



the **INSIDE** Straight™

VIDEO POKER NEWS FOR THE CASINO PROFESSIONAL

September G2E 2011 ♦



RAISING THE BAR

INCREASE REVENUE
WITH BAR-TOP DEVICES

SAVE \$7,200
SEE PAGE 6 FOR DETAILS.

In this issue ♦



LCD'S THE MUST
HAVE MONITOR



BAR-TOPS CONTINUE
TO RAISE THE BAR



CHICAGOLAND'S NEW
GAMING LOCATION



G2E GAME
SHOWCASE

For Exclusive Online Content, Game Play, How To's and more, visit IGT.com/InsideStraight



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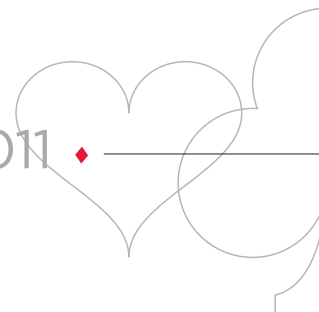
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EXPECT MORE AT G2E 2011



John Daley *Director of Video Poker* ♦ **IGT**



Welcome to the G2E 2011 edition of The Inside Straight. This issue is primarily dedicated to showcasing the games in our show line up. Once again we will be offering our money saving "5 for 4" show special providing you an opportunity to save more than \$7,200. For every four conversion kits of purchased daily fee poker games, you'll receive one free conversion kit and won't be charged a daily fee for 60 days on any of these games. The offer is good for all orders placed from now until November 30, 2011 – the only stipulation is that these games must be incremental to your current daily fee floor count. For those of you not able to attend G2E 2011, please contact your Video Poker Sales Specialist to assist with placing your orders.

Along with our business partner Videopoker.com, we continue to offer the ability to test-drive our latest video poker games before you purchase them. To play all of the G2E 2011 video poker games, simply navigate to www.videopoker.com/try.

I think you will find some very interesting and intriguing games that your players will love this year. I look forward to seeing you in Las Vegas, October 4-6, 2011. In the meantime, please feel free to contact me or your Video Poker Sales Specialist with any questions you may have or if we can be of any assistance.

UPGRADE YOUR CLASSIC CRT TO A LCD: THE “MUST HAVE” MONITOR

Nikol Abelman *Senior Sales Product Specialist* ♦ IGT



We have discussed this many times in the past, but know this is something that warrants attention again. Some poker machines don't earn as much as others for reasons that can be a lot more obvious than others. Take game location, for example. Proximity to bathrooms, air-conditioning, aisles, and ceiling height can all contribute to poor performance. The most bothersome issue comes from monitor glare, burned through screens and out of service monitors.

To maximize profits from games that you own changing the monitor can minimize a lot of the revenue depleting issues. If set up properly (and the hardware is optimized,) the average Triple Play™/Five Play® games will generally do 2 to 2.5X the coin-in of a single-hand poker game. Furthermore, if this machine is in poor condition, it may struggle to generate the same coin-in as a single-hand games. How much money are you losing because of this?

Consider a hypothetical casino where a single-hand poker game does \$1,500

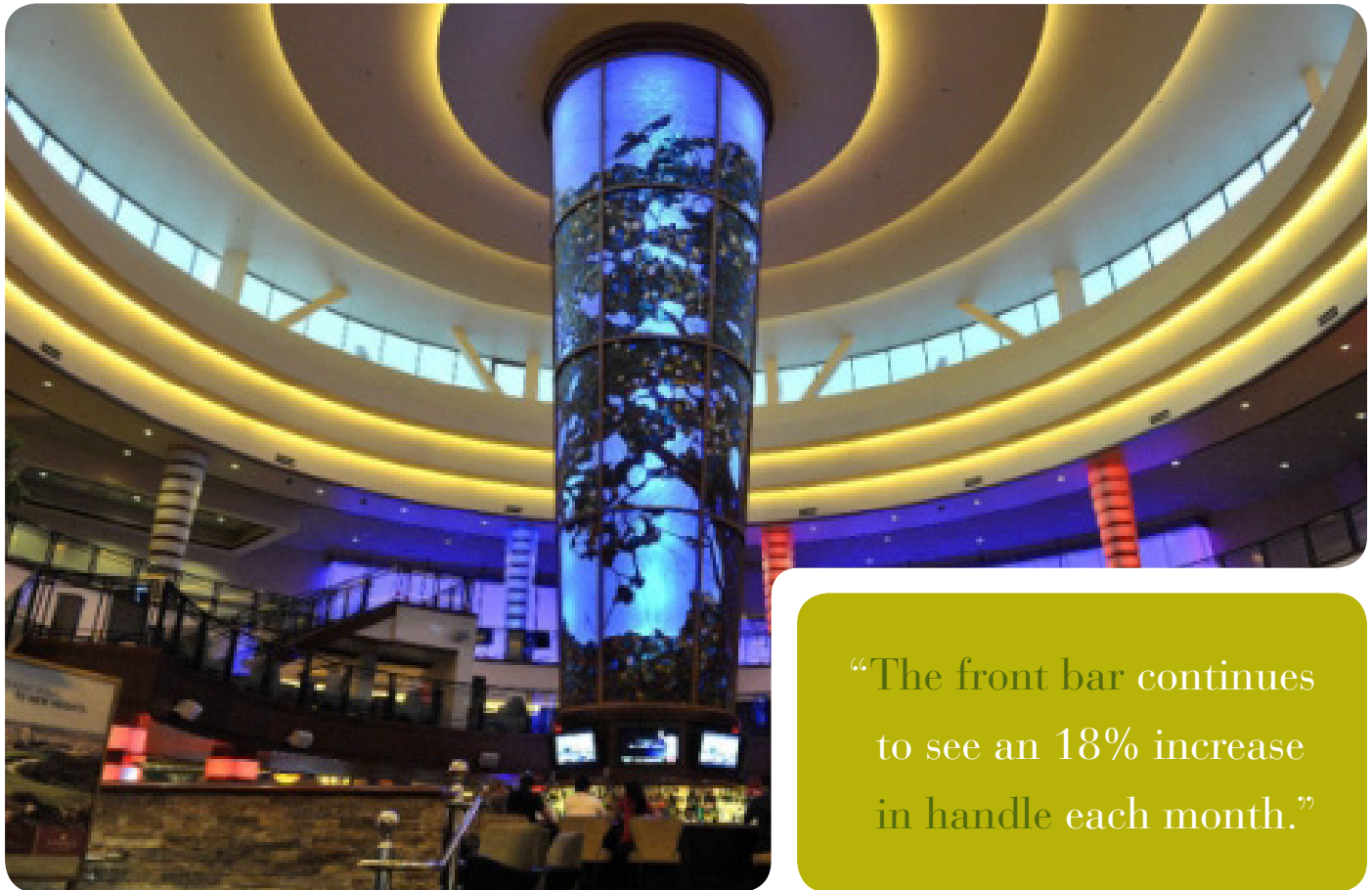
in coin-in and holds 4%. In this example, multi-hand (triple Play/five Play) games in good working order should then be averaging \$3,750 with holds up to 4%. As games are allowed to deteriorate, inevitably the games will drop in play, which in turn cuts into casino profits. Actually, a multi-hand game can easily drop to the play of a single-hand. Using the \$1,500 coin-in example, that's a difference of \$2,250 at a 4% hold, equals \$90 a day in win. That's a substantial deficit of \$32,850 in lost revenue because you neglected to maintain one machine.

The amount of money you would make on efficiently performing machines would outweigh any cost to upgrade from a CRT monitor to an LCD monitor, at the very minimum. I recommend you walk your floor today to see if you are leaving any “money on the table” – or worse – allowing your competition to take it from you.

CONTINUING TO RAISE THE BAR

Increasing revenues through bar-top devices. ♦

Mike Drummond *Senior Sales Product Specialist Southern Region ♦ IGT*
Contributing Authors: Sal Lambert & Nikol Ableman



“The front bar continues to see an 18% increase in handle each month.”

At Pechanga Resort and Casino, Vice President of Slot Operations, Buddy Franks has configured Super Star Poker® in a very unique way. Located in the casino's Round Bar, he installed 20 new IGT G20 bar top machines, ten Super Star Poker® games and ten Game King® 6.2 games. Because of IGT's IPC controller, all 20 bar top games are now linked to a Royal Flush progressive jackpot. These games are both quarter and dollar denominations with six different poker families. As a result of this set-up, Pechanga Resort and Casino saved countless man hours optioning its games. All multi-hand games, keno, video themes, blackjack, denominations, and paytables

are also linked to the IPC controller.

On the other end of the denomination spectrum, Pala Resort and Casino received five Super Star Poker® games for their bar over 18 months ago, and optioned their multi-hand themes at a nickel denomination. Traditionally, single-hand poker games on bar top machines are configured at quarter and higher denominations. After months of on-going success with the bar top Super Star Poker® games, Director of Slots, John Clausen, added 10 additional units in 2011, placed three in the high limit area, and placed the rest on a bank of slant tops. To this day, the games are doing very well.

Just north of the Oklahoma and





Texas border along Interstate 35, WinStar World Casino is the world's fifth largest casino and looks to expand their Super Star Poker® footprint. The property is experience amazing results from these games. General Manager, Wayne McCormick is excited by the response and feedback from his customers.

"Based on numerous requests from our patrons, we converted a number of our IGT bar tops to the IGT Super Star Poker® suite of games in March of this year," said Wayne McCormick, General Manager of WinStar World Casino. "Since that upgrade to the Super Star Poker® games, we have experienced a 59 percent increase in average daily coin-in."

The Bonanza Casino in Reno, Nevada is a locals' joint and relies on good video poker products to keep their bar patrons happy. IGT's Super Star Poker® suite is among the favorites. One of the property's busiest bar top areas was recently upgraded from CRT to new LCD displays.

"Two years ago, we converted our entire front bar from Game King® 13" CRT monitors to modern LCD displays, and installed the Super Star Poker® suite simultaneously," said Ryan Sheltra, General Manager at the Bonanza Casino. "As a result of these two additions, the front bar continues to see an 18% increase in handle each month."

Specifically designed for bars, taverns and high-limit areas, Super Star Poker® provides the broadest variety of games. The suite combines top multi- and single-hand video poker, keno and blackjack games, and includes video reel classics Coyote Moon® and Wolf Run® in

a game package. Super Star Poker® soundly solves the challenge of too few machines with not enough game play options.

Take advantage of this stellar package and increase player loyalty and revenue at your property today. For more information, please contact your IGT Video Poker Product Specialist today.



"Because we linked Super Star Poker® to the Royal Flush progressive, these games are getting hammered at the Round Bar."



CHICAGOLAND'S NEWEST WORLD-CLASS GAMING DESTINATION

Shannon Bloom *Video Poker Product Specialist Midwest and Northeast Regions* ♦ IGT



The countdown is over. Players can now start winning at Chicagoland's newest world-class gaming destination. Rivers Casino opened in Des Plaines, Ill., on Monday, July 18th to a much anticipated opening. The property boasts more than 44,000 square feet of gaming space with 1,050 of the most popular slots, table games, and unparalleled dining and entertainment venues. Within 45 minutes of the opening, the casino was packed with customers curious to get a first look at this exciting new gaming attraction.

Rivers will appeal to both local players and tourists alike with its convenient location only a few minutes from the Chicago O'Hare Airport. In addition to the close proximity to the airport, the casino has arrival and departure flight information available on screens, and the property has also partnered with Go Airport Shuttles to provide regular transportation to and from O'Hare.

The newest Chicago property boasts 40 percent IGT market share, with many of the latest and greatest IGT poker games. The IGT machines range from the MLD® Universal slant, to the G20 V2 cabinet and G23s. Rivers will reward customers with a generous loyalty program, The Rush Rewards Players Club. Players Club members will receive invitations to promotions, special events, priority lines and much more.

Rivers Casino is owned and operated by Midwest Gaming and Entertainment, LLC, which have sister properties in both Pittsburgh and Philadelphia. According to Greg Carlin, Rivers Casino CEO, the casino is expected to be a showplace attraction for the entire Midwest region.





♠ IGT Video Poker

Show Special
Save!

\$7,200

**Buy 4 conversions
and get the 5th one
FREE**

**No daily fee
for
60 DAYS**

Save approx. \$2,700

Minimum value \$4,500

Purchases must be incremental units. Offer valid on orders placed by November 30th, 2011

Check out all the new Video Poker games at

videopokerforcasinos.com/G2E11



To learn more about the IGT Video Poker Show Special, please visit the IGT booth #2241 at G2E or contact your IGT Video Poker Account Manager today.

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BUILD A WHEEL POKER™



BENEFITS AND FEATURES

- AVP® native
- Quarter, 50-cent and dollar denominations
- Player enables up to five hands of poker
- Dealt three-of-a-kind hands or better earns a slice on the digital wheel. When the wheel is full, it spins.
- With a dealt full house or better, all remaining values on the wheel are filled in and a spin is awarded immediately
- Interactive bonuses meant to engage

DEAL DRAW POKER™



BENEFITS AND FEATURES

- 80960 / AVP®
- Quarter, 50-cent and dollar denominations
- Winning hands are paid on the deal and the draw
- Single- or multi-denomination

EXTRA DRAW FRENZY POKER™

BENEFITS AND FEATURES

- AVP®
- Quarter, 50-cent and dollar denominations
- When players are dealt any natural three-of-a-kind at max bet, they can trade-up for more hands of the same three-of-a-kind starting hand and then draw into all the drawn three-of-a-kind hands
 - Different than the original game; since with the extra side bet, player will always have a three-of-a-kind win in extra hands
 - Players can still draw into more four-of-a-kind and Full Houses for additional pays
- Comes in Three Play™, Five Play® and Ten Play game versions, and the amount of extra hands is variable
- In the Extra Draw Frenzy Poker™ Three Play version, players will get their original hands plus extra hands



SPIN FEVER POKER™

BENEFITS AND FEATURES

- AVP® native community video poker
- Quarter, 50-cent and dollar denominations
- When a player draws a flush or better, they win a multiplier for the pointer corresponding to the hand they drew
- Any hand with a five-credit bet plus a three-credit side bet is eligible for the bonus feature
- Digital wheel requires a 40" LCD display



25 PLAY DRAW POKER™
SUPER TIMES PAY® POKER



BENEFITS AND FEATURES

- AVP® native
- Nickel, dime and quarter denominations
- The Super Times Pay® Poker multiplier increases hands from 2X to 10X the standard win when players bet 6 credits per hand
- Guarantees a minimum bet as select by the operator

POWER QUADS POKER™



BENEFITS AND FEATURES

- 80960 / AVP®
- Quarter, 50-cent and dollar denominations
- A 2,000-credit bonus is awarded when player collects 13 possible four-of-a-kinds at max bet
- Players can login to save their progress
- Players add to their collection by getting 4 of a kinds at max bet
- Players can return anytime to continue collecting

ALL-STAR POKER® II

BENEFITS AND FEATURES

- AVP®
- Nickel, dime, 50-cent and dollar denominations
- Includes new popular themes:
- Ultimate X Poker®
- Triple Spin®
- Deal Draw Poker™
- Double Super Times Pay Poker™
- Features five original games from All-Star Poker®
- Extra Draw Frenzy Poker™ is a highly anticipated new hit



ULTIMATE 4 OF A KIND BONUS POKER MULTI-HAND

BENEFITS AND FEATURES

- 80960 / AVP®
- Quarter, 50-cent and dollar denominations
- Any natural four-of-a-kind triggers an exciting bonus round
- Top award of 4,000 credits can be won during the bonus event
- Includes eight popular game families



BLACK JACK® BONUS POKER® (3/5/10/25 PLAY)



BENEFITS AND FEATURES

- AVP®
- Quarter, 50-cent and dollar denominations
- Black Jack® Bonus Poker® payable with a 6-credit bet earning special pays on four-of-a-kind pay categories with Black Jacks



TRIPLE SPIN POKER™ MLD®



BENEFITS AND FEATURES

- AVP® MLD®
- Nickel, dime and quarter denominations
- Features three games on screen with 27 paylines of action
- Configured with 13 of the most popular poker game families
- Targeted to video poker, MultiPLAY and video slot players



TEXAS HOLD'EM HEADS UP POKER™

BENEFITS AND FEATURES

- AVP®
- Dollar, two-dollar, five-dollar and ten-dollar denominations
- Uses an artificial intelligence-trained neural net to create the mathematical model of a 'thinking' opponent for players
- Interacts with players, applies standard rules of the game and makes decisions based on game status
- Designed for novice players who may be intimidated by a live table game
- No rake and no payable
- The Multi-Hit Stud bonus game doubles the action and drives coin-in
- Bonus game is activated with a side-bonus bet and is shown in the digital top box display or inset screen on bar tops



SUPER STAR POKER®

BENEFITS AND FEATURES

- 80960 / AVP®
- Specifically targeted for bar top games; high limit pricing also available
- Features broad variety of poker, keno and slot themes
- Unique site license pricing model based on number of programs installed



GAME KING® 6.4



BENEFITS AND FEATURES

- 80960 / AVP®
- Quarter, 50-cent and dollar optimal denominations
- Includes all games currently in Game King® 6.2 suite plus:
 - Super Shockwave
 - Red Black Double Double Bonus Poker™
 - Fast Fours Poker™
 - Straight Flush Bonus
 - Dice Fever Poker™
 - Atomic Fever Poker™
- Also includes four card keno games:
 - 4-card Cleopatra® Keno
 - 4-card Caveman Keno®
 - 4-card Caveman Plus Keno
 - 4-card Power Keno®

GAME KING® 8.2



BENEFITS AND FEATURES

- AVP®
- Quarter, 50-cent and dollar optimal denominations
- Includes all games currently in Game King® 8.0 suite plus:
 - Super Shockwave
 - Red Black Double Double Bonus Poker™
 - Fast Fours Poker™
 - Straight Flush Bonus
 - Dice Fever Poker™
 - Atomic Fever Poker™
- Also includes:
 - 4-card Cleopatra® Keno
 - 4-card Caveman Keno®
 - 4-card Caveman Plus Keno
 - 4-card Power Keno®
 - Black Rhino®
 - Super 8 Race® (9-reel)
 - Double Bucks®
 - Texas Tea®



ADD A GAME

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- They come back to play again and again
- Hosted by VideoPoker.com so there's minimal work for you

More than **30 casinos** have taken advantage of this free program

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For more information, please contact Greg Brown, greg.brown@videopoker.com 425-820-8235

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