

Add 'em up innovation hits a quad!



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New casino gets the right mix

By Mike Drummond

I had the opportunity recently to attend the grand opening of Jumer's Casino & Hotel. Some of you may remember its old boat – a lot of stairs, narrow aisles, and overhead piping. Well say goodbye to those days because Rock Island, Illinois players have a great new state-of-the-art place to gamble. Here are a few highlights:

The property now boasts over 42,000 square feet of gaming action containing 1,122 slot machines, 24 table games and six live action poker tables.

Players can choose from 117 video poker machines – 24 of which are IGT's new G20 bar top machines. Some of the G20s are loaded with our heavy-hitting All Star Poker® game and the rest feature the ever-popular Multi-Game poker. While playing one of these great new bar tops you'll notice the 24 overhead plasma TVs surrounding the Oculus Bar – ensuring that whether you are on the main floor or near the bar, you will never miss a sporting event while enjoying your favorite slot. The remaining 93 video poker games are a mix: 17 G22 Slants, eight G20 Uprights, and 68 Game King® machine models.

In addition to the variety of machine models is the large selection of possible game configurations. A majority of the game themes come loaded with 12 game families. Some are multi-denomination, some single-denomination and all offer a nice mix of both theme-specific and traditional top glass. These features create a nice presentation of great paytables, just like those enjoyed by patrons on the old boat. Progressives are also offered and are prominently featured with overhead displays showcasing the progressive bank and top awards.

Jim Milne the General Manager of Jumer's agrees that it can be a challenging and complicated task to get a floor set up with the best mix and placement of video poker machines. This is where IGT's knowledgeable staff can lend a helping hand. Whether you're starting a large-scale project, like our friends in the Quad Cities, or are interested in a review or overhaul of your current floor, we encourage you to contact your Video Poker Sales Specialist. Jumer's made the call, why don't you?

Visit www.jumerscri.com to check out the other great entertainment, dining, and top-notch amenities you can enjoy at the new Jumer's Hotel & Casino today.



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All around gem

Diamond Jo Casino, now a land-based property, opened on December 11, 2008. After its extensive \$84 million project, Diamond Jo Casino has 24-hour gaming at its full service casino, a 30-lane bowling center, four restaurants and an intimate entertainment venue.

Of the 928 total games on the floor, 435 are IGT products. That includes 93 video poker games and 38 new G20 bar top units. Colin Sweeney, Diamond Jo Casino's slot manager, said his players like the new machines' features.

"People love the new cabinets with the large LCD displays and the LED lights," Sweeney said. "They also enjoy the added comfort and style of the machines including the options to adjust the volume and player speed."

And patrons will be pleased with more than just the great games and amenities – Diamond Jo Casino offers superb customer service and a solid commitment to community involvement. Visit them online today at www.diamondjo.com for more information.



Innovation meets video poker

By Bob Dancer



I've been playing video poker for almost fifteen years, so I've seen every idea that game developers have put out there. There have been hits and misses along the way, and I consider Quick Quads Poker™ to be a hit.

I find Quick Quads Poker™ innovative and exciting. You get four-of-a-kinds more often (offset by the 6-coin-per-line bet), and the quads are paired with catchy "Quick Quads" sound effects.

This game has an add-'em-up feature in which you are paid for a four-of-a-kind when you have a three-of-a-kind plus two other cards adding up to the rank of the trips. For example, a 3332A gets paid as four 3s (2+A=3, hence a "Quick Quad"), and a 99954 gets paid as four 9s. This feature requires a different kind of strategy, and players will enjoy playing the cards they would normally throw away.

Quick Quads Poker™ will over-hold because the strategy is so different from regular video poker. For example, in a Quick Quads Poker™ game, the three-card straight flushes 'A24' and 'A34' don't have the same worth. In Double Double Bonus Poker®, players should hold a 22A but not a 442. And in all games, a 6664 is more valuable than a 6663. For this reason, a casino whose typical video poker game is set at about the 99 percent level can profitably set Quick Quads Poker™ to the 99.5 percent level.

While game play and strategy are definite departures from traditional video poker, players will quickly learn to love Quick Quads Poker™ just as much as I do.

Bob Dancer is America's premier video poker writer and teacher. He has a number of "how-to-play-better" products available at www.bobdancer.com, including his latest book "Video Poker for the Intelligent Beginner."

Let the good times roll

By Shannon Bloom

Many new video poker games ask players to place extra bets to activate a feature or bonus. The player is asked to make this extra wager on every deal with no guarantee the feature will be awarded. That is, until now.

Good Times Pay Poker™ is a buy-a-pay game that awards the player a multiplier on every hand – from 1X to 7X. In a triple play format, players can up the ante from 1 to 5 additional credits per hand to increase the number and value of available multipliers. This has a dual benefit of increasing both player odds and overall average bet.

Operators appreciate the higher coin-in and players understand and enjoy the ride offered on this action-packed game.

I recommend an optimal high-denomination setup with a 30-credit maximum bet in quarter, fifty-cent and dollar denominations. Low-denomination setup is recommended with the same maximum bet in nickel, ten-cent and quarter denominations.

For more information about this exciting new game, please contact your IGT Account Executive or Video Poker Sales Specialist. Please visit www.VideoPoker.com to experience Good Times Pay Poker™ today.



Turn Web traffic into casino traffic with VideoPoker.com

By Mike Fields

During difficult financial times, it is a challenge to capture both patron loyalty and drive traffic to your property. Considering these two key factors in the success of your business, we've created a great new promotion. We've taken www.VideoPoker.com – the largest online video poker community – and turned it into the only place players can play and practice “real” IGT video poker games for free.

Video poker players are savvy. They are well aware of the purported “\$20 at-a-time learning curve” when trying a new game. Providing them with a free, playable online version of the exact game you are placing on your floor will eliminate this concern and make them feel appreciated. It will also give them a new reason to visit your web site and property.

During this promotion, we are providing you with a free, playable version of your recently purchased Action Gaming video poker game to offer to your player's club members. The online game will match the paytables you pick – giving your players the true look and feel of the game on your floor.

This includes popular recent releases like Good Times Pay Poker™ and Big Times Draw Poker® and even much-anticipated new games such as Quick Quads Poker™ and Ultimate X Poker™.

We build, host and maintain the game web page to look and feel exactly like your web site. Your customers will have no doubt where they are when they take advantage of this exciting free game play. We provide a dynamic link to the game page for use on your web site and in e-mail communications, so no downloading is needed. And because visitors will be spending an extended amount of time on your game Web page, we can add any other promotional offers or art elements to the page.

Recent promotions we've done with casinos have shown players to be enthusiastic and responsive to e-mail and links on sites promoting new features. Chances are high people will visit your page and interact with your brand long after the initial promotion.



The Quick Quads Poker™ game web page for Station Casinos, Inc.®.



Terrible's Hotel Casino's Double Double Bonus Poker® game web page.

FROM THEIR HOME... TO YOUR HOUSE



Partner With VideoPoker.com to Increase Your Casino's Traffic and Revenue



Qualifying for this special, no-cost promotion is easy. It all starts with your purchase of an Action Gaming video poker game. Upon installation, tell us how you want the online game to be configured and we will create your game page. Drive traffic to your site with an e-mail to your player's club members announcing this special page. They won't be able to resist the great offer and neither should you.

Please visit www.VideoPoker.com/IGTSales today to see this great promotion in action. For more information, please contact me directly at Mike.Fields@ActionGaming.com

Old and new favorites in one deluxe suite

By Nikol Abelman

All-Star Poker® is to Triple Play™ what Multi-Strike Poker Deluxe™ is to Multi-Strike®. We found such great success putting popular multi-hand games into one game suite that we did it again. In addition to its namesake, Multi-Strike Poker Deluxe™ includes four additional unique poker games your customers will love: Multi-Strike 16X Poker™, Multi-Strike® Double Down Stud® Poker, Multi-Strike® Big Pick Poker™ and the previously-released Big Split Poker®.

Multi-Strike Poker® play remains the same. A win on the first hand awards a second hand and a new deal from a fresh deck carrying a 2X multiplier value. Play continues up to four possible hands total with the fourth hand awarding up to 8X.



Multi-Strike 16X Poker™ offers the addition of a possible fifth hand and a 16X multiplier to chase.

Multi Strike® Double Down Stud® Poker is just that – a standard Double Down Stud® game with an added bonus. The multi-level excitement of Multi-Strike® will breathe new life into this tried and true game that has

been around since Player's Edge-Plus® machines graced your floors. Players will love doubling down to "climb the ladder" to big payouts. Multi-Strike® Big Pick Poker™ features a fourth-level pick-a-tile bonus awarding a mystery multiplier – a first for the Multi-Strike® game theme.

The final theme in the package is the much-anticipated Big Split Poker® – offering all the action of popular Pai-Gow Poker table games. An eight-card deal allows players to create a winning five-card hand with the possibility of an accompanying three-card multiplier hand – giving traditional poker hand payouts the possibility of a variety of multipliers.

Multi-Strike Poker Deluxe™ is available on the Enhanced Video Platform as well as AVP®. Maximum bet limits range from 10 to 25 credits so this can be placed in a High Limit area, as well as a bank on the main gaming floor. Choose your optimal configuration, game theme and exposure because players will seek out old favorites and fall in love with the new ones all brought together in Multi-Strike Poker Deluxe™.



The ultimate contender

By Sal Lambert

Super Times Pay® Poker has been one of IGT's most popular games with all types of players. The main reason for this popularity is the exciting bonus event – consisting of a random multiplier card valued from 2X to 10X appearing an average of one in 15 hands. And although the value of this bonus is hard to beat, we designed Ultimate X Poker™ to be the ultimate contender.

Ultimate X Poker™ has the potential to offer more action than any other multi-hand video poker game on your casino floor. This game features a 10-credit per hand buy-a-pay wager that qualifies players for bonus multipliers ranging from 2X to 12X. A bonus multiplier is awarded to each active hand ending in a winning combination. The value of the bonus multiplier is determined by the pay schedule and is applied to any wins received in that hand in the next game. It is possible to have multiple bonus multipliers on every deal – imagine the potential payout when a Full House, Quad or the Royal Flush gets on board. Your players certainly will.

I am a firm believer in payable consistency on the casino floor. I recommend you option Ultimate X Poker™ paytables in the same manner you would other multi-hand video poker games. If your quarter denomination Double Bonus Poker® is optioned at 9/6/4, do the same with this game. However, in consideration of top award liabilities, keep in mind the possibility of a 12X multiplier applied to every hand in one game – especially when optioning the Ten Play™ format.

For more information about this exciting new game, please contact your IGT Account Executive or video poker sales specialist. Please visit www.VideoPoker.com to experience Ultimate X Poker™ today.



Special success at G2E

By John Daley

We knew the 2008 G2E show would be very different than those in years past — the economy was a huge factor weighing on everyone's mind and balance sheets. So we sat down to brainstorm: what can we do to help our customers get our great new poker products on their floors? We must have done something right because the resulting Daily Fee Poker Show Special promotion — offering five conversions for the price of four with no daily fee for 60 days — was a resounding success. We had more than 550 conversion kits on order by the deadline and heard nothing but positive feedback.

THE RIGHT CHOICE



Although Quick Quads Poker™ and Ultimate X Poker™ were the obvious show darlings, customers commented on the strength of all of our games this year. Many orders were placed in the booth since the majority of the featured games were available for immediate purchase. In addition to these "see-today, buy-today" offerings, the debut of our exciting new Dream Card Poker™ series was met with great enthusiasm and anticipation. Great games are rolling out and even more innovation is on the way. That's how IGT does business. And that's why our customers keep coming back. Thanks to all of you who stopped by for a visit and made our G2E a success.



HOT STREAKS THAT
STRETCH TO WINFINITY.



Each winning hand gets players a bonus multiplier of up to 12X on the next, which means once they win, they could just keep winning and winning and winning and winning and winning...

Try Ultimate X Poker™ and our other new poker games at www.videopoker.com/trybeforeyoubuy.

Contact your Account Executive today at 702.669.7777 • www.IGT.com



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