rating – another big winner!

We expected both of these games to wow players, but even we were surprised with how well they performed. The players have voted with their wallets, and the results show they love both of these games.

For assistance with ordering or setting up these games, contact your Video Poker Sales Product Specialist.



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How Guaranteed Play™ Poker can grow your entire property

By Evan Schwartz
Chief Story Officer
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If you were at G2E, you already know that Guaranteed Play™ Poker was one of the big hits of the show. If you couldn't make it, here's why major operators responded so strongly – and why thousands of machines that offer Guaranteed Play™ Poker will begin appearing in the marketplace in 2007.

The story begins with the ability to sell a guaranteed amount of play for the first time. With Guaranteed Play™ Poker, players know exactly how many video poker hands their money will buy. For instance, \$20 buys the player 75 hands of max-credit, 25¢-play Double Double Bonus Poker®. For \$40, the player is guaranteed 400 hands of max-credit 25¢-play Jacks or Better Poker.

As G2E attendees saw, the key to making the price appealing to **both** players and casinos alike is the fact that each “session” of Guaranteed Play™ Poker starts with a zero-credit session balance, instead of a credit balance reflecting the cash buy-in. The credit meter increases or decreases with the results of each hand. But to assure that players get their guaranteed hands no matter how their luck runs, the meter can always go



below zero at no extra cost to the player. All the while, a separate Hands Remaining display counts down the remaining action: 199 hands, 198 hands...all the way to zero hands.

But here's where the story gets better. Once you can sell a session of play, the way you market your entire property changes. Not only can you sell Guaranteed Play™ Poker at the machine, but you can market advance-purchase Play Tickets that are good for a guaranteed number of video poker hands. Gambling becomes a ticketed entertainment event, like the movies or a ballgame.

When you sell Play Tickets, you can then package gambling along with everything else you sell – with a buffet, with a hotel room, with a pair of show tickets. You can even create off-peak specials, using lower prices to maximize the utilization of your entire property, not just your slot floor.

In other words, Guaranteed Play™ Poker makes it possible to sell the casino experience in the same way the Walt Disney® Company sells the Walt Disney World® Resort – everything the visitor wants for one price, in one decision.

And from a player's perspective, one of the best things about Guaranteed Play™ Poker is that nothing about the game itself changes. The paytables remain the same. Each max-bet hand offers the player a shot at a full-pay 4,000-credit royal flush. But even at these attractive prices, the casino makes about the same net win from Guaranteed Play™ Poker as from selling the hands one at a time.

Starting this spring, Guaranteed Play™ Poker is available as an upgrade kit for IGT Game King® Series machines. IGT's Game King® AVP® Series poker machines can also be upgraded or ordered with the Guaranteed Play™ Poker option. Ask your IGT representative for details.



The Big Picture G2E2006



John Daley, Mike Fields and Ernie Moody check the action at the Opponent Poker™ display.



Mike Drummond, Sal Lambert, Nikol Abelman, John Daley and Shannon Bloom take a brief break for a group photo opportunity.



Always a hit, the "Smoothie Girls" serve up special refreshments – nearly 8,500 smoothies and 1,680 bags of popcorn – for visitors to the video poker booth.



And the winner is...visitors who took the time to learn about Guaranteed Play™ Poker earned a chance at daily drawings for cash prizes.

The Big Picture of the Global Gaming Expo really came into focus in the Video Poker booth during G2E 2006. Visitors were awed by an array of great new poker games such as Big Times Draw Poker™, Double Pay Spin Poker™, Multi-Strike Poker Deluxe™, Opponent Poker™, Random Rewards™ Poker, Super Times Pay® Spin Poker™, Super Triple Play Poker™, Ultimate 4-of-a-Kind Bonus Poker, Wheel Poker™, Wild Thing Poker™, World Poker Tour® Multi-Strike® Super Video Hold 'Em™, and the Wow! of the booth, the Guaranteed Play™ Poker game.

While we only have room for a few choice snapshots this time, if you'd like to know more about any of the games that were in the booth, contact your Video Poker Sales Product Specialist.

Winning with All-Star Poker®

By Nikol Abelman
Video Poker Senior Sales Product Specialist
Nevada

Thanks, everyone, for all of your orders for the All-Star Poker® game, and for the exceptional feedback about how well this theme is performing. We also heard your agonizing cries over the lengthy and somewhat mystifying cover sheets, so we're hoping to alleviate some of the confusion with this handy game type abbreviation "decoder list." You'll also find it posted online at the All-Star Poker® game page at www.IGT.com/VideoPoker. Just select All-Star Poker® from the list of Available Games on the right side.

When you see 5PST you'll relate to what we are talking about; the Five Play® version of Super Times Pay® and not some wacky time change happening on the west coast.

As a side note, some operators have asked for suggestions on which games to activate. You're sure to please your players with a grouping that includes Triple Play™ Five Play® and Ten Play™ Draw Poker, Spin Poker™, Super Times Pay®, Double Pay Poker™, Trade Up Poker®, and Chase the Royal®. In addition, for possible game choices

within the theme you'd do well with Bonus Poker® Deluxe, Deuces Wild, Deuces Wild Bonus Poker®, Double Bonus Poker®, and Double Double Bonus Poker®.

You may also be interested to know that game-specific All-Star Poker® glass is now available for the Triple Play™ Poker, Triple Play™/Five Play® Poker, Super Times Pay®, and Spin Poker™ game families. Paddle toppers are also available.

Please don't forget, the support of your Video Poker Product Specialist is only a phone call or e-mail away!





The VideoPoker.com Indy race car drew plenty of attention during the Expo, as did the highly trained pit crew that was on-hand to create photo opportunities for visitors to the booth.



Expo-goers swarmed in and around the IGT booth throughout the three-day show.

Making the Chips Fly!



Meet Lenore Salazar, our newest EPROM Administrator, and the latest addition to the IGT Las Vegas Video Poker team. Lenore helps manage the deployment and return of unique, serialized EPROMs (Erasable Programmable Read-Only Memory chips) programmed with the Action Gaming games your players love. Lenore and other IGT EPROM Administrators handle your calls, provide Return Material Authorizations (RMAs) for return of chips, and generally track the whereabouts of each EPROM.

Lenore was introduced to the gaming industry over 10 years ago when she went to work for Silicon Gaming as a Multi-Site Progressive Shift Supervisor. Following IGT's acquisition of Silicon Gaming, she joined IGT's Customer Service group, and came to the video poker side October, 2005.

A resident of Las Vegas for 17 years, Lenore has her favorite hot spots, including Rio's VooDoo Lounge for the city views, and Ruth's Chris Steak House for a special meal. (Any leftovers go home to her cat, Baby.)

Lenore is a wonderful addition to the IGT Video Poker team, as you may have already discovered if you've spoken with her on the phone. If you haven't connected yet, she can be reached at (888) 777-5101, Prompt 6, or fax at (702) 837-2302.

GAME TYPE CODE

Multi-Hand Play

Triple Play™	3P
Five Play®	5P
Ten Play™	10P

Bonus Hands

Triple Play™	3PBH
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Chase the Royal®

Triple Play™	3P CR
Five Play®	5P CR
Ten Play™	10P CR

Double Pay Poker™

Triple Play™	3DBP
Five Play®	5DBP
Ten Play™	10DBP

Five Aces Poker®

Triple Play™	3P5A
Five Play®	5P5A
Ten Play™	TP5A

GAME TYPE CODE

High Denom

Triple Play™	3P HiDenom
Five Play®	5P HiDenom

Sequential Royal Flush

Triple Play™	3P SeqRF
Five Play®	5P SeqRF
Ten Play™	10P SeqRF

Spin Poker™

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Super Times Pay®

Triple Play™	3PST
Five Play®	5PST
Ten Play™	TPST

Trade Up Poker®

Triple Play™	3P TU
Five Play®	5P TU



Challenge Your Players with the Opponent Poker™ Game

Something new and really cool is coming to a casino near you. It's the Opponent Poker™ game – a revolutionary blend of traditional video poker, with an added element of competition against others that gives players a shot at winning big pots of coins.

Here's how it works: players pick their favorite video poker game and play using their own video poker strategy – wagering five credits on a five-card hand. In addition, they can bet another five credits (ten credits total) against two lifelike, animated opponents. When the player wins the hand, the win is based on that payable, just like traditional video poker.

If the player's winning hand is better than those of the animated opponents' winning hands, the player wins and takes their winnings, too! When the player and one or both of the opponents have a tie hand – Jacks or Better each, for instance – winnings go into a pot and build with each tie hand until someone wins the pot with a hand superior to the others.

Two things make this game unbelievably fun. One is that players get to choose two of six different opponents. They all act differently when they win or lose, exhibiting hilarious behavioral tics, celebrating when they win and sulking when they lose. The other is that opponents play an auto-hold strategy (based on the best odds) that the player always gets to see. When the pot grows big, the opponents continue to play the best odds, but the player may choose to change strategy in order to win the pot. These occasional strategy switches make the game very interesting and challenging!

So ante up and watch your players revel in the fun social interaction of the Opponent Poker™ game.



Players choose two of six different opponents.



Opponents play a standard video poker strategy, but players can adjust their strategy to try to take advantage of the opponents.



Any tie results in a pot of all the bonus bet winnings. The pot carries over until there is a clear winner.



The Great Game Get-Together

By Mike Drummond
Video Poker Senior Sales Product Specialist
Southwest Region

We've all read and heard about different companies merging together within the past year. We decided to do this with some of our smash hit video poker games. I'm referring to the merger of Super Times Pay® with Spin Poker™, Double Pay Poker™ with Spin Poker™, and Multi-Strike Poker® with Super Times Pay® Poker. "Why would IGT do this?" you ask. The answer is, "Why not!" If two heads are better than one, then two great video poker games merged together may just be the "something new" that players are looking for.

Super Times Pay® Spin Poker™ is a coming together of two phenomenal games into one blockbuster. This mix is sure to create a great hit with long legs for you and a unique twist for players, especially with both themes performing exceptionally well on their own.

Double Pay Spin Poker™ is a blend of two classic and proven performers. Do you remember when Double Pay Poker™ came out with the double-barreled fun of paying winning hands on both the deal and the draw? This game is still strong and consistently turns in good numbers. We decided to give it a shot in the arm with some Spin Poker™ mojo! The combination of these two games will provide added excitement in and around your video poker floor.

Last but not least is Multi-Strike Super Times Pay™ Poker. This game was a hit at G2E in 2006, and is sure to be a popular choice once it lands on your floor. This game combines two of the hottest video poker themes that have been workhorse performers in casinos for almost three years. We haven't seen such excitement over a video poker game since the Triple Play™ game made its debut. If you already have both of these games, your players are sure to love this new hybrid. And if you haven't had the opportunity to place Multi-Strike® and/or Super Times Pay® games in your casino, now is your chance to get the ultimate combination – Multi-Strike Super Times Pay™.

All three of these games work well as multi-denomination offerings ranging from nickel to dollar. Whether presented as an upright, slant-top or bar top machine, these will soon become player favorites in their own right. If you have any questions as to how to set these up, please contact your Account Executive or Video Poker Sales Product Specialist.



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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