

THE BRIGHT FUTURE OF VIDEO POKER

VIDEO POKER NEWS FOR GAMING PROFESSIONALS • WINTER 2014

InsideStraight™



What will
make you money
in 2014?

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Think your poker players are happy
with the same old game?
Don't bet on it.

Last Call: Move Up Poker promotion!

If you think video poker is a popular game on your floor now, wait until players try their hand at the future of the game when you upgrade your cabinets to AVP® Video Poker from IGT!

We've designed exclusive game technology that not only gives existing players their favorite video poker experiences, but also attracts new crowds of players by advancing the level of play today, tomorrow and far into the future of the game.

Take advantage of these trade-in discounts today. Ask your IGT Account Manager for more exciting details.

Machine Sales	
Machine Order Qty.- Property Specific	Trade-in Promotion Discount
1-10	25%
11-50	28%
51-100	32%
100+	35%

NOTE:

IGT will no longer develop games for non-AVP® cabinets. Parts support will end in 2015. Please contact your IGT Account Manager or video poker specialist to take advantage of this special offer. Must be on your floor by February 28, 2014.

Why AVP®?

John Daley answers
the next big question.

It's the talk of the industry, and John is here to explain why AVP® is the future of Video Poker.

Q: There's been a lot of talk recently about AVP® in general and IGT's Video Poker in particular. What insight can you give us as to what this means?

A: To sum it up, AVP® is the future of our Video Poker. It's faster, it's got more space for games, it's just better overall. We had a really good run with previous platforms, and they've been great, but we're really excited to give operators more performance and reliability than ever before.

Q: But older, classic themes will still be available, right?

A: Absolutely. We want to make our partners' lives easier, not more difficult. We want to provide them with those classic themes and multi-game features that players know and love, but also make sure they can take full advantage of all our future exciting themes and bonuses.

Q: What's one major difference between past platforms and new AVP®?

A: Our new AVP® Video Poker games will be completely compatible with our systems technology. It includes all of the great benefits from the SAS-based systems but adds in the strength of G2S-based systems. This includes sbX®, the game library and the Game Level Player Rating on the new Game King® products. It also lets operators discover specific player data, such as which cards players are holding, how much they're betting, what kinds of hands they're holding and more.

Q: Speaking of players, how will they benefit from AVP®?

A: Players will get all the same great games they love and much more. All new themes will be released on the AVP® platform, and we've got more than 10 multi-hand games coming out soon to keep them happy. We want to keep the traditional graphics and themes but also provide players with a more comfortable and inviting video poker experience. Most importantly, AVP® has been designed to keep players coming back again and again to play the games they've loved yesterday along with the ones they'll love tomorrow.



High Limit Rooms are not off limits to great games

By Sal Lambert, Specialist – Western U.S.

I've learned a lot representing IGT video poker products here in the Western U.S. over the past seven years. I am proud to say that we have multi-hand video poker themes in over 90% of this market which are generating truly impressive revenues for our casino partners. One area that has been much slower to develop – but is doing so very profitably – is High Limit rooms.

One of the concerns that operators have with multi-hand poker games is the jackpot liability. At first glance, this is understandable. After all, a few of our most popular multi-hand poker themes carry very high top awards, and while they are extremely rare, they will eventually hit.

For example, our Super Times Pay® has a top award of \$400,000. Ultimate X® has a \$480,000 top award, followed by Double Super Times Pay Poker™ at \$800,000. As a result, some casinos have decided these games are not an option for their high limit room. However, many are now changing their minds and dealing with the risks simply because the rewards are so exceptionally high. In fact, a large handful of properties are now giving these bad boys of poker a shot in their high limit rooms.

Our friends at Barona Resort and Casino, for example, currently offer over 20 different multi-hand poker games in their high limit room. Here, you can find Spin Poker™, All-Star Poker®, Hundred Play Draw Poker® to name just a few. To assess their appetite for risk, look no further than their offering Ten Play Ultimate X Poker® in a \$5 denomination!

The folks at Viejas also offer over 20 different multi-hand games, including Ultimate Four-of-a-Kind Poker, Multi Strike Poker®, and All Star® Poker. Not only does Viejas offer Super Star Poker® at the high limit bar, but they have these in AVP® uprights as well, along with great pay tables to boot!

In the Palm Desert, we have Agua Caliente, a casino property that hosts a number of different multi-hand games, including the stand-out winner for the last 6 years – Wheel Poker®. When first cut loose, these games drove coin-in for Agua Caliente that was muy caliente!

Pala Resort Casino also has a great mix, including All-Star Poker®, Dream Card® Poker, Super Triple Play Poker and a particularly successful offering of Five Star Poker® configured as a \$1 -\$2 and -\$5. At one time I was told that these games were generating more coin-in than any other game in high limit, including slots.

I hope you're beginning to see that if you have multi-hand games on your floor but are not offering them in high limit because of the jackpot liability, there's a way to option these exceptional performers without getting crushed for the weekend.

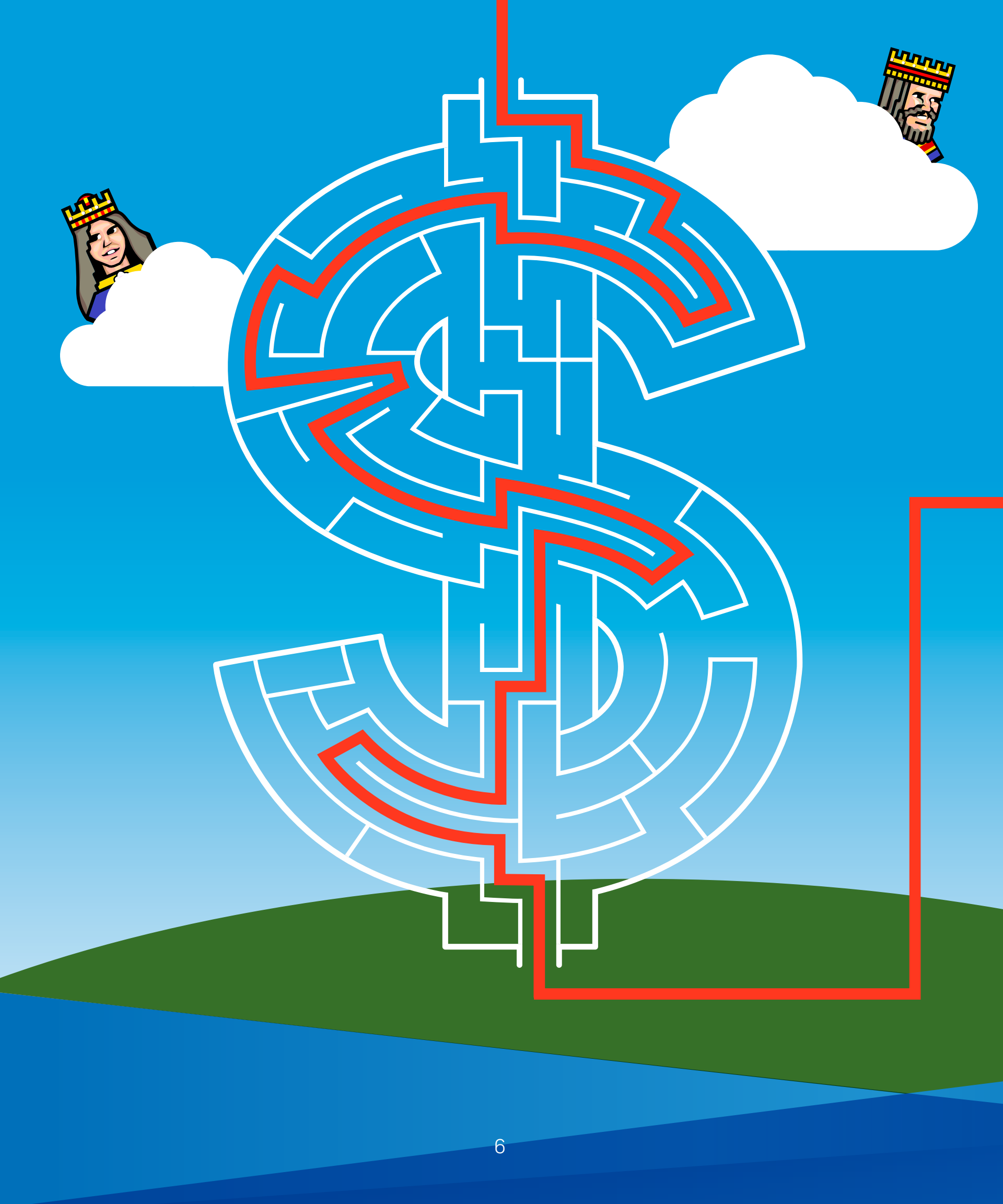
One excellent and manageable option is to install Ultimate X Poker® but only offer it in a Triple Play format. This will limit your top award exposure to 120,000 coins, but still allow your high value players the thrill of this great game.

Another excellent consideration is Five Star Poker®, which is a single-hand poker game that offers features delivered in Ultimate X Poker®, Super Times Pay® Poker, Good Times Pay Poker® and other wildly popular games. One hand at a time, with the thrills players love and yet it tops out at a mere 80,000 coins.

As you can see, it only takes a little common sense and possibly some help from your friends at IGT Video Poker to make the decision to try a multi-hand theme in your high limit room. That said, the question at the end of the day is how high are you willing to fly? Let us help with your flight plan and show how you can make more money today.

To learn more, please email me directly at Sal.Lambert@igt.com or contact your IGT Video Poker Product Specialist.







What will make you money in 2014?

These Video Poker games, that's what.

By Mike Drummond, Specialist – Midwest Region.



As 2013 comes to an end and with the Gaming Show ancient history, 2014's new revenue numbers are fast approaching for you. One question we are starting to hear over and over from operators is, "Which video poker themes do you recommend we spend our money on in the coming year?"

We're glad you asked. Because, between G2E Sales and early floor performance, IGT is in a position to provide you with information to help you maximize your spending budgets.

This year, I can easily recommend three new titles that are each excitingly unique, but nevertheless recognizable. Game play is familiar and all three are currently in the marketplace performing very well. Leading the list is Hyper Bonus Poker®, followed by Crazy Times Pay Poker® and finally, Multi-Streak Poker®. Our confidence in these games is high because all three are built on proven, successful models – those being Super Times Pay®, Ultimate X Poker® and Double Super Times Pay Poker™. These new games utilize multipliers, buy-a-pays and provide consistent entertainment without changing the underlying gambling draw that players crave.

Hyper Bonus Poker® – This is the fastest growing game since Ultimate X Poker® and is already a player-favorite. It is a 5 coin-per-line, buy-a-pay where multipliers ranging from 1X to 12X are awarded to all winning hands. Each hand can qualify for different multipliers spicing up the bonus

round. The game plays a bit like Ultimate X Poker®, but multipliers are awarded on the current hand being played. This means no multipliers are left for the next "future" hands. They are all played off in present game.

Crazy Times Pay Poker® – This is also a 5 coin per-hand, buy-a-pay game. The unique bonus feature in this game is that with each hand dealt, multipliers ranging from 2X to 5X are assigned to specific and constantly changing pay categories in the pay table. Two or more multipliers are assigned to every jackpot pay category from two pair up to Royal Flush. This has the effect of introducing surprise jackpots on simple hands like three-of-a-kind or two pair and also introduces an element of strategy variation if a particular category has a high multiplier but might be more of a long shot. Crazy Times is a fun, fast-paced "gambler's game" that promises crazy returns on your floor.

Multi Streak Poker® – This is perhaps the most volatile and fun game IGT has created in years. It will appeal to everyone who likes Double Double Bonus Poker®, Triple Double Bonus Poker® and Ultimate X Poker®. Multi Streak is a 5 coin, buy-a-pay where players are awarded multipliers for dealt winners starting with a pair of 6's or better. If you get back-to-back dealt winners, you are now on a "streak" and you get awarded more multipliers which grow each time you have a dealt winner. But wait, there's more! Because your multipliers are awarded on future hands, not just the current one. This game has

credit swings that will make your head spin and your players lining up to get in on all the action. It's a full tilt boogie blast that we have no doubt will be a massive hit.

All three of these new, future-forward games are available for you to play right now, for free, on VideoPoker.com so you can not only see how they play, but see what on-line players think of them.

Finally, you can never go wrong with All-Star Poker II™, truly the highest earning video poker game in the industry, if not of all time. This game includes; Triple Play™, Five Play®, Ten Play™, Spin Poker®, Super Times Pay®, Ultimate X Poker® and more. If you don't have this AVP® version on your floor, you are absolutely missing out on player loyalty and revenues. Period!

What a stellar lineup of games for the low denom to mid-range player! Of course, those who are looking for high limit play will also be lining up to experience these exciting new games.

For information on how to set up these games for your floor, or which games will perform best in your location, please contact your local Account Manager and/or your IGT Video Poker Sales Specialist.

All of us at IGT – especially in the Video Poker department – thank you for another successful year and we look forward to working with each of you during 2014.

Optimize your Native AVP® Video Poker for better performance.

By: Nikol Ableman, Specialist – Nevada Territory

The progression of IGT poker games to the AVP® platform has been an exciting yet challenging task. There are two versions of games that are available: 1) Emulated, GE programs and, 2) GI or native programs. The purpose of this article is to help customers install a GI program and guide them as to what NOT to do when activating the theme.

Installing a GE game is easy. When a program is emulated, it is directly duplicated from an Enhanced Game King® 80960 product. This allows everything to be installed via one flash drive and one dongle. The optioning on this machine is similar to an Enhanced Game King® 80960 product with the exception of enabling glass graphics, card sizing and “attract mode” timing. In other words, fast and familiar!

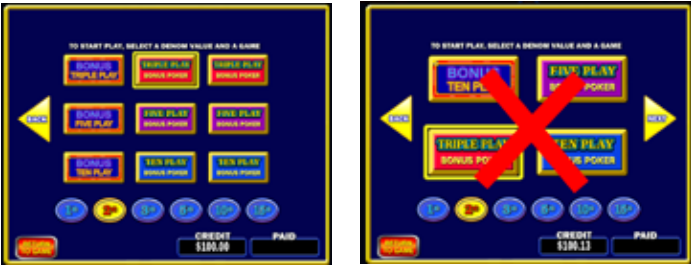
On the other hand, GI programs can require multiple flash drives and Feature Packages, referred to as “FI’s”, which are all in addition to the single dongle. Recently a customer called who had received All-Star Poker® II and said, “I didn’t order 14 games, did I?” He hadn’t, of course. It was 1 game for 1 machine with each individual game to be loaded separately. This alone can be confusing!

FI programs are usually included in conversions. Many customers don’t know what these important programs do so we’ll explain. The FI programs primarily enable the correct glass and tabs for the main menu. Both of these are critical elements to properly setting up a video poker machine. After all, you want to advertise the right games and attract more players, right? Because of this new, extra step, we often find AVP® video poker machines with the wrong settings which can translate into less-than-expected earnings for you, the operator.

Optimizing your AVP® Video Poker games:

When enabling the GI program, the major things to look for and to set up are:

1. If you are installing a Game King® program, make sure the digital glass, when defaulting to the Main Menu, reads “Game King®”.



2. Adjust the timing on main menu from 15 seconds to at least 600 seconds for theme options to better promote games.

3. Make sure you Option up to nine games (on 8.3, this will be 12) to maximize player choices and coin-in. The default only offers four, which might not even be your player’s favorite game choices. A broad selection of themes will capture a wider audience.

4. It is really important to disable the “more games” banner. This feature unintentionally distorts the card’s shape and appearance which has an adverse effect on game play.



Disable this banner.

Make sure the FI’s are installed so all tabs are enabled. For instance on Game King® 8 series, Poker, Keno, BJ and Video Reel, otherwise all the themes run together, are limited and can be confusing for players when they look for their favorite games.

Usually, the percentages and game families are the main focus when setting up your video poker machines. On these AVP® units, you need to take it a step further and ensure the presentation is just as effective, so they are as inviting and revenue-inducing as the older machines.

If you have any additional questions about how to maximize your set up on your AVP® Video Poker machines, contact your Video Poker Specialist or John Daley at John.Daley@igt.com.

Ultimate X Poker® Marks the Spot with Parx

By: Shannon Bloom, Specialist – East Region



Players from New Jersey, Philly and Delaware know Parx Casino® well. As one of the most successful casinos in all of Pennsylvania, Parx Casino® has become a must-experience gaming destination, especially for many video poker players in the region. Using the slogan “Get lucky in no time™,” the popular property features more than 165,000 square feet of gaming including 3,350 slot machines.

Video poker makes up 6% of the total floor and earns the Parx Casino® 11% of its coin-in revenue daily. Parx players especially love the themes Ultimate X Poker® and All Star Poker®. Action Poker themes earn more than half of the overall video poker coin-in.

Testimonial

“With consistent numbers like 2X and 3X house average, you can’t go wrong with games like All Star Poker® and Ultimate X Poker®. IGT makes it a no-brainer when it comes to putting their product on my casino floor. The guests all love the experience and the coin-in shows it. These games are doing 4X house average.”

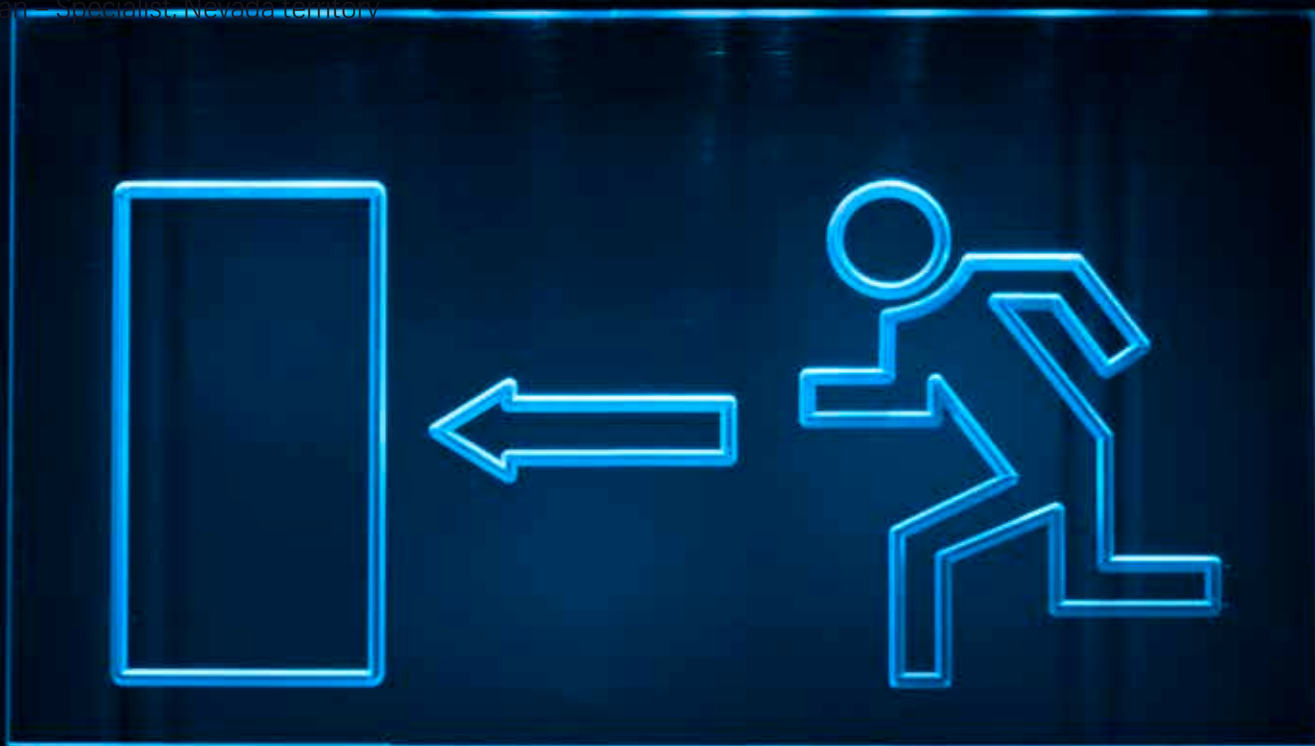
Judd Boyer
Director of Slot Operations, Parx Casino®

Keep “Moochers” off your high-earning machines

by controlling minimum bets

By: Nikol Ableman, Specialist – Nevada territory

By: Nikol Ableman – Specialist, Nevada territory



Could there be anything more frustrating than seeing a low denom game with high max bet capabilities being monopolized by a player betting a nickel, or worse, a penny or two at a time?

This has been a recurring complaint from operators for years and it's why IGT has strategically designed minimum bet controls on most of our games.

It's true that we have had the Minimum Acceptable Bets option for some time, but we all too often run into games that are not yet taking advantage of this feature. When this happens, there's a strong chance that higher-revenue players cannot get on a game because it's being tied up by a low-wager player.

The process to set up minimum bet controls is fast and easy and ensures that either you'll be happy with minimum-wager players or that they will move on to another machine.



Below is a list of games that include this feature.

AVP® Games with Minimum Bet per Game per Denom:

- Game King® 8.2
- Super Times Pay Poker® 25 Play
- Black Jack® Bonus Poker®
- Multi-Streak Poker®
- Extra Draw Frenzy Poker®
- All Star Poker® II
- Build A Wheel Poker®
- Deal Draw Poker®
- Hyper Bonus Poker®
- Super Times Pay® Poker 50 and 100 Play
- Spin Fever Poker®
- 3-5-10 Play Poker
- Ultimate X Poker®
- Crazy Times Pay Poker®
- Ultimate Aces Poker®
- Stack Em Bonus Poker™
- Tap House Poker™

80960 Games with Machine Wide Minimum Bet:

- Cash Cauldron (CDS)
- Liger Loot®
- Quick Quads Poker® Single Hand
- Super Times Pay® 100 Play
- Cash Cauldron (Class II)
- Movin On Up Poker®
- Quick Quads Poker® 100 Play
- Super Times Pay® 50 Play

80960 Games that Incorporate Machine Wide Minimum bet and Minimum bet per Keno game (only) per denom:

- Game King® 6.3M
- Game King® 6.4M
- Game King® 6.6 ONT
- Keno Draw Poker
- Power Quads Poker™

Make sure your games are available for your best players so you can maximize revenues. Set up Minimum Acceptable Bets today!

Tips and Tricks

IGT makes Video Poker game set up fast and EZ!

By Miranda McPhail



Over time, we’ve received feedback that IGT games are awesome, but the time it takes to set them up, is, well, not so much. Okay, we heard you. Now there’s a fantastic time-saving solution available that will save you dozens, if not hundreds of labor hours and eliminate the chance of making any mistakes. It’s called—oddly enough—EZ Setup! We estimate the process to setup a bundled poker theme has now been reduced from approximately 3 hours per machine to 5 minutes per machine by using EZ Setup. Obviously, that’s a huge difference for anyone with limited available labor hours and too much to do. In other words, everyone!

EZ Setup allows you to store and load predetermined game sets of configuration data into your IGT video poker games. The game sets can include data for one or more game programs, as well as one or more pay tables used by a game program. This way, different set-ups by game family and denomination are all pre-loaded and configured for you on the fly—all at once, instead of one-at-a-time.

The different setup options offered cover three predefined game sets, with basic configuration items assigned for the games in the game set. Predefined game sets are classified by relative payback percentages: high, intermediate and low. Denominations are also assigned within these game sets.

As an example, we will look at different game themes within Game King® 8.2 and their predefined game sets:

Keno				
Four Card Cleopatra Keno GAME014-001MF8-Dxx	Pay table for Game Set / Payback			Denomination(s)
	Low	Intermediate	High	
Four Card Cleopatra Keno	88AN 88.58%	90BJ 90.28%	92AQ 92.16%	0.10, 0.25

Slots				
Black Rhino GAME014-001JA1-Dxx	Pay table for Game Set / Payback			Denomination(s)
	Low	Intermediate	High	
Black Rhino	AVV023361 87.51%	AVV023360 90.02%	AVV023359 92.50%	0.05, 0.25

By selecting one of the three choices, the machine will now be setup with its payback percentage, denomination and a range of other configurations supported by the EZ Setup tool. You can also create sliding pay tables associated with denominations of your choice in your own custom setup configuration file.

EZ Setup is currently available with Game King® 8.2, All-Star Poker® II and 3/5/10 Play. It will be implemented in all new game themes going forward.

With the ease and simplicity of EZ Setup, you’ll find that multiple configurations can be managed quickly, with greater accuracy and leave you with hours to devote to other projects.

Documentation is available on each game theme and an EZ Setup how-to guide is available. If you would like additional information, please email me directly at Miranda.McPhail@IGT.com or contact your IGT Video Poker Product Specialist.

Poker				
AVP® Poker 1.1 GAME014-001IR1-Dxx	Pay table for Game Set / Payback			Denomination(s)
	Low	Intermediate	High	
Double Double Bonus Poker	P1013A 96.79%	P1012A 97.87%	P1011A 98.98%	0.25, 0.50, 1.00

Notes

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Engage your players anytime, anywhere

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