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INSIDE Straight

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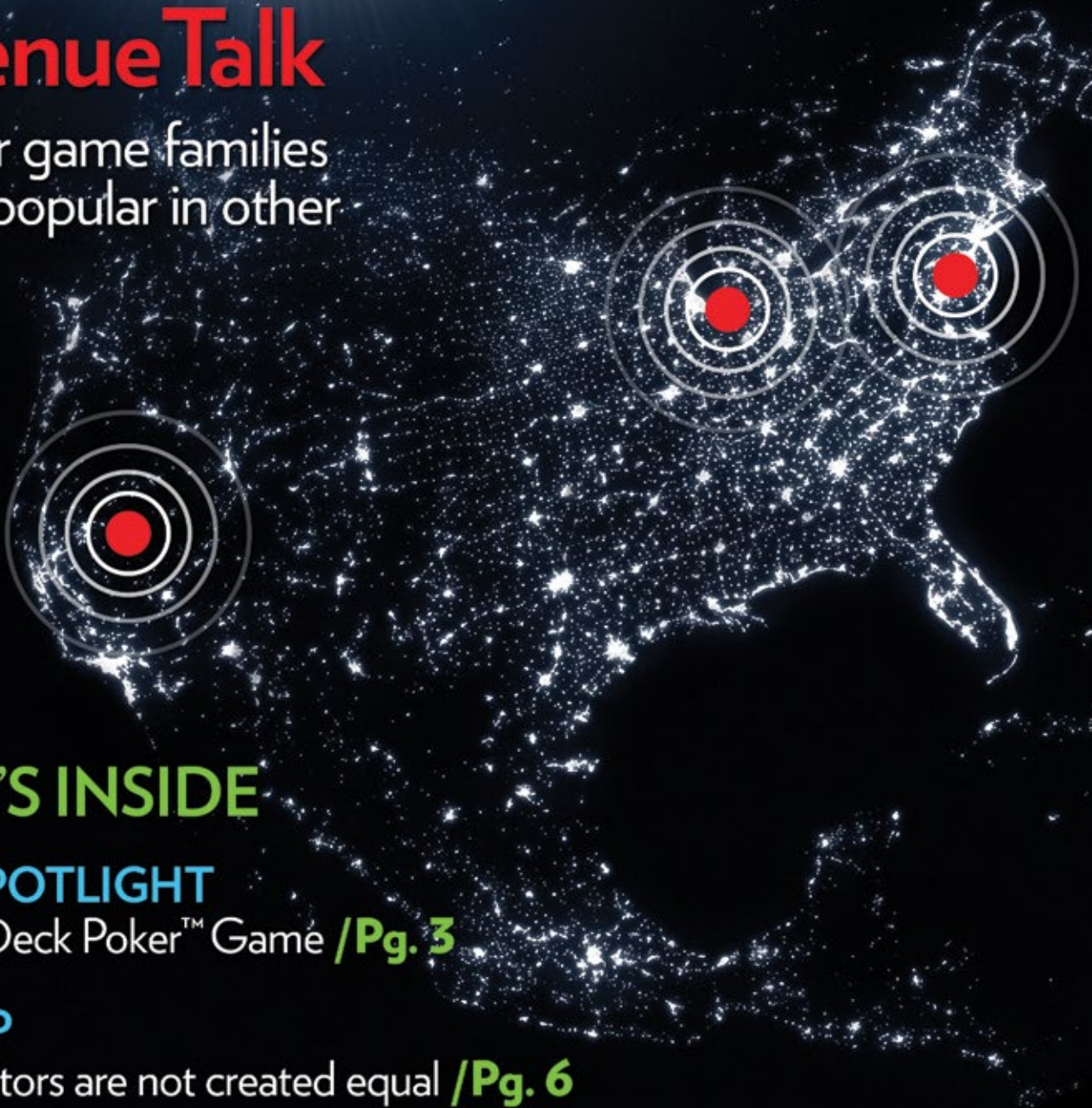
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GAME
SPOTLIGHT

By Nikol Abelman

The Stack the Deck Poker™ Game

The Stack the Deck Poker™ game is one of our favorite new games this year. It is a simple game designed to appeal to what players love most – four-of-a-kinds.

In this game, after dealing a three-of-a-kind, the game pauses and makes a visual showing of adding five additional cards to the deck of the card needed to complete the quad. This means there will be up to six copies of that fourth ace – or whatever rank is needed for the win.

This adds great excitement and anticipation to the draw, while increasing the chances of getting the hands your players want.

When four-to-the-royal is dealt, the same process occurs, and it replicates five cards of the missing card needed to nail that royal flush. Player’s hearts start pumping when they need to draw a single fifth card to complete the royal. So just imagine the excitement when they realize they have six chances of filling it in, instead of only one...for the exact same payout!

There are a couple of other great features to this game too, including two new mini-jackpot categories. The first is a five-of-a-kind, which typically pays at least twice what the base four-of-a-kind pays, sometimes even more. The other new jackpot category is called a baby royal, which is a suited 9-K and can be hit at any time. This “almost royal flush” hand pays a handsome 2,000 credits when hit at max bet, giving players a worthy consolation prize for getting so close!

The Stack the Deck feature and the new jackpot categories only cost 2 additional coins per hand. The feature occurs every 38 hands on average, giving players plenty of action for their money.

The Stack the Deck Poker™ game is an easy to understand, fun game that delivers excitement and builds anticipation as the opportunities for more quads and more royals build. It increases the hit frequency of the jackpots players like to chase, rather than employing payout-based bonus features like multipliers. This makes it a truly unique play experience and is sure to become a player favorite very quickly.

Play it for yourself today at VideoPoker.com and contact your Video Poker Specialist to order it right away!



Hi and welcome to the Summer edition of Inside Straight.

School’s out and we hope you’ve got some fun summer plans in store.

We’re busy working on new games and new ways for you to increase revenues with our video poker products and in this issue, we are sharing information with you that we hope helps you do just that.

This includes some information about the popularity of games around the country which we hope you’ll find interesting. We’ve also got some tips to optimize game performance.

Something we feel very strongly about is trying to learn more about your business and player’s habits, so we can better serve you. We invite you to please participate in a survey where you can win some great swag in exchange for helping us better understand your customers and their needs.

Finally, how about the Vegas Golden Knights? Those of us from Vegas are so proud and who would’ve ever thought the desert could spawn such an amazing hockey team? Seeing a game “live” is a “must” when next season rolls around.

Your business matters to us. If you have any suggestions for topics that would be useful for you in making the most out of your video poker or keno products, please let us know by contacting your Video Poker Product Specialists or emailing us at igt.video_poker@igt.com.

Sincerely, IGT Video Poker Team



Nikol



Shannon



Mike



Sal

Revenue Talk

Consider game families that are popular in other regions



With 45 game families on the latest Game King® game release, the difficult job in setting up games sometimes comes in the selection of game families. Across the country we see the top 7 games consistently leading the charge, including:

- Double Double Bonus Poker®
- Double Bonus Poker®
- Jacks or Better Poker
- Deuces Wild Poker
- Bonus Poker®
- Bonus Poker Deluxe
- Triple Double Bonus Poker®



In addition to the above games, perhaps there is opportunity for more variety by including some of the popular regional games. Regional games are those that have a strong foothold in certain markets but aren't consistently optioned or played across the country. Sometimes it is a subtle difference to another family, other times it is a complete shift in play strategy that players have grown to love. A few key examples of games to consider based on their popularity across the country, including Canada:



Pick-A-Pair Poker®

This game family used to be reserved to the Detroit Metro area but has grown in popularity in recent years. Now available across many of the midwestern states, New York state and eastern Canada, the Pick-A-Pair Poker® game offers a simple, straight-forward strategy while still offering fast paced fun. With the Game King® 8.3 game came the addition of two extra game families, the new Pick-A-Pair Double Double Bonus Poker™ game and the Pick-A-Pair Deuces Wild Poker™ game.

The Pick-A-Pair Poker® game displays four cards to the player. The two cards dealt on the left begin the final hand while two stacks of three cards each (one face up, two down) are dealt to the right. The player then picks which of the two card stacks on the right will complete the final hand. The last two cards of the hand are revealed after the third card stack is selected.

I highly recommend this game for new emerging markets, or markets that have many inexperienced video poker players.



Deuces Wild Bonus Poker®

This game family is consistently a top earner in the Nevada market, but sees little play outside of the state. Available since the 4 series Game King® game, the Deuces Wild Bonus Poker game had a slow start – as many new families do – but over time, has grown to be more popular than the original Deuces Wild Poker game in the Silver State.

The Deuces Wild Bonus Poker® game sweetens the proverbial pot to its predecessor. This game pays a higher amount on five-of-a-kind awards along with a nice four deuces bonus if the fifth card is an ace kicker. Bigger pays and additional bonus awards are gained in large part due to the straight flush paying even money in the Deuces Wild Bonus Poker® game instead of 2 for 1 as it does on straight the Deuces Wild Poker game. That appears to be a tradeoff many Deuces Wild Poker game players are happy to make once they realize the opportunity the Deuces Wild Bonus Poker® game gives them for bigger pays on the top end.



Joker Poker®

No article on regional games can be written without mentioning the perennial favorite in Atlantic City, the Joker Poker® game. Anyone that has worked or traveled to AC knows the dominance of this family in the city. From standalone and city-wide linked progressives, the Joker Poker® game has a huge audience. Although this game has fallen in popularity in recent years to the likes of Double Double Bonus Poker® and Triple Double Bonus Poker® games, the

Joker Poker® game will always be synonymous with AC.

The Joker Poker® game differs from other game families mainly because it is played with a 53-card deck. As you can guess, the additional card is a joker which acts as a “wild” card.

If you are looking to tweak your current Game King® game setup, I recommend you always option the top games, but why not also try and sprinkle a few new games to the mix? Enabling some of the regional games mentioned above or some of the newest games available in the Game King® 8.3 game can make for an entertaining mix in your poker offering. Please feel free to reach out to your Video Poker Specialist for recommendations on setups, including market trends and new available game families.

TECH TIP

By Shannon Bloom

G20 Monitors Are Not Created Equal



Maximize your revenue with the correct bar top set up

In most markets, bar top play has soared in recent years. Much of the success is due to games like the Super Star Poker® game, combined with the fun social aspect of bar top play. With that said, it is more important than ever to make sure your bar top games are not only optioned optimally, but are also functionally setup for success.

In terms of a bar top setup, the numbers have shown that broad appeal is best. In addition to video poker games, be sure to include slots, black-jack, and keno. This way, every patron sitting down at the bar should have a game they like to play.

An even bigger factor than the having the optimal game mix has been monitor selection. Incorrect monitor selection can make the games virtually unplayable. Recently I was traveling in the Midwest and noticed that many bars had the wrong monitor installed. The problem was

that G20 upright monitors were installed instead of G20 bar top monitors. Although the G20 up-rights and G20 bar tops both have a 20" monitor, the viewing angles of each of these monitors are vastly different – they aren't designed to be interchangeable.

How do you determine if you have the correct monitor? This is easier to figure out than you might think. If you are standing behind the chair and the monitor isn't legible and has an odd gleam to it, you likely have an upright monitor installed. To confirm, look down at the monitor from directly overhead. If the screen is clear, it's likely an upright monitor and should be replaced. Your customers will appreciate it!

If you need further clarification or assistance with ordering monitors, please ask your Video Poker Specialist.

YOUR INPUT PLEASE

We are always interested in how our video poker games are used in the field and what we can do to make them more popular for your customers.

Please answer a few questions by visiting the Web page below. There are only 7 questions, and most are multiple choice, so it should only take you a few minutes.

As a way of showing our appreciation, the first 100 people who complete the survey will receive this cool Bluetooth® speaker.

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