



While a final decision is yet to be made, Applicant anticipates utilizing the ACSC system from Bally Technologies. Further information about the Bally ACSC system is below.

Bally ACSC System Overview

The Bally System portfolio contains multiple products to help operate casinos, provide business intelligence and drive incremental revenue through enhancing the Player Experience. Bally Systems is built to be scalable, open and robust.

ACSC

The ACSC Core Player Tracking System & Slot Accounting has been installed at over 80 different customer sites and includes functionality such as Player-Centric Bonusing, Cashless Wagering, Promotional Credits, Ticketing, Point Countdown, Automated Game Configuration, Slot Accounting & Analysis and Couponing.

The ACSC product line lets a user tie all your slot and player data together smoothly and reliably to give patrons a satisfying, rewarding experience every visit. It's a powerful suite of IBM "iSeries"-based products designed to manage casino, slots, and hospitality data. This includes multi-site deployment and a single database across all properties.

ACSC's line of slot monitoring, marketing, casino accounting, and hotel functions (SMS and CMS) blends seamlessly with Agilysys / InfoGenesis, Micros, and HIS, the world standards in hospitality management systems. The ACSC product lineup is fully customizable for any property's needs and fully integrated with Bally systems products. This real-time integration of systems lets a user structure an unmatched range of defined custom-tailored bonus programs.

Top Benefits of the ACSC Slot Management System

- ACSC is one of the most reliable and comprehensive systems in the gaming industry. It is a powerful tool for improving customer service time and increasing patron satisfaction.
- No need to purchase new software chips every time a user needs a new function. Simply download ACSC upgrades or a customized program directly to the slot machine.
- ACSC fully supports the award winning Elite Bonusing Suite™ of dynamic bonusing applications accessed at the point-of-play, and the Bally Power Bonusing suite of superior cashless gaming products.

Other Analytical Products include Business Intelligence which is an advanced application that allows a user to analyze and visualize the extensive data gathered throughout a user's business enterprise. There are four components that are included with the Business Intelligence Platform which are described below.

Visualization Profiler allows a user the ability to truly analyze how changes in the environment will impact a user's business. The Data Analysis Dashboard provides management with indicators and tabular data that show the status of a user's operation.

Campaign Management is an exciting tool that provides the functionality to manage, monitor, and summarize multiple marketing campaigns. This marketing-driven application lets you compare budget vs. actual ROI during and after campaigns to determine the effectiveness of each promotion.

Reporting Dashboard is a robust web-based application that contains more than 350 industry-standard reports and Ad-Hoc Reporting capabilities using Microsoft Reporting services and Bally designed OLAP cubes. These reports provide quick access to current and historical data on slots, tables, marketing, and players.

Predictive Analytics leverages the vast information in the Bally BI system to generate more accurate predictions. Predictive model results can be used across a wide range of applications, from providing targeted mailing lists to suggesting slot floor changes for Bally Command Center.

Improving Technology Infrastructure

Bally delivers essential solutions that will help customers grow their business through improved understanding of:

- Gaming floor performance
- Player and game interaction
- Player behavior and trending
- Player loyalty and value

Other Bally Products include the following:

- **Bally CoolSign** – Digital Media Management Solution.
- **Bally Enterprise Progressive System (BEPS)** – Linked Progressives throughout the Casino Floor.
- **Servizio (STM)** – Ability to automatically route specific tasks to particular slot techs throughout the casino to quickly process jackpots, ticket jams, etc.
- **Elite Bonusing Suite (EBS)** – This takes bonusing to another level and allows operators to reinvest at the Point of Play.
- **iView DM** – This allows operators to take over the game screen on every game, every manufacturer, as long as it's a touch screen.