

TODAY'S EVENTS

☐ Sky Sports presenter on OpenBet stand

SKY Sports presenter Alex Hammond will today host the screening of the OpenBet Virtual Charity Derby* in aid of Great Ormond Street Hospitals Raising the Stakes initiative.

Delegates are invited to meet Hammond with OpenBet CEO David Loveday and the team on stand number 5165 from 3pm today, where she will be giving tips on the virtual runners and riders. Guests will be encouraged to place charity bets at the OpenBet Tote and take their place at the virtual trackside for the 3.30pm Raising the Stakes race and 4pm OpenBet Handicap.

The two virtual races will be shown on 120ins screens with commentary by Peter Hood. The punters who select the horses first past the post will be entered into a top hat draw to win six Ascot Premier Admission tickets and a bottle of champagne. The virtual racing will be created using OpenBetPromote, the new betting promotion display software from OpenBet Retail and the virtual content is supplied by Inspired Gaming.

OpenBetPromote, the new betting promotion display software from OpenBet Retail will be showcased at the event.

* Terms and Conditions apply



NEWS

☐ New Jersey dominates

THE impending regulation of online gambling in the US state of New Jersey is set to dominate proceedings when Joe Brennan, chairman of iMEGA, and Bill Pascrell, partner at the Princeton Public Affairs Group, take to the stage today for a question and answer session at ICE Totally Gaming.

The two men have been vocal supporters (and lobbyists on behalf) of New Jersey's Intra-State Internet Gambling Bill that now sits on the desk of New Jersey Governor Chris Christie. The bill will be signed into law or vetoed within the permitted 45-day period from its approval from the NJ Senate.

ICE opens its doors to the world of gaming

WITH more than 400 exhibitors drawn from the international betting, bingo, casino, lottery, mobile, online and street gaming sectors occupying around 20,000sq.m of floor space, visitors making the journey to ICE 2011 do so safe in the knowledge that they will be witness to the most comprehensive display of gaming products ever housed under one roof.

On the show floor a record 54 countries - more than double the 26 at November's Global Gaming Expo - are represented by exhibitors, an amazing fact which goes way beyond just exhibition statistics. In real business terms it means that whatever is taking place anywhere in the entire world of gaming is being demonstrated by exhibitors at ICE. The very clear message is 'come to ICE and see the world of gaming'.

With an unrivalled track record of drawing international buyers to London - over the last decade the show has attracted 180,000 visitors from a total of 180 visitor territories - Kate Chambers, show director responsible for ICE, is confident that the entire global industry will be represented at Earls Court.

She said: "Despite the recession, ICE 2010 succeeded in maintaining attendance levels at above 90 per cent of the preceding year's record-breaking tally of 20,707. Furthermore, the number of sovereign territories represented in 2010 held firm at 123 and exhibitor feedback confirmed the quality of buyers remained constant. Our level of pre-registration has been very strong and we have been working hard to convert these into physical attendees."

The roll call of gaming dignitaries attending ICE reflects the high esteem with which the show is regarded. The inaugural ICE CEO Debate, organised in conjunction with the International Association of Gaming Advisors,



features thought leaders including Richard Haddrill, CEO of Bally Technologies, Patti Hart, CEO of IGT, Jim Ryan, CEO of Party Gaming, and Constantinos Antonopoulos, CEO of Intralot.

Clarion has also put together a seven-strong programme of ICE conferences dealing with really important issues such as how casinos can take advantage of mobile gaming and use social media to engage with a younger audience and retain customers.

The third annual International Casino Conference, in partnership with the European Casino Association, was also part of the programme. The ICC, which took place yesterday, examined how operators can marry land-based and online gaming using Casino Gran Madrid as a case study, as well as strategies to increase customer spend in the ongoing economic downturn.

Kate Chambers believes that the beauty of exhibitions lies in their ability to surprise and throw up the unusual. She explained: "What

visitors really value about ICE is that trends start at the show. Every single break-through product that's impacted the industry has been shown at ICE and it's a certainty that the hit product of 2011 will be found somewhere on this show floor: exactly where and by whom is another matter entirely!

"Our approach has always been and will always be to work with the market to build and create events that will make a telling contribution to businesses. To this end I would like to thank the European Casino Association, National Casino Industry Forum, eCogra, European Gaming and Betting Association, Association of British Bookmakers, Irish Bookmakers Association, Independent Bookmakers Association, European Sports Security Association, Business In Sport And Leisure and of course our many, many friends in the international gaming media for their fantastic support in helping to make ICE Totally Gaming what it is today."

A reliable platform from Continent 8

TODAY'S business critical gaming environments demand a secure and reliable platform.

With this in mind, Continent 8 Technologies will be highlighting its owned and managed Multi-Protocol Label Switching (MPLS) infrastructure at ICE on stand 5470. This a new product that allows sites with different bandwidth requirements to be connected, creating a scalable, secure and reliable IP Virtual Private Network (VPN).

The Continent 8 Secure Networks service is a simple way to build a scalable and flexible VPN. The service featuring true any-to-any connectivity between Continent 8 data centres has been designed specifically to converge mission-critical applications, storage replication and standard data traffic over a single IP infrastructure. It has also been architected to support converged multimedia services such as

video and voice while facilitating efficient communication with colleagues, partners and suppliers via intranets and extranets.

Key benefits

- A high level of resilience - the MPLS core infrastructure is maintained and managed end-to-end by Continent 8, ensuring high levels of security and reliability. Full back-up capability will re-route vital replication and data traffic in the event of an emergency, the result being a highly resilient platform that is fully prepared for almost any eventuality.
- Any-to-any connectivity - because the Continent 8 Secure Networks service is fundamentally 'connectionless', sites can exchange information without the need to establish fixed links. Continent 8 Secure can therefore help to scale VPNs more easily, in

Continued on page two

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at stand 5470

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Next-gen roulette product

INSPIRED Gaming Group, the server-based gaming specialist, is premiering its next-generation casino electronic roulette product, Multi-Win Roulette 4.0, on the sleek new Sabre slant top cabinet exclusively at ICE on stand 4075.

It is the first electronic casino table game to recreate the full sensory experience of playing at a live table, while providing the comfort of sitting at a private terminal. Multi-Win Roulette 4.0 combines cutting-edge haptic touch technology with unique high definition game graphics and superior Sabre cabinet features. It is also the only electronic roulette product to have a second Player Portal screen for an enhanced gaming experience.

Built to comply with GLI standards, Multi-Win Roulette Sabre is a radical new product that has industry assurance. It will take centre stage on the stand and live demos of its features will be taking place throughout the show.

Lee Gregory, managing director for casino and bingo at Inspired, said: "Inspired remains dedicated to increasing incomes for casino operators around the world with our trusted electronic gaming products and we know from extensive research that our new Multi-Win Roulette 4.0 will be an instant hit with players. Commercially competitive on price and bursting with new features, it's a leap forward in innovation to seek out at the show."



Signs4U hits the jackpot



VISITORS to today's show will be hard-pressed not to notice Dutch signage specialist Signs4U's work. In addition to its own stand, 3412, the Ede-based company is also showcasing its products on the booths of several slot machine manufacturers, including IGT, Atronic, Konami, Magic Dreams and Inspired Gaming. Three new signs will also be on display at Novomatic's stand.

"Besides the new improved line of directional casino signage and attractive LED tower light toppers, we are also demonstrating the endless possibilities of our jackpot multimedia system," said chief executive officer Martin Spies.

Signs4U has teamed up with a leading multimedia provider C-Nario to deliver a solution that combines digital signage with real-time integrated jackpot meters.

"The C-Nario system was the best multimedia system on the market; the only development missing was the interface to the jackpot controllers and together with their software developers we managed to implement this last missing piece," Spies

explained. "Now the system is able to display jackpot data, which is retrieved from various jackpot controllers. This real-time data is fed into the system and converted into graphical, fully configurable jackpot meters."

One of the major advantages of the C-Nario system, he said, is the ability to send the local casino jackpot meters over long distances. This enables the casino to display live jackpots in hotel lobbies, restaurants and bars all over the world.

"With our system, casino operators are now able to maximise the impact of their jackpots combined with commercial messages throughout the entire operation, ensuring customers always get the right message at the right time."

Signs4U is also showcasing its signage solutions for server-based gaming. The company has designed a sign that changes in a split-second to refer to the games being played at that moment. Casino operators no longer have to depend on fixed themed signs any more, enabling them to make full use of downloadable game content.

News in brief

GREENTUBE, a market leader in the development of mobile and online games, is once again exhibiting at the ICEi in London.

Last year Greentube significantly expanded its product portfolio and it is now ready to present a range of new developments. Of particular interest will be those concerning its online casino, including brand new, internationally popular slot machines from the Novomatic portfolio including Dolphin's Pearl deluxe, Book of Ra deluxe, Lucky Lady's Charm deluxe and Reel King.

Moreover, Greentube will present its new mobile gaming product range for the first time ever at a trade fair.

The company is on stand 5420.

BULGARIAN gaming machine manufacturer Casino Technology is launching more than 20 brand new game titles at the show. All feature 3D graphics, multiple jackpots and plenty of bonuses and features.

FOURTEEN companies at the IMA show in Düsseldorf, Germany, last week, received framed commemorative certificates to mark their status as exhibitors at the show for all of its 30 years. It was one of several initiatives by the IMA organisers to mark the anniversary for the exhibition.



Tim Wittenbecher, Managing Director of Bally Wulff Entertainment (right) with the framed certificate and left, fellow Board member Ulli Schmidt

Keno debuts on Atronic stand



A NEW keno product makes its debut on the Atronic booth today, preparation work having been completed by the company just in time for the show.

Multi Chance Keno provides something really different in entertainment, offering multi-chance free games as well as multi tickets. It is also the first game to offer the option of linking the EGMs on the progressive level. The options are non-progressive, standalone progressive or linked progressive.


There are also multiple ways to win and there are some innovative special features or 'scratch tickets' for major prizes. The game offers new 3D technology and sound effects through Atronic's new Oxygen cabinet.



Continued from page one

- order to take advantage of distributed hosting requirements.
- Optimal support for convergence - Continent 8 Secure currently offers a five Classes of Service (CoS) capability, meaning video voice and multiple data applications can be converged over a single platform, ensuring optimal support and differentiation for all mission critical applications. The granularity available with Continent 8 Secure CoS model is vital in allowing the prioritisation of traffic and the tailoring of individual CoS bandwidths to specific needs.
 - Privacy and security - Continent 8's Secure Networks is designed to deliver private networks supporting the secure transfer of information between two or more locations. A dedicated, protected private network guards critical applications from compromises, slowdowns or denial of service.
 - End-to-end SLA and packet delivery - traditional IP Transit services have service level agreements (SLAs) based on network availability. In contrast, Continent 8 Secure provides SLAs based on availability, latency and

- packet loss. These SLAs are enforced on a network-edge to network-edge basis.
- Increased cost-effectiveness - Continent 8 Secure features no fixed connections, meaning there are no usage-based Permanent Virtual Circuit (PVC) charges, and infrastructure costs are shared. The use of the service can reduce the customer investment in VPN termination equipment and hence reduced support and operational expenses.
 - Greater scalability and flexibility - a single VPN built using Continent 8 Secure Networks can support multiple data center locations and also facilitate remote site integration.
 - Use of non-registered, private addresses - Continent 8 Secure facilitates the use of non registered and private address space. This allows for the segmentation of front operations from back end or internal system communications, further enhancing the overall security of the deployed application architecture. See tomorrow's ICE Daily for information about Continent 8's Expanded DDoS Protection. If you are not attending the show tomorrow, please visit stand 5470 for more information.



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A big deal for gaming

GLOBAL Betting and Gaming Consultants chief executive Warwick Bartlett believes that the ICE show is a “big deal.”

“As far as Europe is concerned, ICE is the one show that is the focal point of the year,” he said. “Everybody attends and this year we have taken a stand so our customers can come and see us. As a visitor to the exhibition you arrange to meet people but have difficulty finding them through the crowds. Now they can find us at stand 5582.

“In some respects, ICE is also the barometer of how the industry is faring. The number of visitors, the size of the stands, whether people are buying or just looking are all tell-tale signs of the gambling economy.

“Our index of leading gambling companies tells quite a story this year. The index fell to 66 in 2009 but now stands at 121, showing that recovery is well under way. However, the major growth has come from the Far East. Five of the top 10 companies by market capitalisation are based in Asia. This was not the case just a few years ago.

“The UK had four of the top 10 companies back in 2003, but now it doesn’t even have one in the top 20! Las Vegas Sands is now the largest gambling company in the world by



market cap. Playtech is the largest listed internet gambling company and may soon be overtaken by the Bwin PartyGaming merger in March.

“With some positive signs toward legalisation in the US, I expect ICE will be hosting some of the US land-based casino companies who would want to be active in internet gambling. Under one roof they can visit all the major software suppliers.

“GBGC’s updated Global Gambling Report is available to view on the stand along with a white paper on future global economic trends. The report covers law, statistics, trends and insight into every country in the world where gambling takes place.

Last year we said that 2010 was going to be difficult and it was, but it’s good to see that most companies came through and we look forward to 2011 with the expectation of further economic improvement. Assets acquired last year will seem cheap in the future in our opinion; we are betting on inflation.

“We see further demand for our services and we have taken on more people to cope. That is really good news - hiring during a recession. We must be doing something right!”

Warwick Bartlett will be joining one of the investment panels on Thursday to discuss valuing gambling companies in what is expected to be an interesting and lively debate.

Branded games of importance to IGT

THE recent announcement of the formation of IGT’s Interactive division shows the company’s ongoing dedication to building on its strengths in the online and mobile gaming markets.

With a combined total of 18 years of experience in the online and mobile industry, IGT’s WagerWorks and Million-2-1 groups have been rebranded and merged into a single global division.

The company will be debuting its new online game Star Trek at ICE 2011. Based on J.J. Abrams’ 2009 blockbuster movie, the Star Trek game is a 30 payline slot where players can view video clips from the motion picture and control the iconic transporter room. Oliver Lofthouse, executive director, EMEA, Interactive, commented: “Star Trek is a major release for IGT and has been developed as a key project over many months to ensure strong brand and game alignment that will excite players. Branded games are an important part of our product offering, and Star Trek takes the



genre to another level through its many immersive features and genuine video content from the film.”

Other online and mobile offerings from IGT at the show include the company’s iPhone and iPad games, with popular titles such as Cleopatra and Kitty Glitter. During the show, the free-to-play version of Cleopatra will be available for download from the iPhone app store at no cost.

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20 million push buttons

GAMESMAN, the lead technology supplier to the international gaming industry, has chosen to celebrate the production of its 20 millionth push button at ICE 2011.

The company's success will be celebrated at stand 4272, its biggest ever presence at an international gaming exhibition.

Formed in 1996 Ken Smith, Gamesman has grown from a business of less than 10 employees and an even smaller customer base to its current status which includes a wholly-owned factory employing over 100 staff in Shenzhen, China, and an office in Las Vegas which was opened in the summer of 2010.

Mark Smith, Gamesman's chief executive officer and managing director, said: "It's hard to believe that in 15 years we've progressed from producing a range which comprised just a handful of buttons and some reels from a modest office in Crawley to our current position supplying technology-driven, bespoke gaming solutions with hundreds of different variants to the global industry.

"Along the way there have been many milestones, notably the affectionately named Halo buttons, the LED Disco button, the industry's first snap in casino range and more recently the highly technical LCD dynamic button decks.

"All of our breakthrough products have either been launched or shown at the London show and as such it's totally appropriate for us to celebrate our 20 millionth at ICE."

Novomatic is set to celebrate

Novomatic are following this theme by giving their own show presence an exciting makeover. While the Novomatic booth will retain its traditional place in the Earls Court II hall at booth number 3035 (and will once again be the show's largest exhibitor) its look has been totally upgraded. Visitors will be welcomed in a dynamic atmosphere that will ideally set off the multitude of product innovations that will be displayed.

Those product innovations are certain to be the stars of the show at ICE, with an amazing range of new international games, the latest cabinet innovations and solutions all on display. Apart from the renowned high quality slots and multiplayer product range Novomatic will also present sophisticated Octavian jackpots and systems. One focus of the Novomatic product display will certainly be server-based gaming with video lottery technology, downloadable games and amazing new thrills for the popular Novomatic electronic live games.

Jens Halle, managing director of AGI, set the tone by stating: "Recent events have demonstrated that the industry can put aside inter-company issues and come together to act



in the wider interests of global gaming.

"We at AGI are at full speed ahead to ensure that our customers and business partners will experience the best ever ICE and so act together and assist the business climate to help grow the signs of economic recovery that we have already recognised. Novomatic will be playing a significant part in this process."

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Conference line-up unveiled

ICE has announced the line-up of speakers and topics for its seven-strong programme of premium conferences covering innovations in gaming.

The conference programme runs in tandem with the ICE Totally Gaming exhibition, the most comprehensive and international B2B gaming event on the world stage. Occupying in excess of 20,000sq.m of stand space across both halls at London's Earls Court Exhibition Centre, ICE will feature more than 400 companies active in the online, mobile, betting, bingo, casino, lottery and street gaming sectors.

The programme commenced yesterday, Monday, January 24, with the third International Casino Conference, organised in partnership with the European Casino Association.

Today Tuesday, January 25, the focus switches to Combating Cybercrime, which will deliver cutting-edge solutions for keeping businesses and customers safe. Now in its seventh year, it will again be chaired by Jim Noakes, head of transactional services at Gala Coral and chairman of Gamshield. Key speakers include Oliver Eckel, head of corporate security at bwin Interactive Entertainment, and Angelika Koller, fraud team leader at Sportingbet.

Also on Tuesday is Mobile Gaming, sponsored by Spin3, a conference focused on consumers' ever-increasing usage of mobiles for social media and gaming, making this a must-attend event. Speakers, including Scott Seaborn, head of mobile, Ogilvy, and Mark Maydon, commercial director, Sportingindex, will discuss

key areas in gaming's fastest growing sector from strategy and objectives in going mobile and lessons learned from Mobile Gambling 1.0, to how to attract players and create great mobile gaming experiences. Other important topics include monetising content, understanding mobile marketing and utilising the latest technology.

Payments for Gaming on Wednesday, January 26, showcases the latest innovations and technology available to enhance operators' ability to monetise their players, with a focus on emerging market penetration. Key speakers at this event are Christina Thakor-Rankin, Virgin Games' operations director, and Jim Oakes, acting head of financial crime risk (Europe) at Standard Chartered Bank via Financial Crime Risk Ltd. Monetising Social Games, also taking place on Wednesday, will explain how businesses can integrate the highly successful monetised social games into their product mix, learning from huge successes like King.com and Playfish.

The programme is completed on Thursday, January 27, by CRM and Retention, where the various routes to utilise customer data and player analysis will be discussed, and the seventh conference, Mergers & Acquisitions. M&A in Gaming will examine the future of consolidation in the gaming sector and the macro-economic landscape of the industry. The programme features over a dozen major CEOs and company directors including Nicolas Bacraud, CEO, Mangas Gaming, and Ian Penrose, CEO, Sportech.

Largest WMS launch ever

WMS is debuting its largest ever portfolio of products at the show today.

More than 80 new games are on display at booth 3400, including new titles for its Bluebird xD, Bluebird2 and Helios gaming cabinets.

"The consistent high performance of our video and reel games has been a significant driver of WMS' global market share growth," said Brian Gamache, chairman and CEO. "Our product display at ICE will further demonstrate

that our creativity, local market focus and emphasis on transcendent innovation continue to deliver new products offering the highest level of entertainment for players while driving higher value for operators."

Among the new titles being launched at the show is *The Godfather*, a multi-level progressive that allows players to win their way to higher progressive levels and is available in two unique base themes.

GPT releases low-cost mech

GPT has introduced a new low-cost coin mechanism named Nova Green.

Robert Dunn, VP international sales, said: "We are pleased to announce our show week release of the Nova Green electronic coin mechanism. The NGP-10 signals GPT's move into a wider range of cash handling products with manufacturing partner Phoenix Mecano of Germany. The NGP-10 is a robust and secure 3.5ins mechanism based on the long-established Phoenix IMP10 inductive coin mech.

"With new production and assembly methods, the Nova Green NGP-10 is a high-end electronic coin mech at an astonishing price. It has six coin channels, offers parallel, pulse or cc-talk protocols and can be ordered with the panel mounting front plate at no extra cost.

"We invite any game manufacturer to take the opportunity during ICE show week to trial this first class device at the special price of £45 each by sending in the offer code NG1253 via email to sales@gpt-europe.com or call our main London number as listed at www.gpt.com."

A banner for Continent8 Technologies. On the left is a stylized globe with red dotted lines and dots indicating global connectivity. The text "Insightful, Inspired, Innovative" is centered in white. Below it, a list of locations: "Isle of Man | London | France | Malta | Singapore | Kahnawake". On the right is the Continent8 Technologies logo, featuring a stylized red and white bird-like icon above the text "CONTINENT8 technologies" and the tagline "reliable innovation" below it. The website "www.continent8.com" is at the bottom right.

Japan moves closer to full-scale casinos

JAPAN is edging closer to opening for full-scale casinos and moves within the Japanese Diet (parliament) to create new regulations are being matched by popular support within the country.

An increase in tourism is seen as one of the major benefits of Japanese casinos. A cross-party International Tourism Industry Development Confederation within the Diet has made a proposal to legalise casinos to the national Assembly. A report compiled by a strategy meeting held last year by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) has also raised the potential of resort development as part of a casino introduction.

Some regional governments favour casino proposals, including Tokyo where metropolitan city governor Shintaro Ishiware has gone on record as naming the Ariake reclaimed area as ideal. This is where the Tokyo Big Site trade show and hotels complex is situated. Chiba prefecture governor Kensaku Morita said that there should be a casino in the area adjacent to Narita International Airport. He was supported by Osaka's governor Toru Hashimoto. More support has come from the island of Okinawa



and from the hot spring tourist city of Shizuoka. As recently as December 27/28, 2010, further impetus was given to the casinos proposal by the results of a Micromill investigation which showed a 62 per cent support for casinos from a major survey across Japan. Of this, 75 per cent were males and 50 per cent female. Of the surveyed public, 24 per cent had played approved gambling outlets such as horse racing, cycle racing and pachinko. Another 21 per cent had experienced casinos in other countries and 52 per cent expressed an interest in visiting casinos if legalised. The influential Nikkei Press has highlighted the results of the survey, which showed that the reasons for the approval were 60 per cent economic and of those 44 per cent expressed the view that the benefits would come from

taxation. This, said the *Nikkei Daily*, was much higher than expected and infinitely higher than the 18 per cent who favoured casinos for their entertainment benefits. The actual breakdown of support showed 17 per cent as unconditional, 45 per cent support with some reservations, 31 per cent generally against and seven per cent unconditionally opposed. The reasons given for these decisions were 60 per cent expected economic benefits, 44 per cent an increase in tax income, 24 per cent increase in tourism, 18 per cent increase in entertainment, 16 per cent increase in employment, 14 per cent better for the wealthy to spend and 10 per cent to eradicate illegal gambling. The type of casino preferred percentages were: casino with live entertainment 43 per cent; high-class sophisticated casinos 47 per cent; open to everyone 24 per cent and other three per cent. The reasons for not supporting casinos were: crime and security fears 60 per cent; increase in problem gambling 47 per cent; involvement by organised crime 46 per cent; harmful to minors 23 per cent; problems with social morality five per cent.

Apex using JCM units as default

APEX, the major Austrian manufacturer of AWP machines, now uses JCM money handling equipment as its default supplier.

Company president Johannes Weissengruber is pictured with JCM's Lou Rudolph at the IMA trade show in Düsseldorf with the JCM UBA recycler in one of its new multi-game machines for the German market.

Said Weissengruber: "We now fit JCM automatically to all of our machines. We will of course fit other makes of money processing equipment, if the customer requests it." The Apex 2011 cabinet is taking the recycler, but it is also available for retrofitting to any Apex machine, said Weissengruber. "We have used JCM for two years now, as we sensed that recycling processes would become important to operators. Now we find that every order demands a recycler; they wanted something bigger, faster and with a greater capacity. It is a major factor in our campaign to become a principal player in the German market and other AWP-using countries in Europe."





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IGT to premiere the Hollywood glitz at ICE



IGT will be premiering a number of new slot titles today, bringing a little Hollywood glamour to the trade show floor at stand 3430.

Among the new titles making their ICE debut are Star Wars Droid Hunt, based on the sci-fi classic, the new Dirty Dancing slot featuring

Baby and Johnny – played by Patrick Swayze and Jennifer Grey – from the 80s hit movie and, fresh from its launch at G2E Las Vegas in November, The Dark Knight.

"At ICE 2011, we are excited to show ICE attendees what makes IGT a world leader in gaming," said Craig Churchill, IGT's senior vice president of international sales.

"From the latest in slot floor technology to cutting-edge mobile and online products, IGT is dedicated to providing our international customers with the very best products and end-to-end networked gaming solutions to help them meet their operating objectives and deliver unparalleled player experiences."

Having recently announced the formation of its interactive division, IGT has merged and its WagerWorks and Million-2-1 groups and will be debuting a new online game, Star Trek, today. The company will also be showcasing an array of other iPhone and iPad games, including Cleopatra and Kitty Glitter.

During the show, a free-to-play version of Cleopatra will be available for download from the iPhone app store.

Novomatic signs Impera deal

AHEAD of today's show, Novomatic signed an international licence agreement with fellow Austrian gaming equipment manufacturer, Impera.

Impera has been producing gaming machines for both the casino and AWP markets for more than 20 years. Under the new agreement, Novomatic will supply Impera with games to be made available in the latter's new i-SLOT and Emperor cabinets.

The two cabinets feature a 32ins touchscreen monitor and will be exclusively distributed in Germany by Austrian Gaming Industries' subsidiary Crown Technologies.

First presented at the IMA show in Dusseldorf last week, these new multigame machines will feature eight licensed Novomatic games.



Bally Technologies to introduce new European team at ICE

BALLY Technologies introduces its new-look European team at ICE today.

The company relocated its European headquarters from Barcelona, Spain, to Amsterdam in the Netherlands in 2008, bringing together a more structured and comprehensive sales, service and support infrastructure to better serve its customers.

"Part of that restructuring involves leadership changes," chief operating officer Gavin Isaacs said. "We have brought some experienced professionals with strong backgrounds in gaming, sales and customer support and we are confident that they will continue our commitment to customer partnership."

The company announced several changes to its team in January, including Marco Herrera, who previously served as vice president and managing director of Bally Technologies' MCC casino and slot-management system division in Nice, France.

"Marco is our new vice president and managing director of Bally Europe, Middle East, and Africa," Isaacs explained. "He will oversee games and systems sales, service, and support in these regions, based out of our Amsterdam Europe head office. Marco has been a key Bally management team member since 2006, leading our MCC casino and slot-management system division in Nice."

Leading game sales for Europe and northern Africa is David Barrie, who most recently served as director of Russia with Aristocrat Technologies. Along with managing the local



sales force, he will help lead Bally's expansion in both western and eastern Europe, focusing on increasing product penetration while further establishing the company's presence and leadership in this important gaming market.

On the systems side, Shellie Meagher will focus on system sales and account management in Europe and South Africa. She has a background in both gaming and technology and is focused on building and maintaining strong partnerships with our customers.

"If you look at the investments and the realigning that Bally has done over the past few years in Europe, in conjunction with the level of professionals we have entrusted to lead Bally's growth in this region," Isaacs added, "you have to conclude that Europe is a very important market for Bally."

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Your Games

VEGAS HITS™
With its double wheel, U-Spin™ play mechanic, 16 bonus possibilities, and retro Vegas theme, this game will definitely have players shouting "Viva Las Vegas!"

CASH WIZARD™
Players delve into a visually stunning world of magic and mystery, artfully depicted with dazzling on-screen animations, special effects, and sound. This game captivates players with three base-game bonuses and two mystery bonuses.

PLAYBOY HOT ZONE™
This game features Bally's patented new Hot Zone Play Mechanic, in which a Hot Zone overlay appears on the reels during the base game and free games, and all symbols under the overlay become wild.

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ISMS seeking new sales staff

INTERNATIONAL Slot Machine Sales, which supplies pre-owned slots machines to customers throughout the world, is recruiting new sales staff.

Fresh from a successful showing at November G2E Las Vegas show, ISMS will be kicking off the new year by meeting both new and existing clients at Earls Court.

Having firmly established itself as one of the leading suppliers of gaming equipment over the past few years, the company is now seeking to boost its sales force in key regions.

"We're looking immediately for additional sales staff, predominantly for Europe and Africa," founder and managing director Sam Arnold said.

"We're already very strong in Latin American but we are interested in employing additional people for South America also."

In addition to English, applicants must speak the language of the local country and have previous experience of casino equipment sales.

"We're looking for a number of slot machine sales people with experience of working with a manufacturer or in the field of selling casino equipment in the regions we're looking to recruit," Arnold explained. "We're offering a very exciting salary package."

"Anyone who is potentially interested in a sales position can drop by booth 4280 and speak to Brenda Hughes."

Alberici debuts new AH4 discriminator

ITALIAN payment solutions company Alberici is unveiling its new Hopper Ah4 discriminator at the show.

The Hopper AH4 is a universal size multi-coin discriminator that can be easily used on machines preset for the standard single-coin HopperOne, or any other universal hopper, without requiring any modification or adaptation to the mechanical and wiring structure of the machine.

Also new to the show will be the company's extension reservoirs for Hopper Midi and Hopper Maxi, allowing for expanded capacity of up to 700 and 1,500 coins, respectively.

They are made in solid and light plastic material, and can be easily mounted onto installed hoppers.

An additional new facility is the overflow STP conveyor for the two hoppers, which are useful in those machines where no full load control of hoppers is running. These conveyors prevent the coins from falling beyond the hopper edge and from scattering on the bottom of the machine by routing them into the coinbox below.

Alberici is also introducing new money



changing machines capable of changing banknotes into coins and vice versa. The Hammer CC21 and the Hammer CC13 combine a large storing and payout capacity with efficient recycling functionality.

The company will also be showcasing its new line of illuminated pushbuttons, as well as its range of hoppers and exclusive Smart Pick Systems, a device that grants fast and complete pay-outs, at booth 6120.

Advansys launches new FloorScanner casino system

AFTER years of international success with the company's online system, SlotScanner, Slovenian systems manufacturer Advansys is launching a totally new product for gaming tables.

The company has recognised that there is more than just a requirement for accounting and cage and player rating functionality for live games. Its new table management system, TableScanner, and proven slot management system SlotScanner are seamlessly integrated into one casino management system called FloorScanner.

With a unique database for slots and live games designed by Advansys' experienced development team, accounting and cage functions for the whole casino floor is intuitive and players earn bonus points on both slots and tables. Advansys says its ambitions reach further than just creating a state-of-the-art casino management system. To this end, the company has established a team of highly experienced engineers to establish subsidiary company Spintec for the development of high quality gaming devices.

The first of Spintec's products is a modern and accurately designed automated roulette,

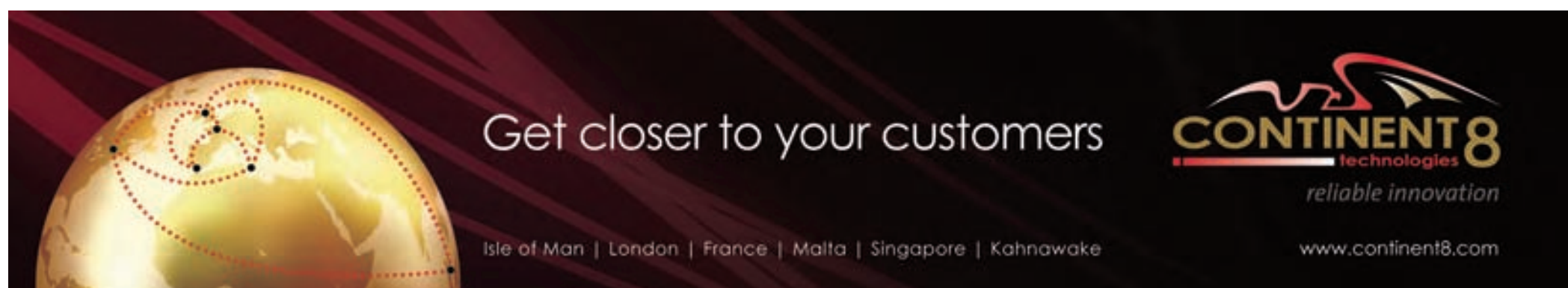


Karma, ergonomically designed for players' comfort and extended playtime. The company is also planning to develop slots.

Ahead of this year's London show, Advansys revealed that it continues to find success in South America, where SlotScanner's Mystery Jackpot modules are installed in more than 30 locations throughout Peru.

In Europe, meanwhile, Advansys is paying special attention to markets where online systems are required by law. This is the case in Croatia, where online systems will become mandatory for both casinos and slot halls in 2011. The company has obtained BMM and SIQ certificates for these markets.

Advansys is presenting its FloorScanner casino management system with all available modules for slots and tables at booth 3370.



Future demonstrates eFloor casino system

SWEDEN'S Future Gaming Europe is demonstrating its eFloor management system on booth 3480, which it shares with DLV.

"Future Gaming's eFloor management system has been designed to be able to answer do the demands of the mid-to-high category casino operator," Dejan Tomic said.

"This primarily means detailed live data acquisition from the slots and from player activity. In order to provide comprehensive reporting, as is the main task of a management system, prompt and accurate meter data and event capturing is of top priority. We handle this with ease."

eFloor's hardware and software incorporates several state-of-the-art solutions to ensure uninterrupted 24/7 operation. The system's many functions include player tracking, bonusing, slot accounting, cashless operation, jackpot systems, events and analysis – all in real time.

"The most important task for systems today is to be able to respond instantly to the events on the floor and to deliver accurate information without any delay, enabling correct and fast management decisions with regards to player



activity, giving the player maximum pleasure for the money they spend," continued Tomic. "This can only be achieved by instant real-time information flow between the machine, player and the management."

"In today's casinos with several hundred machines on the floor, in busy hours, the data

flow requires gigabit networking to be able to handle all events with minimum delay. Quality hardware is readily available but it is the structure of the software that will determine the overall performance and it is here that Future Gaming has put the emphasis in its system development."

Elo showcases full touch range

ELO TouchSystems will be showcasing its range of large-format Interactive Digital Signage touch displays at booth 4252 from today.

Visitors to the Belgian company's stand can experience a host of innovative touch technologies. In addition to the IDS touch displays, which are designed to be used for interactive advertising and visitor guidance in casinos, Elo is presenting its B-series of all-in-one touchcomputers for bingo, countertop sports betting, player management, point-of-sale and point-of-information applications.

The company's 2242L Intellitouch Plus 22ins rear-mount touchmonitor, meanwhile, offers OEMs and design engineers the ability to develop multi-touch applications compatible with Microsoft's Windows 7.



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Amatic launches multiple games

AUSTRIA’S Amatic Industries brought a new multigame machine to the German IMA show in Düsseldorf last week. The Multi Line Xtended, which gives the player a choice of 52 different games, includes 14 totally new ones. This week in London another six new games will be launched, this time for the international version of the new model.

It shows the player the current top five games from the compendium in the software, which may vary of course, from one location to another and to help the operator enhanced ‘info’ features are built in, giving him valuable statistics. The game included a new gamble ladder feature giving up to 15,000 points as a top prize, with one point having the value of one eurocent, it meant that the top prize had a value of €150.

In Germany the machine was on the booth of distributor Bally Wulff Entertainment.



Amatic's Lars Kranebitter and Tatjana Bauer with the new Multi Line Xtended machine

Showing innovation

FOR some, the month of January brings intrepidation and broken resolutions, with the holiday season but a distant memory. For others, it is a time for innovation, planning and opportunity, a new year, a fresh start given the previous difficult few years and continuing economic woes.

I for one relish January and the prospect of attending ICE Totally Gaming, which as a truly global event continues to amaze and invigorate me with the energy and atmosphere of all who participate in the event. The show continues to get bigger and better and in stature every year and that is testament to the organisers in bringing the great and good of the industry under one roof through constant communication with attendees in delivering what they want.

In terms of innovation, the new ICE Daily from *INTERGAMINGi* and *InterGaming* will capture the vibe, immediacy and energy of the attendees at the show. I for one embrace this concept as it provides a rare, touch, feel and tactile relevant snapshot of topics, events, news and gossip that one can refer to during and after the event.

As the newly appointed managing director of eMainstream Marketing, a division of Mainstream Financial based on the Isle of Man, I am committed to sharing the gossip from this year’s show and will be providing some live

Viewpoint

Mark McGuinness, managing director of eMainstream Marketing



radio updates back to the island’s egambling community who can’t attend the event.

So what does the future hold for the industry and eMainstream Marketing? We see further consolidation across the sector to drive further economies of scale and innovation with new distribution models. Not just for the operators, but also on the supply side, such as software vendors and digital egaming specialist advertising and marketing agencies who will need to respond to these newly formed

gambling behemoths in order to fulfil their global ambitions with a global but local network of offices in the markets that these giants wish to operate in.

On the technology front, the industry will need to adapt further to new platforms and distribution models. The next generation of the Apple iPad - given that many analysts are forecasting the demise of the home PC and laptop - needs to remain high on the agenda of every gaming operator. Other areas of note will be the increasing adoption of 3D and internet TV, which is the next wave of technology for television viewing. These TVs have just started appearing on the market with cable and satellite companies scrambling to add channels and shows in 3D. This offers the opportunity for an enriched experience centred around gaming and could be awesome on these televisions.

For eMainstream Marketing, we will continue to offer practical business and marketing advice to the growing number of start-up businesses looking to base themselves in a tier one jurisdiction of the Isle of Man. On the international front, we believe there is a growing opportunity and interest from existing and new clients concerning the eventual opening up of the Canadian and US online gambling markets, given our experience of having worked with regulated businesses over the past few years in those territories.

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1,000,000th Cashflow SC shown

THE 1,000,000th Cashflow SC was the centrepiece on the MEI stand at the IMA show in Düsseldorf last week, suitably attired in a chrome finish and mounted on a plinth. The run of the Cashflow SC has lasted from 2002 to the present time and the unit will continue to be produced for the processing of bills, tickets and bar code reading, said Nathalie Kervaon, marketing and sales co-ordinator for the Swiss-based company.

“Most of those one million units have gone into the casino sector and in retail sales outlets,” said Kervaon. Cashflow SC is now being updated by the SC Advance which will

contain many of the same popular features of the original but with technology which was not available to MEI when Cashflow SC was first introduced nine years ago.

“We will have the new unit available in London,” said Kervaon, “but we won’t go into full production with it until later in the year.” The main attraction of the latest version is that it merely interchanges ‘heads’ with the original unit, making it easy and cost-effective for MEI’s customers to introduce it.

“Customers are very loyal to this unit,” she added. “They pleaded with us not to get it wrong with the new one! We didn’t.”

New role for Aristocrat’s Lindsay

DANIEL Lindsay is now the general manager emerging European markets for Aristocrat.

The change of title for Lindsay comes as the Australian-based slots manufacturer recognised the progress made by its European offshoot in

the ‘street market’. The company has enjoyed increasing business with AWP-style machines in Spain and Germany. Lindsay is heading a team of six globally which is ‘sounding out new markets for the company.’

Polish machines case reaches ECJ

POLAND’S gambling machine market, through the street locations as well as in casinos, is reaching the European Court of Justice. The street industry closed last year following sensational newspaper reports of corruption in the casino sector which involved politicians and even government ministers were implicated, although no-one has yet been taken to court.

The closure of the market for gaming machines outside of casinos is being challenged while the unstable casino sector is reported to

be undergoing some internal changes. The Century casino group is thought to be consolidating its interests and will come out strongest. Meanwhile the street market, decimated by fresh taxation laws and rocked by the scandals, is largely closed. The Polish trade association, however, is fighting three sets of infringement proceedings against the Polish Government through the European Court of Justice. The outcome, it is hoped, will force the government to redraft the law permitting the existing industry to survive.

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