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THAT'S ONE-OF-A-KIND ACTION.



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Right now & for the future.

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Must be 21 to play.

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the
INSIDE Straight™

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the **RIGHT**
Vision 

G2E 2007 in Review

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Video Poker News for the Casino Professional





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What Does It Take To Crown A King?

By Sal Lambert
Video Poker Sales Product Specialist
Western Region

Finally, the King has arrived! Yes, Game King® 6.0 has the GLI approval that everyone has been waiting for – with additional jurisdictions following suit – but what does it take to upgrade your Game King® 4.0 or 5.0 versions to the King of all Kings? Only two major components!

If your current Game King® has the 044 processor board, you're good to go. If it's equipped with the older 039 processor board, you'll need to upgrade to the new 044 processor kit. This kit includes the 044 processor and backplane/motherboard, providing the horsepower needed to take advantage of the features and functions offered with Game King® 6.0.

The easiest way to tell the two processors apart is as simple as examining the processor tray. The 039 tray has a bracket handle on the front of the tray; the 044 tray has a swivel handle (see photos).

The second and final part you'll need is the firmware. In California Native America, for example, where all Game King® versions rock, we're required to use GK002353 for our IGT 80960 cabinets. This firmware is burned onto an IGT memory expansion board that installs into the 044 processor. The machine glass and button panel require no change if you're converting Game King® to Game King®.

With the IGT AVP® electronics, the conversion process is even easier; you'll need separate licensed version GE0110001760010 firmware for each machine you wish to convert.



039 Processor Board



044 Processor Board

The technician will insert the licensed version firmware into the "brain box" of the game, download the program, and remove the firmware. The machine is converted – it's that simple.

If you have any questions related to game installation and optioning, please refer to GK002353, a Program Summary Report (PSR) available on the IGT website, where you'll also find ordering information. Log in at www.IGT.com/support, and use the search tool to locate "Game Conversion."

With all the enhanced features and capabilities that this new Game King® theme offers, it should last you for years to come.

Spin, Grin and Win with Triple Play™ Five Play® Wheel Poker®

By Mike Drummond
Manager, Video Poker Sales Specialists

For years we've seen what a wheel can do in terms of increasing the performance of a game. Look at some of our wheel-based MegaJackpots® themes, for example. You know how well these games perform – just look around almost any casino floor and you'll see IGT wheel slot games in action. Based on this success, IGT decided to add a bonus wheel to Triple Play™ and Five Play® Poker. Perhaps you saw this at G2E where it was officially introduced last November. It's ready for sale now.

Maybe you're wondering, "Why put a wheel on a poker game?" "Why not?!" Adding a wheel to this poker game makes it the perfect crossover attraction for your slot and video slot players, and especially your video poker players.

The base game is simply the best poker game out in the market, with Triple Play™ and Five Play® options, and seven player-favorite game families from which to choose – Bonus Poker®, Bonus Poker Deluxe™, Deuces Wild, Deuces Wild Bonus Poker™, Double Bonus Poker®, Double Double Bonus Poker® and Triple Double Bonus Poker™.

Play starts with a wager of six credits per hand to qualify for the Wheel Poker® bonus. Unlike other "card of the day" wheel programs where the bonus is only paid for that day's specific four-of-a-kind, with the Wheel Poker® game, players can win one or more spins on the wheel for any natural dealt or drawn four-of-a-kind, and this is where the real excitement begins! As an example, recently I was playing my favorite Double Double Bonus Poker® game, three Triple Play™ hands at a time, and was dealt four aces! Sure, four aces is impressive on any poker game, but couple it with Triple Play™ and now we're talking Ca-Ching! But wait, there's something else: a SPIN symbol has appeared on each hand. Wow, this means it's time to spin the wheel.

As the wheel spins, players around you will take notice of this and so will spectators who are just passing by. Remember I mentioned "excitement?" Well, here's where it builds! By playing a Triple Play™ game, I now have three opportunities to spin the wheel. Every time a spin is made, the player is rewarded from 100 to 2,000 credits. Not bad for wagering one additional credit per hand, while getting paid for the four aces, plus whatever the value of each spin brings.

The bonus is funded by each extra credit wagered, leaving the standard paytables unaffected. The buy-a-pay concept is nothing new; it's currently found on Super Times Pay® Poker, for example, and that game flat out ROCKS! Wagering an extra credit has become second nature for players, and the same holds true for the Triple Play™ Five Play® Wheel Poker® game.

Wheel Poker® is well suited for several areas of the casino. Take an underperforming bank of single-hand, multi-game Game King® machines and flank it with Wheel Poker® machines. The addition of Wheel Poker® as end caps will help to increase play on the lower-performing, single-hand games. Players will sit and play at these games while they await their turns to take a ride on the new Wheel Poker® game.

This game also has tremendous appeal for your higher limit players. Most high limit areas already have Triple Play™ games and often one or more wheel-based MegaJackpots® games, so this will be an easy transition for those players. It comes with key-to-credit to keep those high limit players in the game without delays for W-2G paperwork. Add a bank of these along a wall or out on the floor and they'll help draw attention to an area in need. The Wheel Poker® game can be the perfect match in quarter, half and dollar denoms for your Triple Play™ gamers, and offered with nickel, dime and quarter options for Five Play® players. The game is available in upright and slant-top cabinets.

The wheels are turning and heading for a casino near you. Make it YOUR casino! If you'd like to learn more, log on at www.IGT.com, or talk with your Video Poker Sales Product Specialist.





Guaranteed Play™ Advances Across Casino Floor

By Matthew P. Ellenthal
Chief Marketing Officer
Walker Digital Gaming, LLC

Guaranteed Play™, the never-before-seen pricing option in gaming which debuted in summer 2007 with Guaranteed Play™ Poker, is now finding its way into other areas of the casino floor. This new way to buy gaming will soon become available on video slots and table games. Also a reality, as demonstrated at G2E and debuting in summer 2008, is advanced ticket functionality. For the first time ever, this will allow gaming to be packaged along with all the amenities and services properties provide.

Guaranteed Play™ is an innovative way to offer players a new option when purchasing their favorite games. Though players will always be able to enjoy video slots, video poker and table games one spin or hand at a time, Guaranteed Play™ allows players to purchase sessions of play for one price, ensuring they receive what matters to them most – value and time on device.



There's No Playing Liar's Poker with Paytables

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

We're all acutely aware of the differences in hold percentages on poker games versus spinning reel and video slot products. Recently, it seems that hold percentages are becoming more of a focus than the overall win per unit (WPU) for some operators, and in the poker world a tighter hold usually equates to a lower WPU. Poker players want time on device and a fair shot at winning. If you offer them this, you can build a strong video poker offering that not only produces a great win per unit, but also builds loyalty with your players.

The art of poker comes from offering your players what they want and getting the results you want – a win-win outcome. How do we determine their desires, and what is the secret to this mysterious equation? Unfortunately, there is no miracle remedy or mathematical calculation that everyone should apply across the board. Every casino, every player and every poker floor is different. You need to analyze your market and competition, and through experimentation find the fit that best suits your floor.

When selecting paytables, it's important to note that a looser paytable doesn't mean the royal flush pays more or more frequently. What does change for the operator are the paybacks on full houses, straights and flushes. For the player, it's the time on device.

Consider the paybacks for a 95.71%, 96.79% and 98.98% Double Double Bonus Poker® game with a 5-credit bet. The top 7 pays remain the same. It isn't until the full house is drawn that any difference between the pays occurs. Walk-aways don't happen more frequently with looser paytables since the pays that change are not walk-away jackpots – just the pays that keep players in their seats. In my own experience, when I play and I hit a straight for 20 credits, I don't walk away, but stay the course and play that money back into the game.

If you're looking for better performance out of your poker games, take a look at your paytables. Are they too tight? Experiment with those paytables. Take a bank of games and loosen them, advertise this fact and monitor the results. My guess is you won't be disappointed – and neither will your players.

Looser paytables = more time on device = higher WPU.

ROYAL FLUSH	7500	500	750	1000	4000
STRAIGHT FLUSH	500	100	150	200	250
4 ACES WITH ANY 2,3,4	4000	800	1200	1600	2000
4 2s, 3s, 4s W/ ACE 2,3,4	1500	300	450	600	750
4 ACES	1000	200	300	400	500
4 2s, 3s, 4s	800	160	240	320	400
4 2s, 3s, 4s	500	100	150	200	250
4 2s, 3s, 4s	250	50	75	100	125
FLUSH	150	30	45	60	75
STRAIGHT	100	20	30	40	50
3 OF A KIND	75	15	22	30	37
TWO PAIR	25	5	7	10	12
JACKS OR BETTER	10	2	3	4	5

95.71%

ROYAL FLUSH	7500	500	750	1000	4000
STRAIGHT FLUSH	500	100	150	200	250
4 ACES WITH ANY 2,3,4	4000	800	1200	1600	2000
4 2s, 3s, 4s W/ ACE 2,3,4	1500	300	450	600	750
4 ACES	1000	200	300	400	500
4 2s, 3s, 4s	800	160	240	320	400
4 2s, 3s, 4s	500	100	150	200	250
4 2s, 3s, 4s	250	50	75	100	125
FLUSH	150	30	45	60	75
STRAIGHT	100	20	30	40	50
3 OF A KIND	75	15	22	30	37
TWO PAIR	25	5	7	10	12
JACKS OR BETTER	10	2	3	4	5

96.79%

ROYAL FLUSH	7500	500	750	1000	4000
STRAIGHT FLUSH	500	100	150	200	250
4 ACES WITH ANY 2,3,4	4000	800	1200	1600	2000
4 2s, 3s, 4s W/ ACE 2,3,4	1500	300	450	600	750
4 ACES	1000	200	300	400	500
4 2s, 3s, 4s	800	160	240	320	400
4 2s, 3s, 4s	500	100	150	200	250
4 2s, 3s, 4s	250	50	75	100	125
FLUSH	150	30	45	60	75
STRAIGHT	100	20	30	40	50
3 OF A KIND	75	15	22	30	37
TWO PAIR	25	5	7	10	12
JACKS OR BETTER	10	2	3	4	5

98.98%

Guaranteed Play™ Poker Debuts

By Elizabeth Braun
IGT Marketing Services Editor



Jay Walker, founder of Walker Digital Gaming, LLC, was on hand to celebrate.

One of the largest launches in the history of gaming, on par with ticket-in/ticket-out, took place at Ameristar Casino in Council Bluffs, Iowa and at Station Casinos throughout Las Vegas, Nevada. Guests at each debut property were treated to big-time celebrations, promotions and hundreds of free Guaranteed Play™ Poker sessions. These successful events introduced thousands of players to the new Guaranteed Play™ option – a new way to buy their video poker hands.

The Station Casinos launch saw Guaranteed Play™ Poker go live on over 2,000 machines at all nine Station and Fiesta properties throughout Las Vegas. Their Labor Day Weekend "Million Hand Giveaway" event introduced the new theme to thousands of new players. Boarding Pass players club members won sessions of Guaranteed Play™ Poker during drawings and randomly while playing the game by each property's roaming prize patrol.



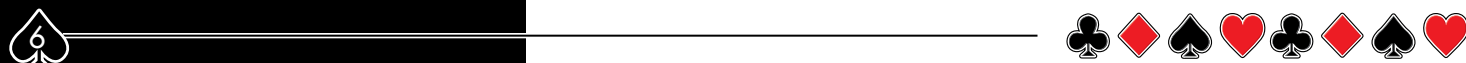
At Sunset Station, several players hit royal flushes and four-of-a-kinds within minutes of the promotion's start.



Invited Ameristar guests played up to three free sessions of Guaranteed Play™ Poker and received Guaranteed Play™ themed prizes. Guests and Ameristar team members alike had a great time sharing in the excitement of unveiling this new option in gaming.

Players repeatedly remarked about the ability to purchase "so many hands" of their "favorite games" for one price and enjoy "guaranteed" play time while gambling – a benefit never before seen in the industry.

The concept behind Guaranteed Play™ will soon be rolling out across the casino floor to slots, blackjack, baccarat and more. And soon you will be able to package game play with the many other amenities and services you offer, providing you a whole new way to grow your total property. Guaranteed Play™ is much more than just a pricing option; it's an opportunity to create additional revenue and provide more choices for your guests on all their favorite casino games.



The Right Vision in Video Poker at G2E 2007

The Global Gaming Expo gets bigger and better and more challenging every year. G2E 2007 was no exception, with key gaming manufacturers operating their own “mini-casinos” within the Las Vegas Convention Center – all set up and torn down within about a week’s time. Our video poker area was positioned directly opposite the entrance, providing a fitting welcome to Expo attendees.

More than 15 of our newest single- and multi-hand video poker themes were on display for hands-on free play. In addition to games scheduled for release later in 2008, visitors found three new themes available for purchase at the Expo – Big Times Draw Poker™, Super Triple Play™, and Wheel Poker®.

Toward the far end of the 430-foot-long booth was a tantalizing display of IGT’s innovative new M-P Series™ table games. The multi-player, card-based game themes in the lineup included Blackjack Dice™, Digital 21™, Dragon Bacc™, Golden Baccarat™, Texas Hold ‘Em Bonus™, and TeXas Hold ‘Em Xtreme™. Players really enjoy community play, and these multi-player games offer exciting new options, state-of-the-art cabinetry, and appealing style – the perfect complement to our established single-player, single- and multi-hand video poker, blackjack and keno games.



The Random Rewards™ Poker machine bank demonstrated how a novel buy-a-pay theme can provide players with a compelling incentive for 6-credit play.

The new look and appeal of Game King® Guaranteed Play™ Poker received a lot of play and press coverage.



One of the game themes available for sale at the expo, Triple Play™ Five Play® Wheel Poker®, demonstrated the excitement that a spinning wheel can bring to the game of video poker.



New wide-screen bar top video poker machines – with their sleek lines and generous screen area – were a hands-down hit at the video poker bar. The fact that they fit into the same “footprint” as a standard bar top machine is a bonus!



At times it was a challenge to get at the machines through the crowd that thundered through the IGT booth last November.



The Multi-Strike Poker Deluxe™ theme demonstrated its versatility as a player favorite with dramatic progressive meters.



Another buy-a-pay offering, the Quick Quads Poker™ game can turn a 3-of-a-kind into a 4-of-a-kind for an extra credit wager.

Interested visitors discover how easy it is to play poker games on the DTS-V table with virtual cards, virtual chips, a live host, and in the company of a community of like-minded players.



Betting multiple times on a single “stud” poker game builds anticipation with every card dealt. Add dynamic wild card possibilities on each bet and you’ve got Wild Thing Poker™!



The 10-station DTS-X table featuring the Texas Hold ‘Em Xtreme™ poker game lets ten players match wits and skills in this exciting community play theme. Each player station has its own touchscreen display, and each seat offers a commanding view of the overall table layout on the huge LCD screen.



Shannon Bloom, Sales Product Specialist for the Midwest and Northeast regions, and Nikol Abelman, Sr. Sales Product Specialist for Nevada, provided a pair of smiles guaranteed to make visitors feel welcome.