



the **INSIDE** Straight™

June 2007

Bright Lights Come to Pennsylvania!



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Made Easy



Video Poker News for the Casino Professional





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All-Star Poker® Shines Brighter than Ever

Lately it seems there's a constant lineup of All-Star Poker® machines in some stage of assembly on the IGT production line. Since its introduction in 2006, All-Star Poker® has captured the hearts of video poker players and the imaginations of alert gaming operators far and wide.

Although we receive plenty of new orders for this game in upright and slant-top cabinets, it has real appeal in a bar environment where gaming positions are limited and players are more inclined to take advantage of multiple game choices and multi-hand options.

With this game, players can choose from favorites such as Triple Play™, Five Play® and Ten Play™ versions of Draw Poker, Double Pay Poker™, Five Aces Poker®, Super Times Pay® Poker, and Chase The Royal®, as well as Triple Play™ and Five Play® versions of Trade Up Poker®, plus Bonus Hand Triple Play™ Draw Poker and nine-line Spin Poker™.



In a typical Las Vegas bar setting, All-Star Poker® has been out-performing all other games in the bar with little to no negative impact on revenue generated by existing Triple Play™ games where it has been placed in addition to the established Triple Play™ bar top machines.

Boost coin-in and seat time with the All-Star Poker® game. Contact your Video Poker Sales Product Specialist to learn more.

Information is also available online at www.IGT.com/Games.



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The Return of a "Classic"

By Mike Fields
Executive Vice President
Action Gaming, Inc.

When Triple Play™ Poker was introduced, it met with an enormous amount of skepticism from operators and manufacturers. People thought it would be too confusing or that the wager would be too big. Once it hit the floors, the players proved many of us wrong. They loved it. In fact, they lined up to play it. In some cases they even fought for the machines because too few of them were available. Crazy days, those were.

As is the case whenever people discover something new that they immediately love, players became accustomed to the colors of the original game. They got used to the roll-up sounds and grew to love the anticipation of trying to keep up with the dealt cards – looking for that fourth ace, then giving up and instead just looking for that red 4-of-a-kind win box with the really tiny letters that would show you got the kicker, too! Yeah! Now sit back and enjoy the sweet roll-up music.

Many gambling games require a constant evolution to keep players interested. Video poker, however, isn't really one of those. From talking with players and operators, we've received lots of feedback that Triple Play™ players really love the original, or "classic" Triple Play™ game. They like the round, yellow denom buttons and the clean blue background screens, so we've brought it all back with our "classic" release of Triple Play™ Draw Poker.

This new program plays just like the old one everyone loves, but includes all the new back-end technical items that operators and regulators have asked for such as Electronic Funds Transfer (EFT), Automatic Funds Transfer (AFT), the latest SAS version, and many other advanced features required today. Plus, an especially productive and profitable feature for IGT Advantage™ system users is the key-to-credit capability for your high-limit players. This enables you to keep them in play without time-consuming and play-disrupting delays for paperwork.

We think this is the best of both worlds and are pleased to go "retro" in bringing back the classic Triple Play™ game your players love!



High Rollers Hit the Highway in a Big Way!

By John "JD" Daley
IGT Director of Video Poker

The High Rollers Riders Association of Las Vegas hosted its 5th Charity Poker Run March 25, 2007. Two years ago this event raised \$51,053 for the Southern Nevada Cancer Research Foundation. This year 706 riders registered for the event, and upped the ante by presenting the Foundation with a check for \$55,106!

For the riders, the best hand at this year's event earned a \$500 cash award. The worst (or low) hand received a \$100 "booby prize." In addition to cash prizes, hundreds of door prizes worth thousands of dollars were distributed to raffle ticket holders. The top prize – a brand new 2007 American Performance Cycle High Roller S valued at over \$30,000 (view at www.apccycles.com) – was provided by American Performance Cycles and Arlen Ness of Las Vegas. The event was additionally supported by elite sponsors VideoPoker.com and Guaranteed Play™ Poker.

The Southern Nevada Cancer Research Foundation is a non-profit research organization dedicated

to promoting quality, state-of-the-art cancer treatment in Nevada. They support the community, local physicians and health care providers through educational initiatives as well as providing information on new treatment options, cancer detection and prevention, and the most recent research supported by the National Cancer Institute.

The Las Vegas-based High Rollers Riders Association is made up mostly of gaming industry people. It was chartered in January 2000, and now has 62 active members. They have sponsored a number of charity fundraisers, and have donated monies, Christmas presents, meals and the like over the years. The largest event, however, is their annual Poker Run, recognized as one of the best in Southern Nevada, with rich rewards for the charity and some of the best prizes for participants of any run. Visit the club's web site at www.highrollersra.com.



Photo by Brad Overfield

As President and a founding member of the High Rollers, I'm always looking forward to our next ride. Any gaming enthusiasts who want to ride out West can contact me for ideas and recommendations at (702) 492-3268, or via e-mail to John.Daley@IGT.com.



Photo by John Daley



Bright Lights Come to Pennsylvania

By Shannon Bloom
Video Poker Sales Product Specialist
Midwest and Northeast Regions



Harrah's Chester Casino & Racetrack sports more than 2,700 slots and video poker machines in over 100,000 square feet of gaming space, plus acres of pulse-pounding horse racing action on the 5/8-mile track.

After a long wait and a lengthy approval process, November 2006 marked the opening of the first racino (horse racing track with a casino) in Pennsylvania history. By the time this publication reaches you, there will be five tracks open for business across the state.

Mohegan Sun at Pocono Downs was the first to open, followed by PhiladelphiaPark Casino and Racetrack outside of the city; Harrah's Chester Casino & Racetrack in Chester, PA; Presque Isle Downs in Erie; and finally The Meadows Racetrack & Casino outside of Pittsburgh. Hollywood Casino at Penn National Race Course in Grantville, PA is currently being built and is scheduled to open in December of 2007. When all is said and done, the state may have a total of up to 61,000 slot machines.



Imagine what you can do in Pittsburgh, now that gaming has come to Pennsylvania!

The video poker market in Pennsylvania is off to a strong start. To date, the tracks range from 7%+ to almost 14% poker. The game mix is varied and the paytables are on the tighter side. So far, most of the casinos offer a progressive, with Harrah's taking the cake for the largest video poker sign I have ever seen (see the back wall in the photo below)!

Although Pennsylvania is a new market, the players, for the most part, are familiar with gaming and have learned the ropes from Atlantic City over the years. Spin Poker™ is a very strong game in Atlantic City, and coincidentally is one of the top producers in Pennsylvania as well. It will be interesting to see how this market unfolds and what trends we will see in Pennsylvania over the months and years to come.

The next phase in Pennsylvania gaming involves casinos under Category 2 licenses that were recently awarded. These casinos are freestanding and can have up to 5,000 slot machines. Although a legal battle is brewing over some locations, the Pennsylvania Gaming Control Board granted these hotly-contested licenses to Foxwoods Casino in Philadelphia, Don Barden for his Majestic Star casino on Pittsburgh's North Shore, Sugarhouse Casino on Philly's Delaware waterfront, Mount Airy (Lodge) Resort & Casino in the Pocono Mountains, and Sands BethWorks in Bethlehem, Pennsylvania. We should see the first of these Category 2 licenses open sometime in 2008.

Casino photos courtesy of Harrah's Chester Casino & Racetrack.



Stir, at the center of Harrah's Chester, puts the "life" back into nightlife, against a backdrop of the latest IGT video poker machines, and one BIG, l-o-o-o-o-n-g video poker sign.



Lovin' That LCD

The appeal of flat-panel bar top machines is undeniable. Players can't help but notice something is different even before they sit down to play. Images on the 19-inch Liquid Crystal Display (LCD) touchscreen are clear, crisp and vivid, with less glare than a conventional display, and the lines of the machine itself are modern, sleek and stylish.

There's an inner beauty, too – one that operators appreciate. This exciting new design requires less space inside the machine so the monitor and all associated components are easily accessible and serviceable. The LCD requires much lower power consumption than a conventional monitor, and features better reliability, lower emissions, and flicker-free images.

The bar top design can be equipped with any one of several types of bill acceptors, each of which provides fast, efficient, and secure operation. The high-performance ticket printer provides increased ticket capacity and significantly reduces jams by presenting players with tickets only after printing is complete. It has higher memory capacity to accommodate larger graphic files and ensure fast, clear, high-quality ticket printing. IGT supports a variety of other ticket printers as well.

According to Adam McElrath, Assistant General Manager of the recently-opened Reno, Nevada Buffalo Wild Wings® Restaurant and Bar, "Our gaming customers really benefit from these LCD-screen poker machines. With all the neon bar signs and colored lights we use for decoration, there's very little of that reflected in the bar top screens. Players see the game and not the glare. We're fortunate here in that our Reno restaurant is one of the few Buffalo Wild Wings® located in an area where gaming is allowed."



The bright lights, bar signs and rows of moving television images in the bar at Reno's new Buffalo Wild Wings® Restaurant are hardly noticeable in the IGT flat-panel LCD bar top machines.



Local Poker Progressives Made Easy

By Mike Drummond
Video Poker Senior Sales Product Specialist
Southwest Region

We've all walked a casino floor at times and noticed banks of progressives running on LCD or plasma displays. Operators across the country are using big and colorful screens to showcase jackpot values and create excitement. This is achieved using an interface commonly referred to as a media controller – a sort of “middleman” needed to interface between the IGT Progressive Controller (IPC) and your LCD or plasma screen so it knows what to display.

In the past, it was necessary to go to several companies to assemble a package like this. In response to requests by our customers, IGT now provides media controllers as well as progressive controllers, in order to make things easier for you. The IGT Media Controller – or IMC – is IGT's new progressive display solution, making IGT your one-stop shop for media and progressive controllers. Now you can create and run compelling and profitable merchandising concepts on your display screens... seamlessly.

In the words of our friends in IGT Casino Services, “The IMC is a compact computer utilizing the Microsoft® Windows® XP Professional™ operating system. It's loaded with IGT's proprietary software that runs from the hard drive. The IMC delivers high-quality video and sound to the displays and speakers in the customer's sign. It can also control optional flashing lights mounted on the sign. The IMC is a slave device that receives data from the IGT Progressive Controller to display the various progressive levels, bonus event demonstrations, and the attract presentation. It does not determine the progressive values or the cycle time between bonus events.”

By combining the IPC and IMC, you can offer great things to your video poker players. For example, you can give players a first class multi-denomination and multi-game progressive with choices such as progressives for Double Double Bonus Poker® and Double Bonus Poker® in 25¢, 50¢ and \$1 while offering 3 or 4 other game families as non-progressives. This setup is ideal in a bar environment, and can be connected to a few banks on the floor as well.

Typically players think they're playing just one progressive on the bank or bar where they're sitting,



when in actuality they're linked with the action generated by players at several other banks. This arrangement allows the progressed jackpot categories to rise very quickly. Additional players chasing the progressives always add an exciting and profitable element.

When you provide multiple denominations, you allow players to move up in the denomination scale if they catch a good hand. Reinforced by won credits, a player who hits four-of-a-kind 5s through kings while playing quarters may be inclined to move up to 50¢ or \$1 for the next set of hands. This also keeps the player in his or her seat enjoying the game longer rather than going to the cage and cashing out.

Another powerful feature is the display of progressive meters that cycle at operator-configurable intervals set through the IMC. Each IPC can progress up to 63 machines and 32 levels, and can highlight up to 8 different levels on a single screen display. By linking multiple IPCs, you can now expand the progressive system you are currently running.

The IMC for video poker is now approved and available. If you would like to learn more, log onto the web site at www.IGT.com/IMC, or brainstorm successful concepts with your Video Poker Product Specialist. You can also send an e-mail to John.Daley@IGT.com. Make the call and discover how the IMC can bring new profitability to your progressive games.

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