

SUMMER 2019

INSIDE Straight

VIDEO POKER NEWS FOR CASINO PROFESSIONALS



Unlock the Value of Our Video Poker Team

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IGT Video Poker Sales Specialists

Nikol Abelman
Video Poker Sales Manager
Nevada Region
nikol.abelman@igt.com
(702) 498-6933

Shannon Bloom
Senior Sales Product Specialist
Midwest & Northwest Regions
shannon.bloom@igt.com
(702) 808-9547

Mike Drummond
Senior Sales Product Specialist
Southeast Region
michael.drummond@igt.com
(314) 606-1018

Sal Lambert
Senior Sales Product Specialist
Western Region
sal.lambert@igt.com
(951) 837-6225

Editorial Team

Brad Fredella
Editor
Senior Product Manager, Video Poker and Keno
brad.fredella@igt.com

Mike Fields
Lead Writer
EVP, VideoPoker.com
mike.fields@actiongaming.com

Mike Inks
Art Director, MLI Design
mike@mli.design

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IGT
6355 South Buffalo Drive
Las Vegas, NV 89113-2133
702-669-7777
Poker Hotline: 702-896-8201
www.IGT.com



Action Gaming / VideoPoker.com
5220 Haven Street, Hangar 7
Las Vegas, NV 89119
702-737-7005
www.VideoPoker.com



Dear video poker professional,

Welcome to the summer edition of The Inside Straight. Hopefully, your year is off to a good start.

In this issue, we're offering up some ideas we think will help you with your video poker game promotions, as well as some tips on how to enhance some pay table set ups. In addition, we've provided an inside look at what makes IGT's video poker team tick, which you should find quite interesting.

And don't forget all the new games (and the old ones) can be played for free at VideoPoker.com — where you'll find many of your players playing too!

If you have questions or comments, please don't be shy; reach out to us and let us help you.

Sincerely,
The IGT Video Poker Team

TEAM SPOTLIGHT By Mike Fields

Our People Make the Difference



IGT's video poker products have been a reliable and vital part of casino floors throughout North America for more than two decades. In a competitive marketplace, this accomplishment is quite unusual, if not remarkable.

With many casino games lasting just a few weeks before removals, sales reps coming and going like free agents in sport, and platforms and operating systems changing every few years, sometimes the only constant is change. We're proud that we're different.

A key element that makes us different is that we have a dedicated group of extremely savvy subject matter experts and a product development team focusing solely on video poker and keno products -- and how those products can make your business more profitable. As the marketplace has changed over the years, we've maintained some incredible consistency and continuity within the video poker team.

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TEAM
SPOTLIGHT
By Mike Fields

The IGT Video Poker Specialist Team



Nikol Abelman, IGT's Video Poker Specialist for Nevada and Video Poker Sales Manager for North America, recently celebrated her 20th anniversary working with IGT. She has been an integral part of the foundation of IGT's video poker business from the early days working in compliance and submitting the very first version of the Triple Play Poker™ game. Unbeknownst to her, she was starting on a path that would change gaming as we knew it. Nikol has been the heart and soul of the video poker department for all these years, yet her passion for the business is as strong today as it was then.



Sal Lambert



Michael Drummond



Shannon Bloom

Nikol isn't the only veteran in our video poker ranks. **Sal Lambert**, who has a similar role for California and several western states, has been with IGT for 25 years, starting in casino services, then transitioning to video poker 15 years ago. Nobody knows more about brain boxes, FI's, and the guts of a machine than Sal and how to make the most of every machine on your floor.

His peer **Michael Drummond**, who primarily looks after the Midwest and the cruise lines markets, has 18 years expertise in this product line. He witnessed the growth of the Midwest market first-hand and has learned and applied so much about what works and what doesn't. Mike has had to introduce video poker to brand new markets over the years and has done a great job.

Our so called "rookie" of the group, **Shannon Bloom**, has an impressive 14 years of history and knowledge to bring to her customers. She looks after the Northeast and Midwest markets including the evolving, mature market of Atlantic City, and the booming markets of Michigan, Maryland, and Massachusetts. Shannon really knows which game families, which themes, and what pay tables work throughout her areas. Her attention to detail is incredibly valuable to everyone, internally and externally.

Together, this group offers nearly 7 decades of history and hard-earned experience in casino openings, floor upgrades, and game installations. They've tackled hundreds of different game themes and set-ups, worked through more than a dozen gaming platforms...and the list goes on and on. What this really adds

up to is a dedicated team with the experience, expertise, and consistency – that's vital to helping our casino customers tackle any situation relating to video poker, keno, or slots.

In their roles as Video Poker Specialists, they have lots more to do for you than just present new games. Here's the type of free consulting services you can expect:

1. Comprehensive floor review and analysis
2. Top award liability checks
3. Customized game set-ups and recommendations
4. Knowledge of unique market nuances and national trends
5. Marketing support and online playable games for customers and or employees

If you're not utilizing this expertise to optimize your revenues, contact your Video Poker Specialist today.

TEAM
SPOTLIGHT
By Mike Fields

The IGT Video Poker Development Team



From a product development perspective, most of you know that coming up with new videopoker and keno game themes can be a bit tricky. Players know what they like. And they don't like change! Our people understand this better than anyone. The breadth and depth of our game development team allows us to bring successful new themes to market with the player and operator in mind every step of the way.

As with our Video Poker Specialists, we have similar tenure in our

development team. For example, Ron Papson, our Manager of Video Poker Development, cut his teeth on PE Plusses and 89060's. From EPROMs, to discs, to dongles, he's dealt with it all. His steady, mature hand guides our engineering group with the benefit of experience and a considerable slice of good humor.

Mark Bansemer, Distinguished Game Producer, has 27 years with IGT and is an avid player of video poker

games. He's a volatility lover and prefers the Hundred Play Poker® game and the Ultimate X Poker® game. His passion is extraordinary.

Equally passionate is our energetic video poker Producer Brad Brown, who has been challenging the team to be more creative for the past 15 years. We could go on and on, but you get the message – our development has been around long enough to have seen a thing or two.

Unlock the value of our dedicated team

In a time where so many things are changing, investing in IGT's video poker products is one of the safest bets you can make. We build upon proven brands, products, platforms, and our people – consistently making players happy and operators profitable.

If you want to ensure you're making the most of your video poker and keno products, please reach out to your Video Poker Specialist directly to take advantage of their vast knowledge and market-tested experience. They can always assist with the various market nuances that impact your video poker and keno offerings.

TECH TIP
By Brad Fredella

Avoid Mixing the Bonus Poker® Game Pay Tables

The Bonus Poker® game is one of the few poker titles offering bonus pays for certain four of a kind (FOK) hands without giving up the 2 for 1 pay on two pair. What many don't realize is there are actually two different versions of the Bonus Poker® game offered on most IGT game programs, which can confuse players when mixed.

The original Bonus Poker® games used the four "P1000" pay tables (See Sample 1). Each of them has the same FOK pay-back schedule where Aces pay 80 for 1, 2-3-4's pay 40 for 1 and 5s through Ks pay the typical 25 for 1. There is one setting – P1005A – which players dislike because it doesn't pay 2 for 1 on two pair like the others. If you avoid that one oddball, the P1000 series pay tables are typically the most popular among players and operators alike.

- P1002A – 98.01% (FH pays 7 for 1)
- P1003A – 99.17% (FH pays 8 for 1)
- P1004A – 96.87% (FH pays 6 for 1)
- P1005A – 94.18% *This is the only Bonus Poker® game setting which pays 1 for 1 on two pair, making it universally unpopular with players.*

The five series Game King® game introduced four new Bonus Poker® pay tables to give operators more flexibility. On these new "1490" series pay tables (see Sample 2), all FOK hands pay either

30 for 1 or 35 for 1 instead of using a tiered FOK setup like the P1000 series pay tables.

- P1493A – 99.66% – Pays 35 for 1 on FOK, 8 for 1 on FH
- P1494A – 98.48% – Pays 30 for 1 on FOK, 8 for 1 on FH
- P1495A – 97.36% – Pays 35 for 1 on FOK, 6 for 1 on FH
- P1496A – 96.18% – Pays 30 for 1 on FOK, 6 for 1 on FH

What this means for operators is several choices of the Bonus Poker® game offerings, however, drastically different FOK pays make mixing the P1000 pay tables with P1490 pay tables highly inadvisable.

The P1000 pay tables can be mixed and matched with one another freely between denoms since they all offer the same FOK pays. You just need to avoid the unpopular P1005A setting unless it's being used at a low denom where you want to discourage play.

If you prefer to use the P1490 series, you also need to decide if you want the FH pay to differ between settings/denoms or if you want the FOK pay to differ, since they can be implemented either way.

No matter which way you choose to go, as long as you don't offer a P1000 pay at one denom and a P1490 pay at another, your players are sure to appreciate the consistency of your Bonus Poker® game offering. You probably won't hear about it when they're set up properly, but if you mix the P1000 and P1490 pays with one another, you almost certainly will!

Sample 1

ROYAL FLUSH.....	250	500	750	1000	4000
STRAIGHT FLUSH.....	50	100	150	200	250
4 ACES.....	80	160	240	320	400
4 2S, 3S, 4S.....	40	80	120	160	200
4 5S THRU KINGS.....	25	50	75	100	125
FULL HOUSE.....	6	12	18	24	30
FLUSH.....	5	10	15	20	25
STRAIGHT.....	4	8	12	16	20
3 OF A KIND.....	3	6	9	12	15
2 PAIR.....	2	4	6	8	10
JACKS OR BETTER.....	1	2	3	4	5



Sample 2

ROYAL FLUSH.....	250	500	750	1000	4000
STRAIGHT FLUSH.....	50	100	150	200	250
4 OF A KIND.....	30	60	90	120	150
FULL HOUSE.....	6	12	18	24	30
FLUSH.....	5	10	15	20	25
STRAIGHT.....	4	8	12	16	20
3 OF A KIND.....	3	6	9	12	15
2 PAIR.....	2	4	6	8	10
JACKS OR BETTER.....	1	2	3	4	5

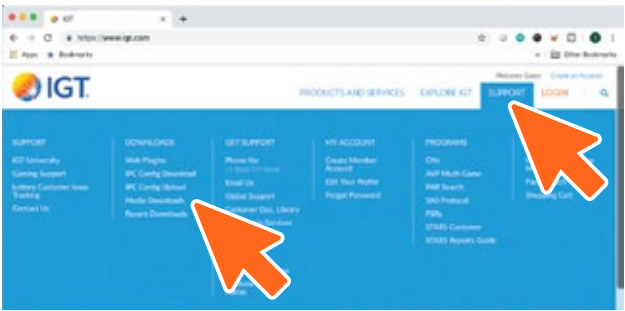


REVENUE TALK

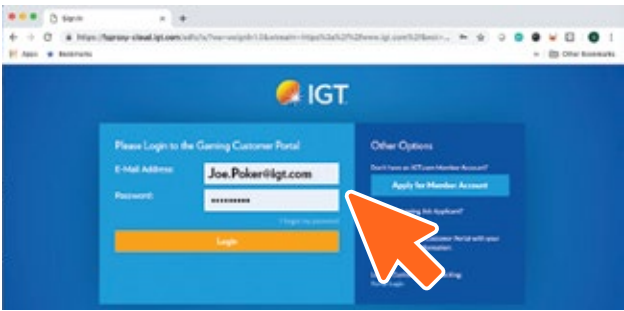
Getting Access to Marketing Materials is as Easy as 1, 2, 3!

Marketing and advertising is the best way to draw attention to new video poker and keno content on your floor. Fortunately, the IGT Website provides easy access to logos, Web banners, print-ready signage, and other materials you can use to build excitement around your new games

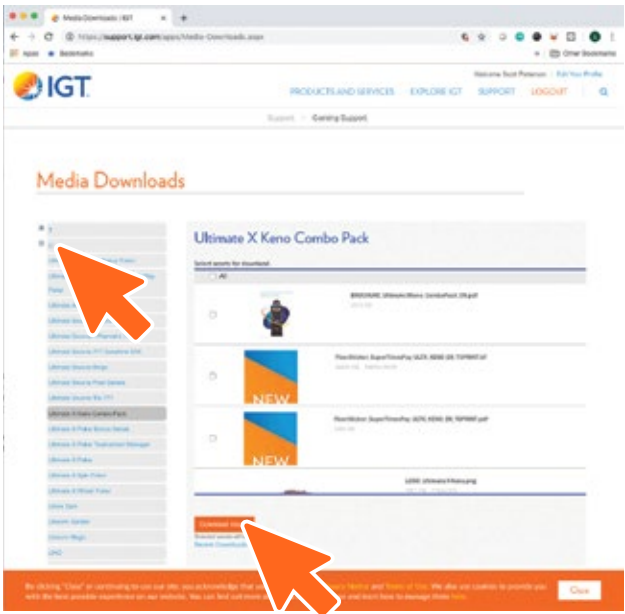
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For more information or to place an order, contact your Video Poker Specialist today.