



the  
**INSIDE** Straight™

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# Introducing the G20 Widescreen Bar Top



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WAM it!



Top Five Video Poker Games



All-Star Poker® Exposure



Video Poker News for the Casino Professional





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# Mike Drummond Raises the Stakes

By John Daley  
Director of Video Poker

It is my pleasure to announce the promotion of Michael Drummond to the position of Manager, Video Poker Sales Specialists. Over the past three years, Mike has shown leadership and professionalism in many ways, and this promotion is well-deserved. Many of you know Mike well from his visits to your properties. For those of you who do know him, I am sure you agree that Mike brings a lot of poker expertise to the team. For those of you who have not met Mike, I am sure you will get your chance to meet him in the coming months, as he travels with the various Video Poker Product Specialists, and I am equally sure you will find his insight and poker knowledge very helpful.

Mike will be supervising the three Video Poker Product Specialists (Nikol Abelman – Nevada, Shannon Bloom – Northeast Region, and Sal Lambert – Western Region). As many of you know, the role of the Video Poker Product Specialists is to provide you, the operator, with specialized knowledge of video poker, the optimum set-up for your marketplace and the best-performing games in your area. The role of



these folks is certainly far larger than their titles imply – they really act as consultants on everything video poker such as: where to place games, what payback percentages to use, what is your jackpot liability, what denominations should you use, what glass to use and which game families to option.

Video Poker Product Specialists can be a great value to you, so take advantage of them.

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# Who's on Top?

## IGT's Top Five Video Poker Games

By Mike Drummond  
Manager, Video Poker Sales Specialists

# Top Five

With all the video poker games in the market, it can be hard to tell which games are on top. We have logged many hours counting thousands of games and have come up with the IGT Top Five Video Poker Games, based on video poker units installed. Some of you may be scratching your heads and asking, "How does this benefit the operator?" A casino may be looking for a video poker game that is a top performer, one that attracts players and/or has stood the test of time. The following games have accomplished all these.

### 5. Multi-Strike Poker®

This game has grown over the years and continues to be a good performer for most operators. Those who have seen positive results from Multi-Strike Poker® have positioned this game well throughout their casino floors. A good location helps, but choosing the proper denomination for this game is what it's all about. Offering this game in .25, .50 and \$1 versions is how we see the most success.

Some operators have placed it in High Limit areas as \$1, \$2 and \$5 games. With players continuing to climb the ladder to riches on Multi-Strike Poker®, it's no wonder this game makes our Top Five list.

### 3. All-Star Poker®

The All-Star Poker® lineup comes with heavy hitters like Super Times Pay Poker®, Spin Poker™, Triple Play Draw Poker®, Five Play® Draw Poker, Ten Play™ Poker, Double Pay Poker™, Chase the Royal®, Trade Up Poker®, Bonus Hand Triple Play Draw Poker™ and Five Aces Poker®. All-Star Poker® allows an operator to have multiple games on one machine. This can be very useful on a bar, a route, an underperforming bank of single-hand poker games or in high-limit areas. With multi-denomination on All-Star Poker®, all the game family choices and the ability to enable any eight of the ten games, it is easy to see why this is the 3rd most-installed IGT video poker game. If you are looking for a top performer, your wait is over as All-Star Poker® continues to perform phenomenally. We even have new glass for All-Star Poker®, we attract players to the game using branded names such as Triple Play Draw Poker®, Spin Poker™ or Super Times Pay Poker™ on the glass. The use of dedicated, theme-specific glass like Double Double Bonus Poker® will draw a player to a game much faster.

### 4. Spin Poker™

Spin Poker™ came out long before I was in the gaming business, and has stood the test of time. I'm sure we all remember walking up to a Spin Poker™ game for the first time and thinking, "Hey, those cards are spinning." Many operators position this game on the floor where video slots end and video poker begins. Spin Poker™ offers the perfect cross-pollination of the video slot player and the video poker player. Probably the most recognized denomination setup for this game is .05, .10 and .25. Keep the cards spinning and watch those numbers climb with Spin Poker™.

### 2. Super Times Pay Poker™

This game continues to grow every year at a staggering rate. If you have it, add more units. If you don't have it, I strongly encourage you to add this theme to your floor. Whether you are going after low-denom play like .05 thru .25, mid-range .25 thru \$1.00 or high-limit play of \$1 thru \$5, this is the game to have. I should mention that this game can become volatile for the operator in higher denominations. We recommend running Super Times Pay Poker® and Triple Play™ Five Play® Draw Poker in .25, .50 and \$1.00 and Ten Play™ Draw Poker in .05, .10 and .25. For operators with players looking for this game in high-limit areas, here is our recommendation: offer Triple Play™ Five Play® Draw Poker in \$1, \$2 and \$5 and do not offer Ten Play™ Draw Poker. As you can see, the operator has the ability to lock denominations into either the Triple Play™ Five Play® or Ten Play™ Draw Poker formats. Super Times Pay Poker® performs exceptionally well in various locations throughout casino floors or simply installed as a bar top.

### 1. Triple Play™ Five Play® Ten Play™ Draw Poker

Back in the late '90s, a game called Triple Play™ hit the market. We were all used to playing one hand at a time, but when Triple Play™ made its debut, everything started to change. It offered a player the ability to play three hands at one time. Over the years, Triple Play™ caught on and was soon followed by Five Play® on the same machine. After Five Play® came the birth of Ten Play™. Offered on a separate machine, Ten Play™ brought a unique betting opportunity for players. Operators could now go after the low denominations or offer ten hands to the high-limit player for a wild ride.

Fast forward to the early 2000s and the family of three became one with the offering of all three formats (Triple Play™ Five Play® Ten Play™ Draw Poker) on one machine, for one daily fee. This version came loaded with multi-denomination options, more game choices and progressive and tournament capabilities. With all three on one machine, operators can run multiple denominations like .25, .50 and \$1 on Triple Play™ and Five Play® and .05, .10 and .25 on Ten Play™. High-limit is another strong suit for this game in \$1, \$2 and \$5. Whether you are looking to run a progressive, tournament game in your high-limit area, or just out on the main floor, the game is sure to meet your needs.

Those are IGT's Top Five Video Poker Games. If you don't currently have all of the above or only a few of these games, and would like to learn more about placing one of these top-performers on your floor, contact your Video Poker Product Specialist.



# Hot Video Poker Games!

## Super Video Hold 'Em™ Poker

Hold 'em players will enjoy multipliers and more with their choice of the Video Hold 'Em™ or Super Video Hold 'Em™ poker games found in this challenging, fast and fun single-hand theme. Players are dealt two initial hands containing two cards each. They choose one hand, and five additional cards are dealt. The resulting 7-card hand is evaluated for the highest-ranking 5-card combination.

### Features:

- Bonus multipliers of up to 10X are applied when a qualifying 2-card combination is selected from the initial two pairs dealt
- Players receive their bet back on a losing 5-card hand if the initial 2-card hand they selected contained a pair of jacks or better
- 11 operator-selectable payable options
- Offered as a Game King® AVP® or Enhanced Video Platform theme



## Ultimate 4 of a Kind Bonus Poker™

A 4-of-a-kind hand is always a thrill. Throw in a buy-a-pay bonus that rewards those wins, and you've got the ultimate combination of poker action and bonus excitement with an attractive max-bet incentive.

### Features:

- A 6-credit bet awards the standard base game payable win for a 4-of-a-kind, and initiates a distinctive pick 'em bonus round that's tied into the initiating 4-of-a-kind combination
- Any natural 4-of-a-kind triggers the bonus round
- In the bonus, the player is prompted to select 1, 2, or 3 cards based on the ranking of the initiating 4-of-a-kind from a 53-card deck that includes one joker
- A dealt 4-of-a-kind awards one additional pick
- The player wins the total number of credits accumulated through all picks unless the joker is revealed, in which case the total bonus win jumps to 3,996 credits, ending the bonus
- Includes eight popular game families: Bonus Poker®, Bonus Poker Deluxe™, Double Bonus Poker®, Double Double Bonus Poker®, Deuces Wild, Deuces Wild Bonus Poker™, Jacks or Better and Joker Poker
- 36 operator-selectable payable options
- Offered as a Game King® AVP® or Enhanced Video Platform theme

## Multi-Strike Poker Deluxe™

Give gamblers more ways to play the classic 4-level Multi-Strike Poker® game, now with Big Split Poker®, 5-Level Multi-Strike Poker®, Double Down Stud® Multi-Strike Poker®, and Big Draw Multi-Strike Poker™, all with the same player-pleasing, win-multiplying excitement as the original Multi-Strike® game.

Each win brings the player to a higher level and a larger multiple of the base payable. Multipliers in this game leap from 4X to 8X to 16X, providing a wild ride with huge volatility. And true to the theme, the "Free Ride" symbol takes the player to the next level, even if the current hand is not a winner.

### Features:

- Multipliers of 4X to 16X
- High volatility for players who enjoy risk-for-reward
- Free Ride symbol extends game play
- Offered as a Game King® AVP® or Enhanced Video Platform theme





## Triple Play™ Five Play® Wheel Poker®

Triple Play™ Five Play® Wheel Poker® is the perfect crossover game that will appeal to your poker players as well as your slot and video slot players. Players enjoy pure poker fun with the popular Triple Play™ and Five Play® choices from among seven proven, player-favorite themes. With a 5-credit max bet on each hand, players have the option to wager an additional credit on any or all played hands to qualify for an equal number of chances at the Wheel Poker® bonus. Any dealt or drawn natural four-of-a-kind initiates the Wheel bonus. Because bonus wheel jackpots are funded by the extra credits wagered, the standard paytables are not affected.

### Features:

- Seven proven game families and 68 payable options
- Operator-selectable single- or multi-denomination game play\*
- Available as a Game King® theme
- Compatible with ticket-in/ticket-out technology including the EZ Pay® Ticket System\*
- AFT (Automatic Funds Transfer) and EFT (Electronic Funds Transfer) ready
- Key-to-credit capability keeps high-limit winners playing without W-2G paperwork delays

## Wild Thing Poker™

Liven up the poker experience for your players with Wild Thing Poker™. Offered in single-hand and Triple Play™ formats, each game dealt delivers three opportunities to wager and win. The numerous wild cards will thrill your avid poker players and maintain play excitement. On the initial three-card deal, threes are wild. A second wager triggers two more cards to be dealt for a five-card hand and makes fives wild. The last two cards are dealt with the third wager and sevens become wild in the seven-card hand. Players can win on the first, second or third wager or all three. On the third wager, a very wild, very rewarding seven-of-a-kind is possible! As an extra incentive to place that third bet on all three hands of the Triple Play™ game version, the sixth and seventh cards of all seven-card hands can be different for all three hands, creating more ways to win.

### Features:

- Two exciting game families and 10 operator-selectable payable options
- Offered as a Game King® AVP® or Enhanced Video Platform theme
- Compatible with ticket-in/ticket-out technology including the EZ Pay® Ticket System\*
- AFT (Automatic Funds Transfer) and EFT (Electronic Funds Transfer) ready
- Key-to-credit capability keeps high-limit winners playing without W-2G paperwork delays



## Super Triple Play™ Poker

Serious poker players will love the gambling action of Super Triple Play™ Poker. A six-credit wager per hand adds big rewards for bonus-qualifying hands. Depending on the game family in play, four-of-a-kind wins can pay as much as double the standard 5-credit payable with a 6-credit wager on each active hand. Four aces can pay as much as a royal flush! Because bonus pays are funded by the extra credits wagered, nothing is eliminated from any of the 27 base payable variations.

### Features:

- 7 player-favorite game families
- 27 payable variations
- Triple Play™, Five Play® and Ten Play™ action
- Available as a Game King® AVP® or Enhanced Video Platform theme
- AFT (Automatic Funds Transfer) and EFT (Electronic Funds Transfer) ready
- Key-to-credit capability keeps high-limit winners playing without W-2G paperwork delays



\*Available in jurisdictions where approved



# Check out IGT's new G20 Game King® AVP® Widescreen Bar Top

By Mike Drummond  
Manager, Video Poker Sales Specialists

IGT has done it again with its sleek new bar top machine. Over the years, bar top players and operators have been stuck with CRT (Cathode-Ray Tube) displays and, most recently, some sub-par flat screens. Well, that is all about to change. You had an opportunity to squeeze through the crowds at G2E last year to check out IGT's video poker booth and see the new bar top. What an impressive machine. This new bar top is loaded with features that operators are looking for.

The new bar top is designed to fit into existing bar footprints. There is no need to hire a contractor to replace the bar or perform major construction on it. Just remove the old CRT, add additional ventilation to the bar cabinet, and drop in the new G20. It is that easy, saving time and money for the operator.

The new Samsung 20.1" widescreen LCD panel (16:10 Aspect Ratio & up to 1680 x 1050 Resolution) will help reduce the glare from overhead lighting that CRTs and some flat screens cannot prevent. This was accomplished by carefully selecting the angle of the new screen which is very important from the player's perspective. It is also crucial to operators because too much light will cause unnecessary glare, which will

cause players to look for other games to play. The bar top LCD is manufactured by Samsung; however, the final build/cosmetic changes, etc. are performed by Kortek or Tovis.

The new machines also come with a configurable button panel. So, whether you are running a 10-button static LED panel (Light Emitting Diode) for poker and keno or a 15-button static LED panel, we have you covered. There will also be an available upgrade to the new 5-button OLED (Organic Light Emitting Diode) with 5-static LED button panel for poker and keno. The new OLED will allow legend configurations to be changed out instantly. The button spacing from the LCD frame makes it easy for players to play unencumbered – fast or slow.

There is a new, dynamic LED candle that will offer features like denominations, tournaments, random drawings, candle races and other promotional opportunities in the future.

Player tracking is installed into the front financial panel of the main cabinet door. Player tracking-ready machines will come with a blanking plate that matches the standard finish selected. It will also accommodate all current IGT and major third-party player tracking configurations.

The new G20 Game King® AVP® widescreen bar top is intended to have all features of the current product offerings at a cost that is as close as possible to the current 80960.

If you'd like to learn more about the new G20 Widescreen Bar Top machine, contact your IGT Account Executive or Video Poker Product Specialist.



## All-Star Poker® Exposure

By Nikol Abelman  
Senior Video Poker Sales Product Specialist, Nevada



All Star Poker® is a valuable asset to your floor, but for some properties it can be a liability as well. I don't mean by having it on your floor. Once you have optioned the game, there may be the possibility of jackpot liability you didn't know existed.

All Star Poker® gives you the ability to maximize one machine with some of the greatest multi-hand poker games IGT has to offer. Some properties/jurisdictions are okay with high-liability, while others "don't want to make that call" to the boss if it has exposure higher than they want. If you can bear the exposure, the payback can reap great rewards.

Here is a snapshot of the liability associated with the All Star Poker® offerings:

| Game                                                      | Bet | Top Awards (in credits)                       |
|-----------------------------------------------------------|-----|-----------------------------------------------|
| Triple Play Draw Poker®                                   | 15  | 15,000                                        |
| Five Play® Poker                                          | 25  | 25,000                                        |
| Ten Play™ Poker                                           | 50  | 50,000                                        |
| Double Pay Poker™                                         |     |                                               |
| Triple Play Draw Poker®                                   | 30  | 192,000                                       |
| Five Play® Poker                                          | 50  | 320,000                                       |
| Ten Play™ Poker                                           | 100 | 640,000                                       |
| Super Times Pay Poker™                                    |     |                                               |
| (Dealt RF w/ 10X Multiplier has odds of 1 in 233,906,400) |     |                                               |
| Triple Play Draw Poker®                                   | 18  | 120,000                                       |
| Five Play® Poker                                          | 30  | 200,000                                       |
| Ten Play™ Poker                                           | 60  | 400,000                                       |
| Spin Poker™ (9 line)                                      | 45  | 42,300 (Joker Poker)<br>36,000 (other themes) |

| Game                           | Bet | Top Awards (in credits) |
|--------------------------------|-----|-------------------------|
| Five Aces Poker® (single-hand) | 100 | 120,000                 |
| Triple Play Draw Poker®        | 15  | 18,000                  |
| Five Play® Poker               | 25  | 30,000                  |
| Ten Play™ Poker                | 50  | 60,000                  |
| Chase the Royal®               | 25  | 25,000                  |
| Triple Play Draw Poker®        | 15  | 30,000                  |
| Five Play® Poker               | 25  | 50,000                  |
| Ten Play™ Poker                | 50  | 100,000                 |
| Trade Up Poker®                | 15  | 12,000                  |
| Triple Play Draw Poker®        | 30  | 12,000                  |
| Five Play® Poker               | 25  | 20,000                  |
| Bonus Hand Triple Play         |     |                         |
| Draw Poker™                    | 15  | 36,000                  |



# Keno – Love It Or Hate It, It Is Here To Stay

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



It seems that recently we are hearing more and more about keno and the growing demand from players who want to see more of it on the casino floor. I understand the challenge with this product from an operator perspective, but it can also be a tool to bring in players to your property who may otherwise go elsewhere, or not gamble at all. Recently IGT introduced a new keno only Game King® program (GK 6.1) that answers the needs of operators and keno players alike.

If you are considering adding keno to your floor, but either don't want to option the game on your poker banks or want to have a keno-only bank, Game King® 6.1 is the program for you. Sometimes a dedicated bank is all you need to grow this segment of your business and make it work for you. The keno community is a relatively small and tight-knit group that likes to play for long durations and get to know one another as friends. The Game King® 6.1 Keno suite contains 69 payable configurations for 14 popular keno themes including:

- 2-4-6 Way Keno™
- 3-6-9 Way Keno™
- Caveman Keno®
- Caveman Plus Keno™
- Cleopatra Keno™
- Extra Draw Keno™

- Four Card Keno™
- Multi-Card Keno®
- Power Keno®
- Spot Keno™
- Super Keno™
- Super Way Keno™
- Top Bottom Keno™
- Triple Power Keno™

When configuring your games, keep in mind principles similar to those we recommend for video poker: understand your players and the games they like to play, and option those games. Keep the on-screen game family options between 5 and 7 choices to ensure players make quicker decisions once they sit down at the game.

If you have never offered keno on your floor or are looking to increase its presence on your floor, try optioning the following popular games:

- Spot Keno™ – recommended denom .25, .50 and \$1
- Four Card Keno™ – recommended denom .25, .50 and \$1
- Cleopatra Keno® – recommended denom .25, .50 and \$1
- Multi-Card Keno® – recommended denom .05, .10 and .25

Love it or hate it, keno is here to stay. Why not try Game King® 6.1 on a dedicated bank for those loyal keno players?



## If You're Not Sure, WAM\* It!

By Sal Lambert  
Video Poker Sales Product Specialist,  
Western Region

Regardless of where I am in my sales territory or the customer I'm currently meeting with, there is always one question I can count on hearing when introducing new poker products: "How do you know that works?" At IGT Video Poker, we have several WAM test banks in the Nevada market and in Southern California. These test banks ensure that our newest poker creations can stand against our most popular poker themes. For example, our friends at Pala Casino are allowing us to test the most current poker themes against a very strong bank that consists of eight All-Star Poker® games (control games). Our control games test bank at Barona is a little different; we have a mixture of Spin Poker Deluxe®, Five Play Multi-Strike Poker™, Super Times Pay Poker™, Triple Play™ Five Play™ Ten Play™ Draw Poker, Multi-Strike Poker® and Spin Poker™ on this 10-game test bank. This wild mixture of multi-hand control themes gives us a good idea how our new test themes will react to the poker market. We ask the customer to setup/option the denomination and payable so they match the control games, and the test lasts for about 90 days. During that time, we analyze a spreadsheet provided to us weekly by our customer. It shows us key statistics that help us determine how the new poker theme is performing against the controlled poker themes. Below are the basic accounting group statistics we analyze during the WAM test:

- |                    |                        |
|--------------------|------------------------|
| • Theoretical hold | • Win per day          |
| • Actual hold      | • Average bet          |
| • Total coin-in    | • Games played per day |
| • Total coin-out   | • Days on bank         |
| • Coin-in per day  |                        |

By the end of the 90-day test period, we can tell if the new test theme is going to make the cut. If the new theme is doing as well as, or better than, the controlled poker themes, we know there's a new multi-hand poker star ready to shine. So, the next time your Video Poker Product Specialist suggests that you place a hot, new theme on your casino floor, remember: it's not guesswork; it's WAM testing at its best.

\*WAM (Wide Area Marketing)

The pre-market testing of new games by casino players in a diverse cross-section of casinos before they're officially released. The performance of each new game is compared daily against comparable control games located in the same WAM test sites.



**EVERY NATURAL FOUR-OF-A-KIND SPINS THE WHEEL.  
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