



Classically hot.

The classic is back. Sometimes change is good; sometimes the original is best. And, this is the original original. It's the return of Classic *Triple Play™*, *Five Play®*, *Ten Play™* Draw Poker, back in all its glory with the glass graphics, game sounds and video imagery players learned to love long ago. We've even restored the round yellow denomination buttons and the clean blue background screens so familiar to long-time players.

Put this "retro" game on your floor today. It's a sure bet classic.

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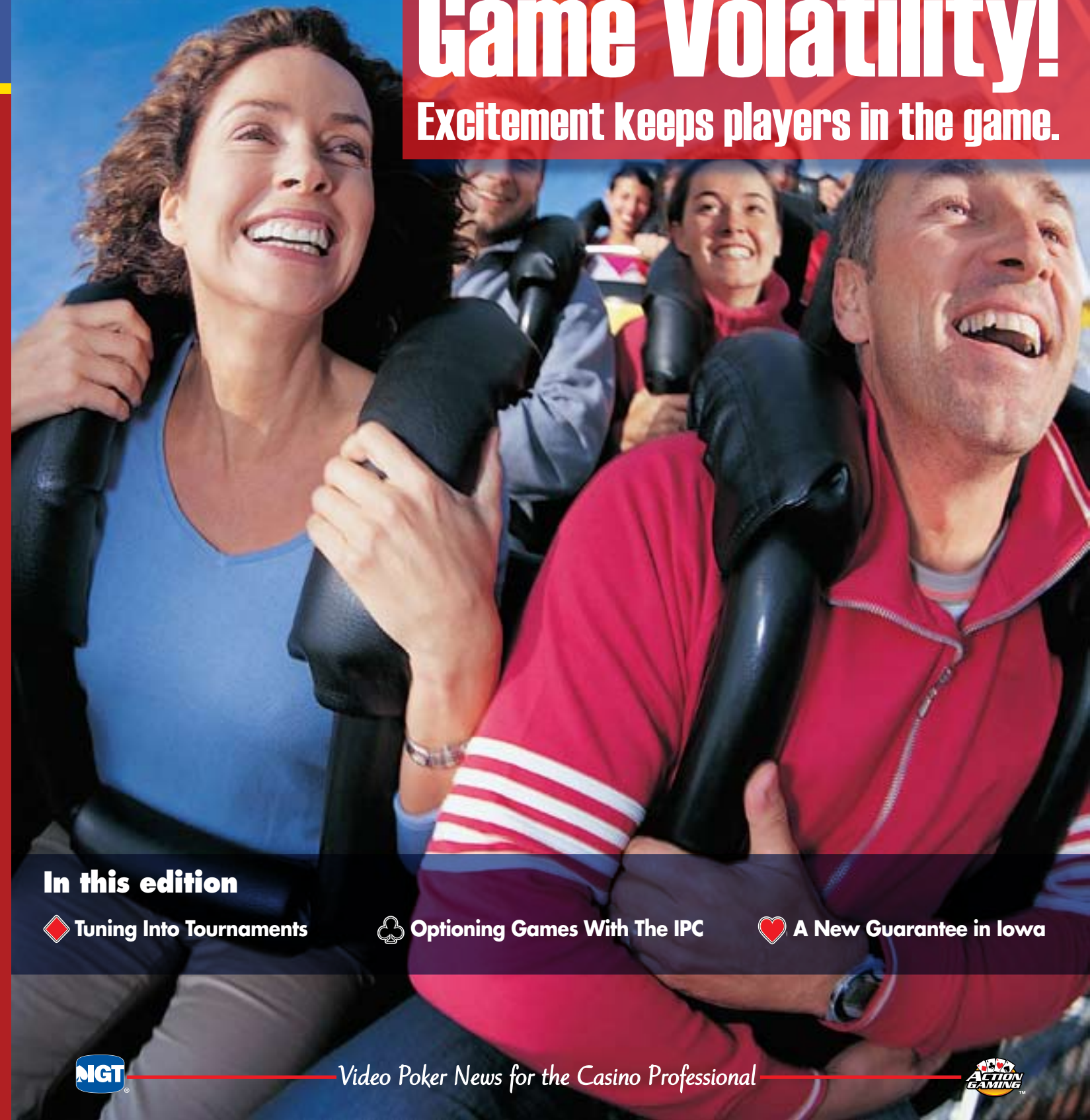
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the **INSIDE** Straight™

September 2007

Game Volatility!

Excitement keeps players in the game.



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♥ A New Guarantee in Iowa



Video Poker News for the Casino Professional



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Tune In To Tournaments

By John “JD” Daley
IGT Director of Video Poker



Slot tournaments have historically been a ton of fun and useful tools for casinos to bring in – or bring back – their loyal and valuable players. In addition to the tournament time, prized gamblers also often play other games they enjoy, giving your player development staff an opportunity to really build on their critical relationships.

Although slot tournaments are predominantly found in the spinning reel arena, this same player loyalty and entertainment approach is also available in the video poker realm, including both Game King® and Triple Play™ poker. The Triple Play™ game is a natural for tournament play, thanks to the volatility created by a few tournament participants playing like fiends and either getting those big quads and royals, or deviating from their normal strategy to try for them.

Video poker players are some of the most loyal customers you can hope to entertain, so why not reward their loyalty, too, by hosting a video poker tournament just for them? In many cases, you charge them for certain incidentals such as their room and food, recovering much or all of this through their tournament entry fee. And should they play a little video poker or Triple Play™ away from the tournament, darn, you might just enjoy some incremental play!

You can easily separate your property from the others and serve an entirely different player segment

by doing something special for your video poker players. Why not run a tournament on something different, a game you know players like but that nobody else is offering? I bet you didn't know you can offer video poker tournaments on a gang of games in addition to Triple Play™. Why not a tournament on Ten Play™? Or any of these player favorites:

- Double Pay Spin Poker™
- Five Play® Draw Poker
- Five Play® Multi-Strike® Poker
- Pick-a-Pair Poker®
- Spin Poker™
- Spin Poker Deluxe™
- Super Times Pay Spin Poker™
- World Poker Tour® Multi-Strike® Super Video Hold 'Em™

You know what your players like. You know what games they play. Differentiate yourself with a tournament featuring their favorites! If you have questions about using tournaments in your casino, or wonder which programs include tournament functionality, please contact your video poker product specialist or me directly at John.Daley@IGT.com.



Optioning Games Has Never Been Easier!

By Sal Lambert
Video Poker Sales Product Specialist
Western Region



With the birth of All-Star Poker® and the soon-to-be-released Game King® 6.0, I hear more operators who are concerned about the time it takes to option the multiple games per device that are available in these two poker themes. When customers have this concern, I mention three letters: IPC – an acronym for the IGT Progressive Controller.

Their first reaction is, “Why do I need a progressive controller to option my games?” Quite simply, the IPC is more than just a progressive controller; it's a tool that, in my opinion, has not been fully utilized. Or more appropriately, its power and features are misunderstood in the casino environment. As an operator, you have the capability of optioning multiple poker games, multiple denominations, and multiple paytables with your PC, then downloading all this information to an IPC. You can spice things up with a progressive set-up as well! It takes only seconds to download all of this information from your computer to the IPC and a minute to transfer all the setup information from the IPC to all of the IGT devices you are setting up. I sure wish I'd had an IPC to help me during the 10 years I was in Casino Services!

- Basic features and capabilities of the IPC include:
- Use the IPC to download both progressive and non-progressive themes to an entire bank of games
 - One IPC can interface or link with any IPC-capable theme (as an example, you can link Game King® 5.0, Triple Play™ Poker, Multi-Strike® Poker, and S2000® games to one IPC; however, they must have their own individual progressive jackpots)
 - Set up all data (game type, denomination, payable, progressive setting, etc.) from a desk/laptop computer and download to the IPC on command
 - One IPC can support up to 63 games

Our friends at Santa Ysabel Resort and Casino* in Southern California had the task of opening this new casino with multiple Game King® banks that required both progressive and non-progressive themes and multiple denomination options. Using an IPC, they were able to download complete game configurations for several Game King® Poker, keno, and video slot games to 36 IGT gaming devices simultaneously. The download took just minutes instead of hours, and virtually eliminated the tedious one-machine-at-a-time manual set-up procedure.

Johnny Nolon's Casino** in Cripple Creek, Colorado optioned their All-Star Poker® games in minutes using the IPC. They progressed only the Triple Play™ and Five Play® Poker games in a multi-game, multi-denomination format, then downloaded Ten Play™ Poker, Super Times Pay Poker™, Spin Poker™ and other popular Action Gaming themes, all with one push of a button!

As you can see, using the IPC not only as a progressive controller but also as a download tool can save you countless hours on the floor optioning games. Now you can download your information once to the IPC, link your bank, and BOOM, the entire bank is optioned and ready to go!

*www.santaysabelresortandcasino.com
**www.johnnynolons.com



Daily Fee Return Procedure

By Nikol Abelman
Senior Video Poker Sales Product Specialist
Nevada

I'm sure most of you are aware by now that multi-hand games such as Triple Play™, Five Play® and Ten Play™ Draw Poker, and certain licensed themes like Multi-Strike Poker® and Super Times Pay Poker™, carry a daily fee that relates to the underlying intellectual property or certain third-party arrangements. The fee is charged daily whether the game is in use or the program chip is sitting idle on a shelf in your service area.

The way to stop being billed for these games is fairly simple – return your idle EPROMs to IGT and immediately upon receipt, the billing stops.

In order to simplify the return, and to enable you to quickly and easily stop the billing for these games, we've developed a simple, hassle-free return procedure. Use this procedure any time you upgrade programs (Mandatory or Advisory), or exchange or remove daily fee poker games – all activities you're likely to engage in from time to time.

Several years ago, there was only one major platform in the field. Now, these games are found on a variety of platforms which means you may have an

“M-Chip”, a Game King® enhanced memory board, or a Boot Prom (for you AVP® customers). These are what need to be returned – no support programs are needed, just the payable program.

The simple process is outlined in the diagram below which should prove helpful to you and those who will likely be handling the return of these materials.

To start the process, you need a Return Request form which you will find online at www.IGT.com/VideoPoker. While this diagram refers to our free return procedure, you are always welcome to personally return the programs to the new IGT Customer Service Center at 6355 S. Buffalo Drive, Las Vegas, NV 89113-2133, accompanied by the Return Request form.

Our goal is to continually keep you informed; we hope this is useful to you and your technicians. Please always feel free to contact your Video Poker Sales Product Specialist with any questions, or send an e-mail directly to me at Nikol.Abelman@IGT.com.

VOLATILITY!!!

By Mike Drummond
Senior Video Poker Sales Product Specialist
Southeast Region

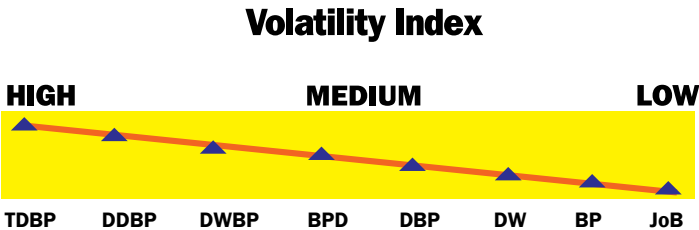
The concept of volatility in gaming is known by many, but its effective application can be elusive. Establishing the optimal balance of low- and high-volatility games on a multi-game machine is a key ingredient to maximizing your revenues.

Gamblers typically have a favorite “ride” they enjoy in their games of chance. Jacks or Better and Bonus Poker® offer a slow, steady pace, with few highs and few lows. The Triple Double Bonus Poker™ and Double Double Bonus Poker® games have several euphoric highs and some stomach-dropping G-force lows.

The need for the right volatility mix can be likened to the variety of flavors found at a wine- and cheese-tasting event. If the only offerings were American and Limburger cheeses, and Sauvignon Blancs and huge Cabernets, you'd have two taste extremes but would miss such in-between flavors as Merlots and Pinots and Edam and Gouda.

Finding the ideal blend of poker games will ensure you're satisfying your many players of different volatility interests, and making the most money you can from your Game King® machines.

Knowing where a game sits on the “volatility scale” is crucial to determining what game families to display on the game selection menu screen. The scale below represents the relative volatility of eight of the most popular video poker game families.



Triple Double Bonus Poker™ (TDBP): If you're looking for swings, this game has it. Aces with a “kicker” pays 4,000 credits, the same as a royal! 2s, 3s or 4s with a kicker pay 2,000 credits, like aces with a kicker in the Double Double Bonus Poker® game. In fact, this game is a supercharged version of Double Double Bonus Poker®.

Double Double Bonus Poker® (DDBP): This is truly the gambler's game. Four aces with a 2, 3 or 4 kicker pays 2,000 credits. Four aces without a kicker, or a quad of 2s, 3s or 4s with an ace, 2, 3, or 4 kicker, pays 800. The excitement is real, making Double Double Bonus Poker® by far one of the most popular video poker games to play.



Like this roller coaster, volatility has its ups and downs!

Deuces Wild Bonus Poker™ (DWBP): This is Deuces Wild's bigger brother. Four 2s with an ace kicker pays a huge 2,000 credits. Five aces pay 400 credits, five 3s, 4s or 5s pay 200 credits, and five 6s through kings pay 100 credits.

Bonus Poker Deluxe™ (BPD): This game offers higher returns on a four-of-a-kind while the pay on two pair goes from 2-for-1 to 1-for-1.

Double Bonus Poker® (DBP): This game doubles the payouts for all four-of-a-kind wins. It pays 800 credits for aces, 400 for 2s, 3s or 4s, and 250 credits on all others. This is the little sister to Double Double Bonus Poker®.

Deuces Wild (DW): This is probably the second-most popular game. A wild deuce can be changed out to make a winning hand. Deuces Wild attracts beginner, novice, and even the educated player. This game has a high hit frequency, comes with some bumps and bruises, but is still a lot of fun to play.

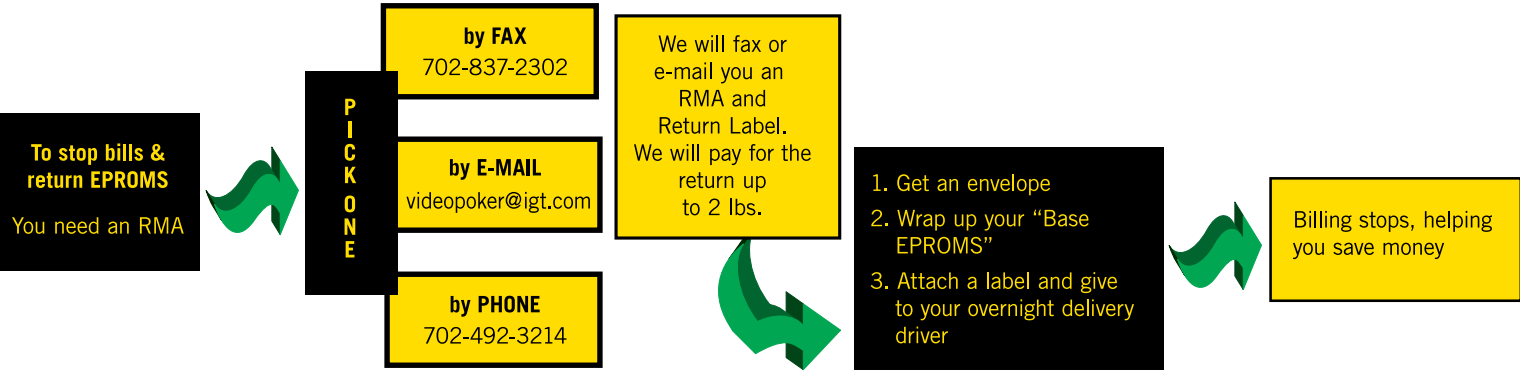
Bonus Poker® (BP): After seeing how well Jacks or Better did, IGT came out with games that increased the volatility. The Bonus Poker® game offers this by increasing the pay on a four-of-a-kind. The full house and flush typically have lower payouts on Bonus Poker® paytables than with other games.

Jacks or Better (JoB): This is the granddaddy of all poker games. Many of the above games and others have spawned from Jacks or Better. “Jacks” comes with a low volatility, and players can sometimes get more time on device with this game. It pays even money for a pair of jacks or better, and has a familiar field of pays for other traditional poker hands.

There are other game families that can be offered; however, these are some of the most popular games found on Game King® machines. These can also be found on multi-hand video poker games like Triple Play™, Spin Poker™, Super Times Pay Poker™, and All-Star Poker®. Using this volatility scale can help you offer a good mix of game families that will suit most of your loyal players.

Would you like an evaluation of the video poker game families on your floor? Call your IGT Sales Product Specialist whose contact information is shown on page 2 of this issue of The Inside Straight™. He or she will take it from there!

Save Money By Promptly Returning Your Idle Daily Fee EPROMS



Three Hot Games

Big Times Draw Poker™

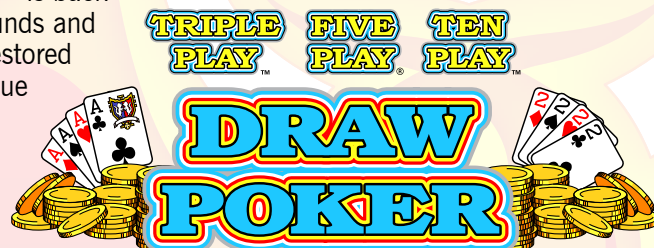


We've updated our popular Triple Play™ Five Play® Ten Play™ Draw Poker game with bonus multipliers to give your players the chance to win up to ten times more credits! Now, when players wager 6 to 10 credits per hand and win, the highest ranking card dealt determines how many times their winnings will be multiplied. But there's a twist! The lower the high card, the bigger the multiplier, helping to turn good hands into great, and adding more big time fun to your casino.

Classic Triple Play™ Five Play® Ten Play™ Draw Poker

The multi-hand concept that launched a revolution in video poker play – Classic Triple Play™, Five Play®, Ten Play™ Draw Poker – is back in all its original glory with the glass graphics, game sounds and video imagery players learned to love long ago. We've restored the round yellow denomination buttons and the clean blue background screens so familiar to long-time players.

From the players' perspective, the updated program looks and feels refreshingly just like the original release. And for operators, we've included a host of new behind-the-scenes technical advances such as Electronic Funds Transfer (EFT), Advanced Funds Transfer (AFT), and key-to-credit capabilities, plus the latest SAS version, along with updated technical features you need or are required to have.



Super Triple Play™ Draw Poker



An optional 6th credit wagered per hand buys players bonused pays on full houses, four-of-a-kinds, and straight flushes, depending on the game family. That's an 18-, 30-, or 60-credit bet on a fully loaded Triple Play™, Five Play® or Ten Play™ game – wagers that are good for the house. Bonus hand wins earn players 2 or 3 times the normal pays – jackpots that are great for the gamer and reason enough to wager 6 credits-per-hand on every next game. This Buy-A-Pay feature self-funds the bonused hands without taking anything away from the pays for the other winning card combinations.

What's Not To Love?!

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



Original All-Star Poker® game glass

In July '06, IGT introduced the All-Star Poker® theme to the Nevada market, the first-ever multi-game program featuring multi-hand games. Since then, All-Star Poker® has been wowing poker fans wherever the game is played. Casino operators across the country are taking advantage of the wide appeal of the multi-game format, enabling Triple Play™, Five Play®, Ten Play™ Draw Poker, Super Times Pay®, Spin Poker™ and many of the other popular games available in the All-Star Poker® suite.

Initially, when the game was first released, IGT offered only a single generic All-Star Poker® graphic for the top and belly glass. That design is definitely a home run; however, something was missing. We had a great new program with a variety of the hugely successful multi-hand poker games, but how were we going to attract those discerning poker players to something new and different? The answer: theme-specific glass. Now you can gain the much-needed player recognition of the well-known games within the All-Star theme by displaying top glass that shows a familiar game graphic along with the new All-Star Poker® logo.

Theme-specific glass is available for Triple Play™, Triple Play™/Five Play®, Super Times Pay Poker™ and Spin Poker™ in both Game King® and AVP® platforms (see your Poker Sales Product Specialist for more information).

In the Nevada market, where the theme has had the longest exposure on the floor, operators across the region have enjoyed success merchandising the game in a variety of ways. Many of the operators have seen impressive numbers out of the gate with the original All-Star Poker® glass and have decided to stick with it, but others have capitalized on the power of the well-known games by utilizing theme-specific glass. In some cases, innovative operators are salt-and-peppering the All-Star Poker® glass in



New theme-specific glass with All-Star Poker® logo

with the theme-specific glass. In doing so, the players understand more clearly what All-Star Poker® is and what programs it actually includes.

The next time you walk your floor, check out your All-Star Poker® bank. Do you suppose theme-specific glass would help educate your players on the game and increase your overall win? It's worked for others, and it could work for you!

Now, better than ever, All-Star Poker® – one program, many great games, and theme-specific glass. What's not to love?!

Guaranteed Play™ in Iowa

Guaranteed Play Poker™ began its field trial in July at the Ameristar Casino in Council Bluffs, Iowa. There for the launch, Mike Drummond says, "It's a winner!" as he scores four aces with 19 hands remaining. Visit Ameristar Casino at www.ameristar.com/council

