

## **CASINO**

### **Exhibit VIII. C.6.d**

IGT Advantage and sbX are two of the industry's most comprehensive Casino Management Systems (CMS). With particular regards to machine accounting, IGT Advantage system simplifies the accounting process and provides real-time network communications providing financial information, and machine and player events as they occur. The system streamlines frequent accounting tasks enhancing productivity and efficiency across the casino. Audits, paging, work orders, and machine management are simplified using task-based checklists and windows. In addition, enhanced filtering and an improved catalog of options make both regulatory and operational reporting accurate and efficient to execute.

The attached Appendices (Appendices VIII. C.6.d-1 through 6) are overviews and presentations that highlight both systems capabilities, services, and functionality; including slot monitoring, slot accounting, TITO, patron management, promotional functions, applications/bonusing, cage functions, service window, table management, slot tournaments, sbX and slot performance reporting/analytics.

Sterling Forest Resort will integrate the IGT Advantage system with sbX to achieve the highest level of CMS performance and reliability in the industry. sbX is a family of Casino Management products that is comprised of several modules, the most relevant being Floor Manager, Media Manager and Analytics. By integrating IGT Advantage system with sbX, IGT systems will enable us to manage our systems – from accounting to marketing with powerful and versatile industry-leading tools. In addition, the system will support a full remote configuration/download functionality that deploys gaming and non-gaming applications across their respective gaming machines. Both systems meet the highest technical standards and communicate using GSA protocol.

Sterling Forest Resort will open with 100% floor-wide high-speed Ethernet gaming floor. In addition, we plan to build a solid scalable network, server and storage infrastructure for future technologies, making Sterling Forest Resort ready to implement incremental technology phases and continue to take advantage of the benefits and opportunities for innovation and improvements to the player experience.

Sterling Forest Resort will utilize industry leading computerized accounting and auditing software run on top tier network hardware. We will allow secure access and automated exchange of the data captured by our casino management system, permitting the commission to audit revenues and game status as needed. We will enable this data exchange either through customized integration with the commission's choice of computerized accounting and auditing system, or by providing direct read access to our selected casino management system.

**CASINO**

**Appendix VIII. C.6.d-1. Advantage Sales Presentation**

# IGT Advantage<sup>®</sup>

igt

Enclosure 1.0-(SFR)

# The IGT Advantage Solution Brings You:



**More  
Money**



**More  
Players**



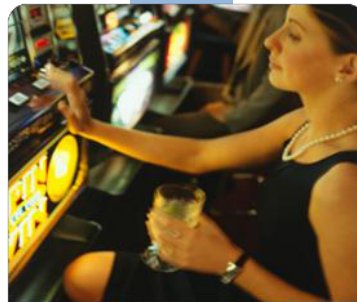
**More  
Often**

# How We Do It

To maximize investments and enhance player experience, IGT Advantage<sup>®</sup>'s **rich functionality** supports **intricate marketing solutions** with a **low total cost of ownership**.



**Increase  
Bottom Line  
(More Often)**



**Attract and  
Retain Players  
(More Players)**



**Improve  
Operations  
(More Money)**

# Bringing Systems Innovation to Our Partners

## Large Commercial



## Native American



## International



# Quotes From Our Customers

I am very satisfied with IGT's Systems products and how the Advantage system operates.  
—Operator in Oklahoma

Revenue wise, IGT system made good.  
—Operator in Texas

Very reliable, need some new upgrades to stay ahead of the game!  
—Operator in Greece

I have to admit, the system we're on is a lot more reliable and performed as designed.  
—Operator in California

Very stable product. Microsoft SQL makes customization much easier.  
—Operator in Louisiana

I like your reporting vs. ATI or Ballys.  
—Operator in Nevada

All quotes from IGT's 2012 Customer Satisfaction Survey

# A System You Can Grow Into, Not Grow Out Of

- Achieve maximum strategic value
- Streamline operations
- Maximize employee productivity
- Enhance revenues
- Future-proof your floor





# Attract and Retain Players

Recruit, Evaluate and Market To Players



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# Casino Marketing Challenges

## Attract new players



## Effectively monetize existing players

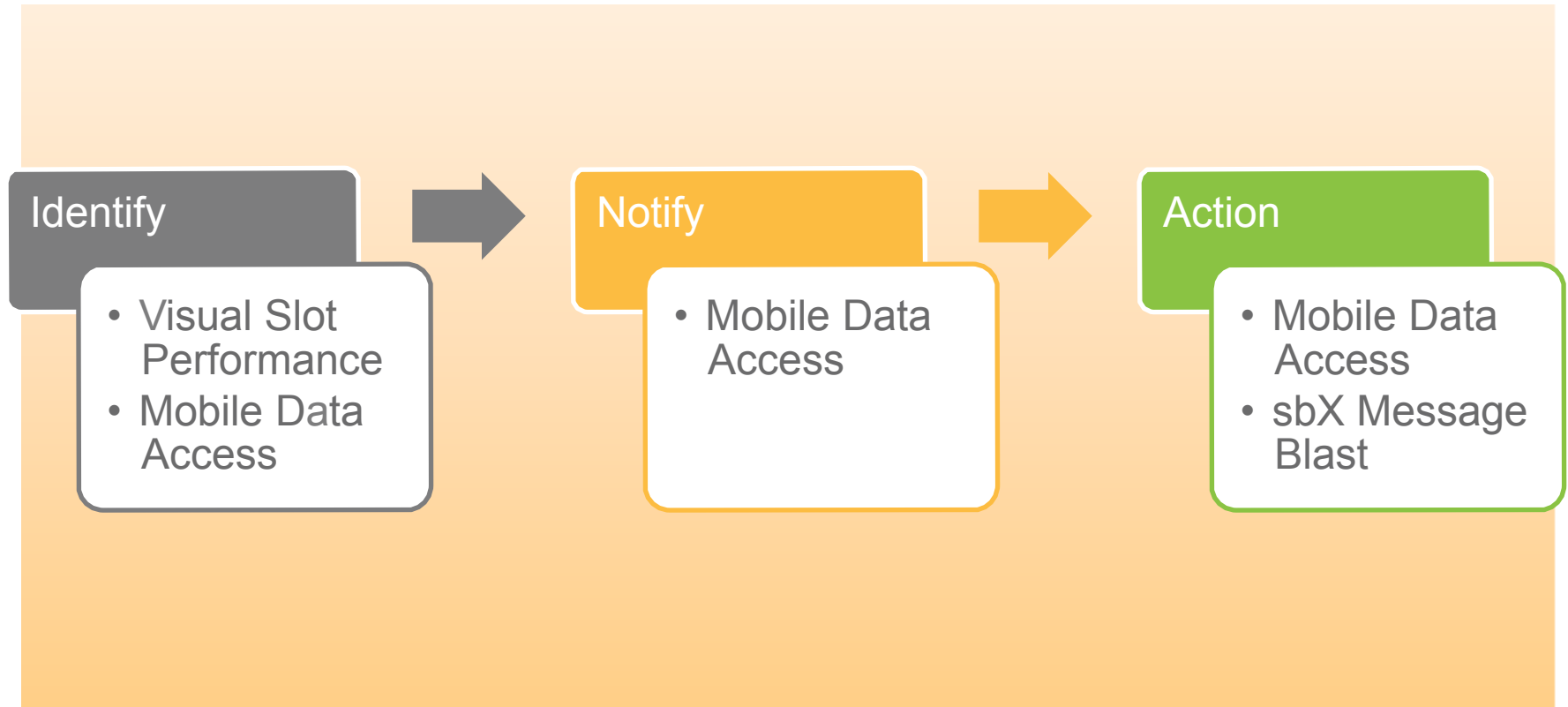
Bring players  
back for more



# Intricate, Targeted Marketing

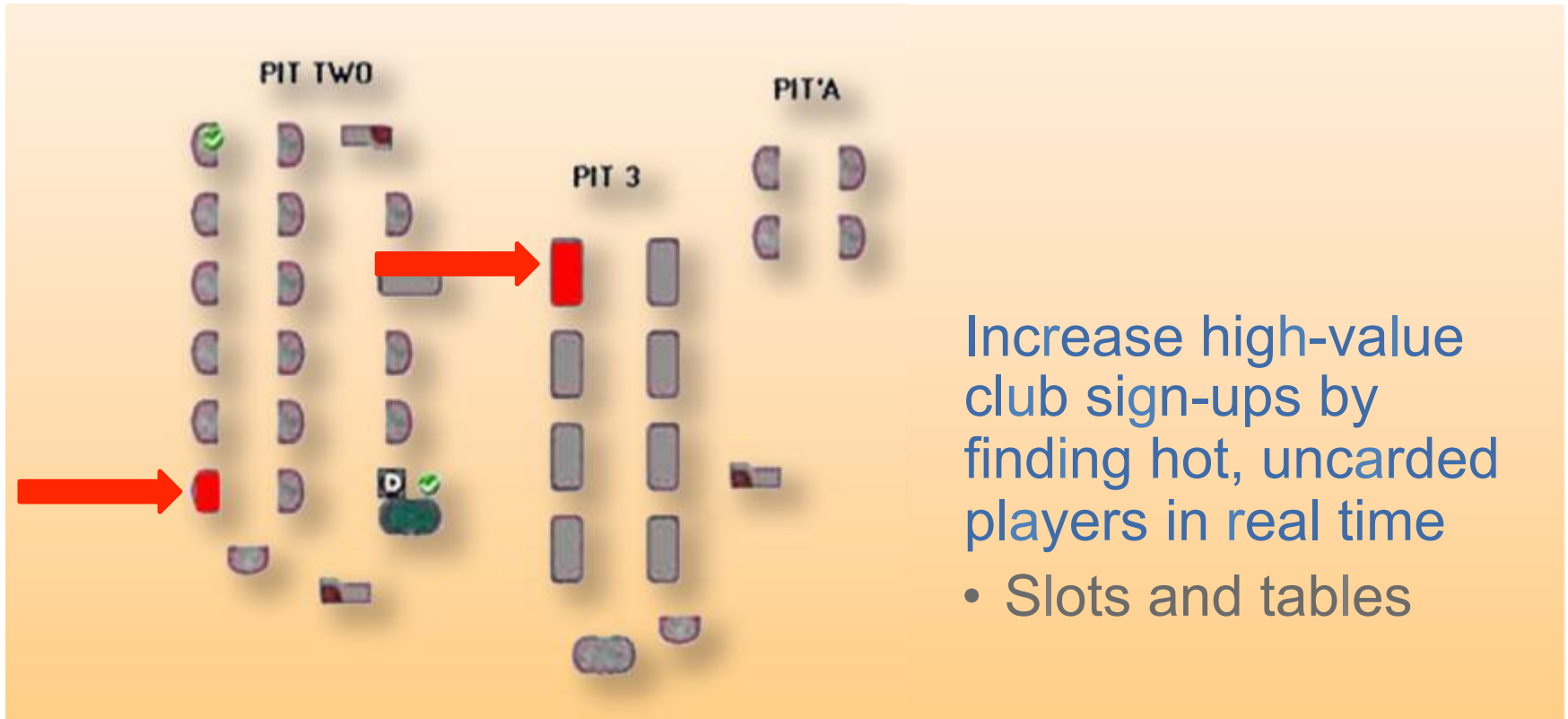


# Micro-Marketing Converting Hot Players



# Identify Hot Players

## Visual Performance Tool or Table Manager



The diagram shows a top-down view of a casino floor with three pits: PIT TWO, PIT 3, and PIT A. Each pit contains several player icons. Two red arrows point to specific player icons: one in PIT TWO (bottom left) and one in PIT 3 (top left). The player icon in PIT 3 is highlighted with a red background, indicating it is a hot player.

Increase high-value club sign-ups by finding hot, uncarded players in real time

- Slots and tables

# Notify Floor Staff

## Mobile Data Access or Table Manager

Maximize game play by minimizing disruptions

Enable hosts

- Hot player monitor
- Wireless club sign-up
- Real-time player activity

### Real-Time Hot Player Monitor

IGT Mobile Data Access  
Current User: System Administrator (admin)

PDA Graphs Shift Exec Reports Admin Status Utils Logout

Switch to Technician Page

Find Logout

Sections: Filter:

All AA AB Clear

All Players Hot Uncarded Hot Players

Loc	Coin In	Carded	Hot	Name
014803	\$60.00	Carded	Hot	Joe02145 Floorsim02145
015806	\$60.00	Carded	Hot	Jane00026 Floorsim00026
GH4703	\$60.00	Uncarded	Hot	
011404	\$55.00	Uncarded	Hot	
AB2308	\$52.00	Uncarded		
010409	\$50.00	Carded	Hot	Jane00863 Floorsim00863
AA1702	\$50.00	Carded	Hot	Joe00129 Floorsim00129
AA3904	\$50.00	Uncarded	Hot	
AA4407	\$50.00	Uncarded	Hot	
AB0904	\$50.00	Uncarded	Hot	

Listed Players: 10 of 971 Page 1 of 98  
Select Page: 1  
Total: 971 Carded: 96

# Interact with Players

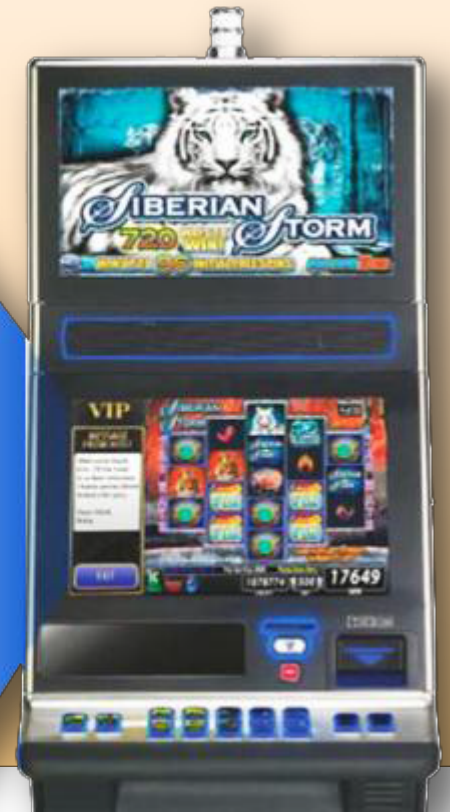
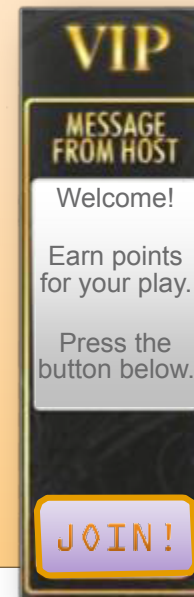
## Mobile Data Access or Message Blast

### In Person

The screenshot shows a web interface for 'NGT Mobile Data Access'. At the top, it says 'Current User: System Administrator (admin)'. Below this is a navigation menu with buttons for 'PDA', 'Graphs', 'Shift', 'Exec', 'Reports', 'Admin', 'Status', 'Utils', and 'Logout'. The main form contains the following fields and options:

- Card Number:
- First Name:
- Last Name:
- Gender:  Male  Female
- Birthdate: 01 Jan | 01 |
- Driver's Lic. #:
- State: Other (dropdown)
- Country: United States (dropdown)
- Host this player?
- Buttons: Save, Cancel

### On Game Screen



# Micro-Marketing Benefits

- Increase players club sign-ups with proactive measures
- Increase time on device by signing customer up at the game
- Decrease lines at players club



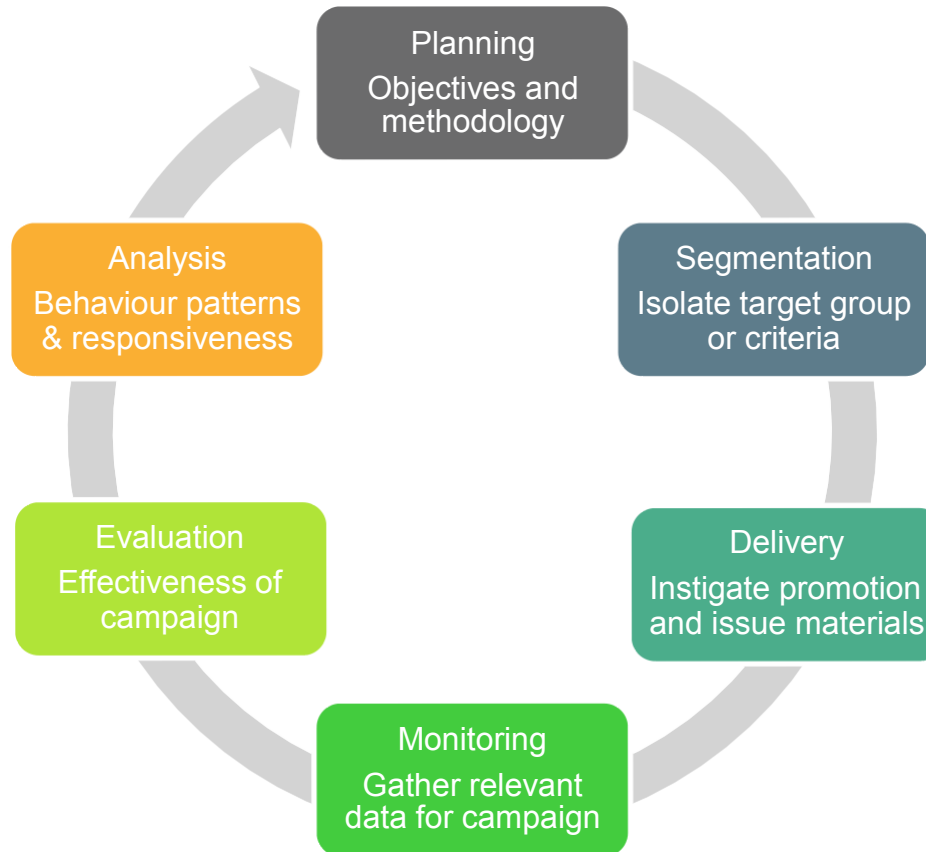
“VSP provides us the ability to see how slot location and surroundings impact performance with simple color maps.

It’s a great tool that helps us optimize our floor.”

— Cache Creek Casino Resort, Brooks, CA

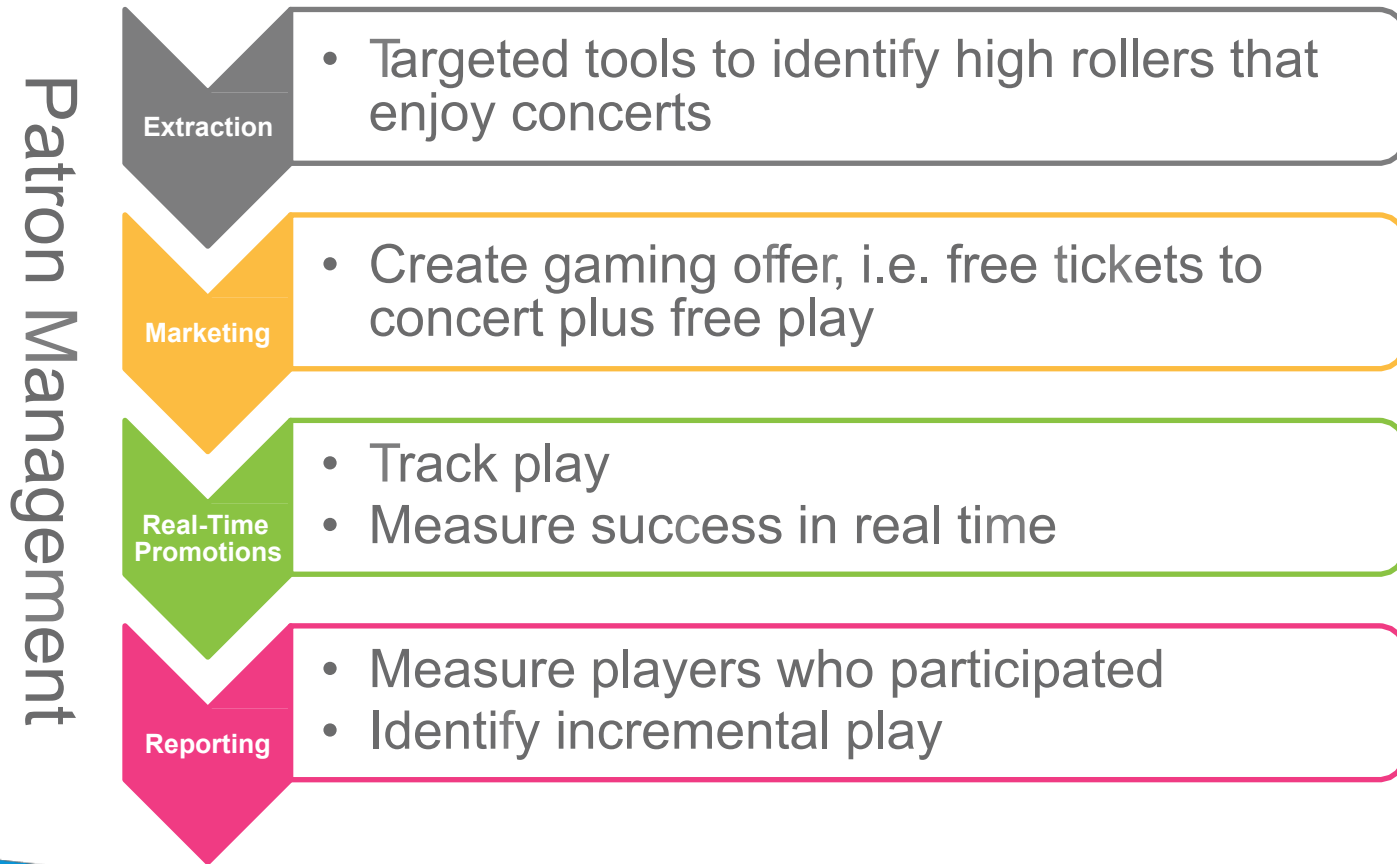
# Mass Marketing

## Motivating Current Members



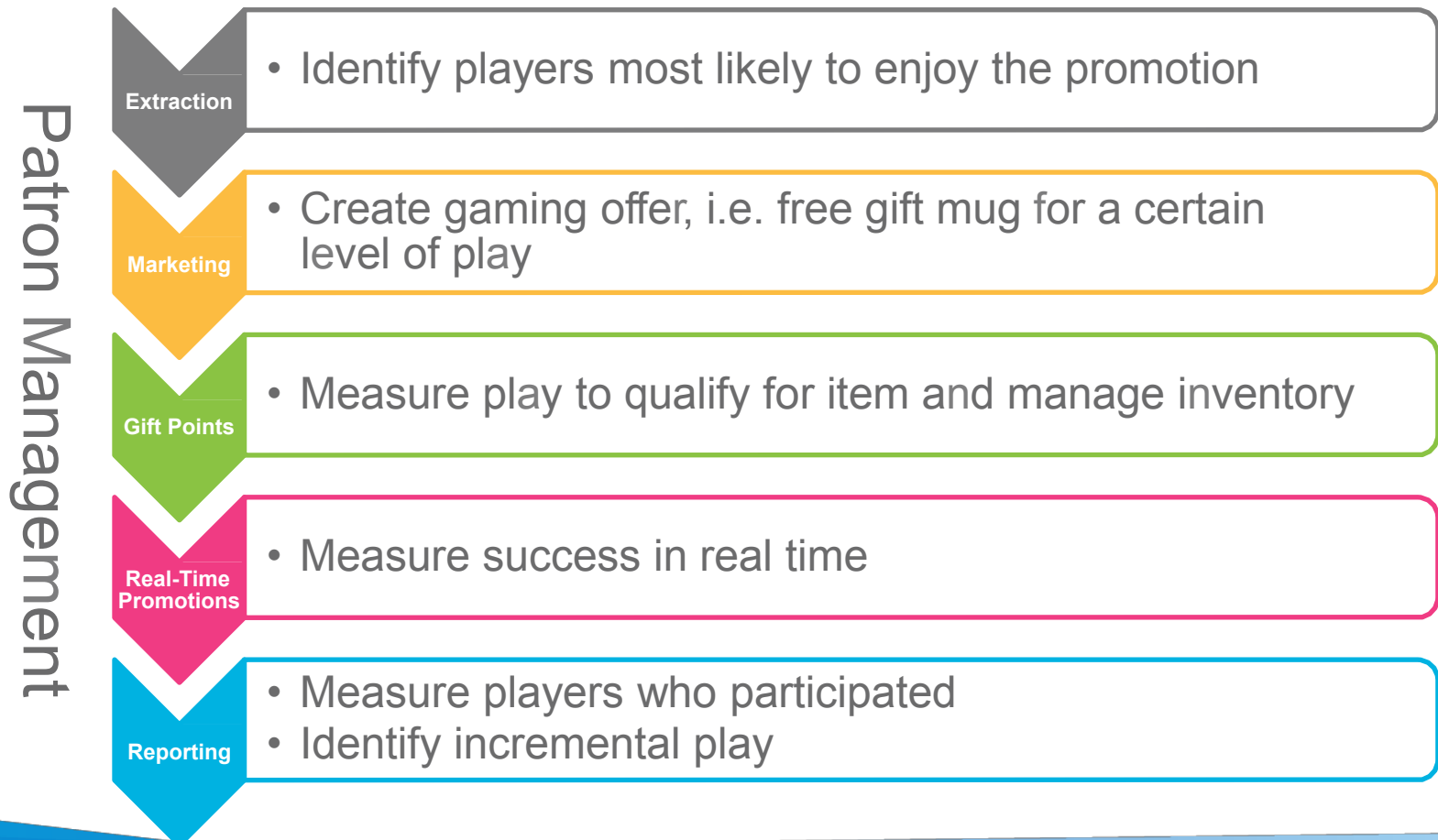
# Example – High Roller Reactivation

Goal: Motivate high rollers to return for a VIP concert



# Example – Holiday Prize Giveaway

Goal: Attract players during holidays, i.e. Mother's Day



# Mass Marketing Benefits

- Reduce time creating promotions with wizards and saved promotions
- Increase promotion impact with precise targeting and player segmentation
- Improve future promotions with real-time and final reporting information

# Personalize Promotions Your Way

## Targeted Promotions



### Extraction

- Coin-in
- Number of trips
- Interests, like golf
- ...And more

### Marketing

- Drawing entries
- Multipliers
- Coupons
- Gifts and more

### Reporting

- 200 standard reports
- Easily export to Excel

# Gift Points

## Save time on gift giveaway promotions

- Additional loyalty rewards “bucket”
- Configure programs, vendors, merchandise items
- Ability to execute high-volume merchandise programs
  - Ordering
  - Inventory
  - Fulfillment

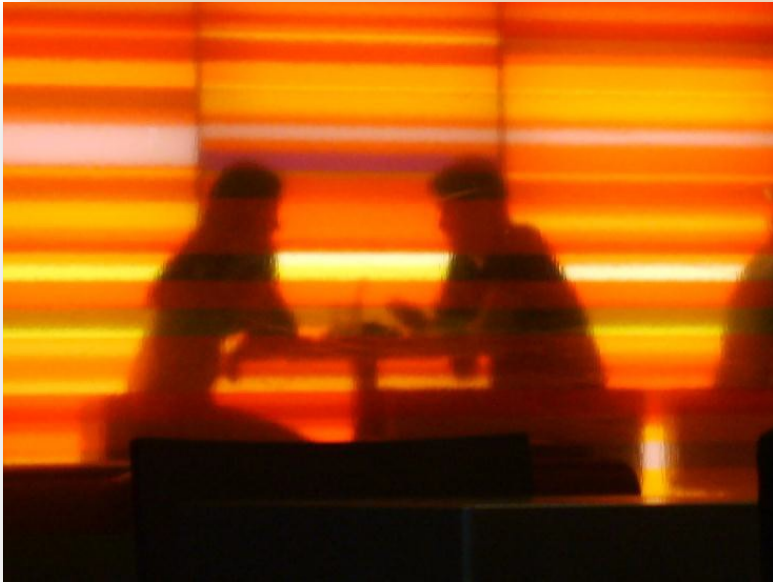


# Actionable Data From Every Experience



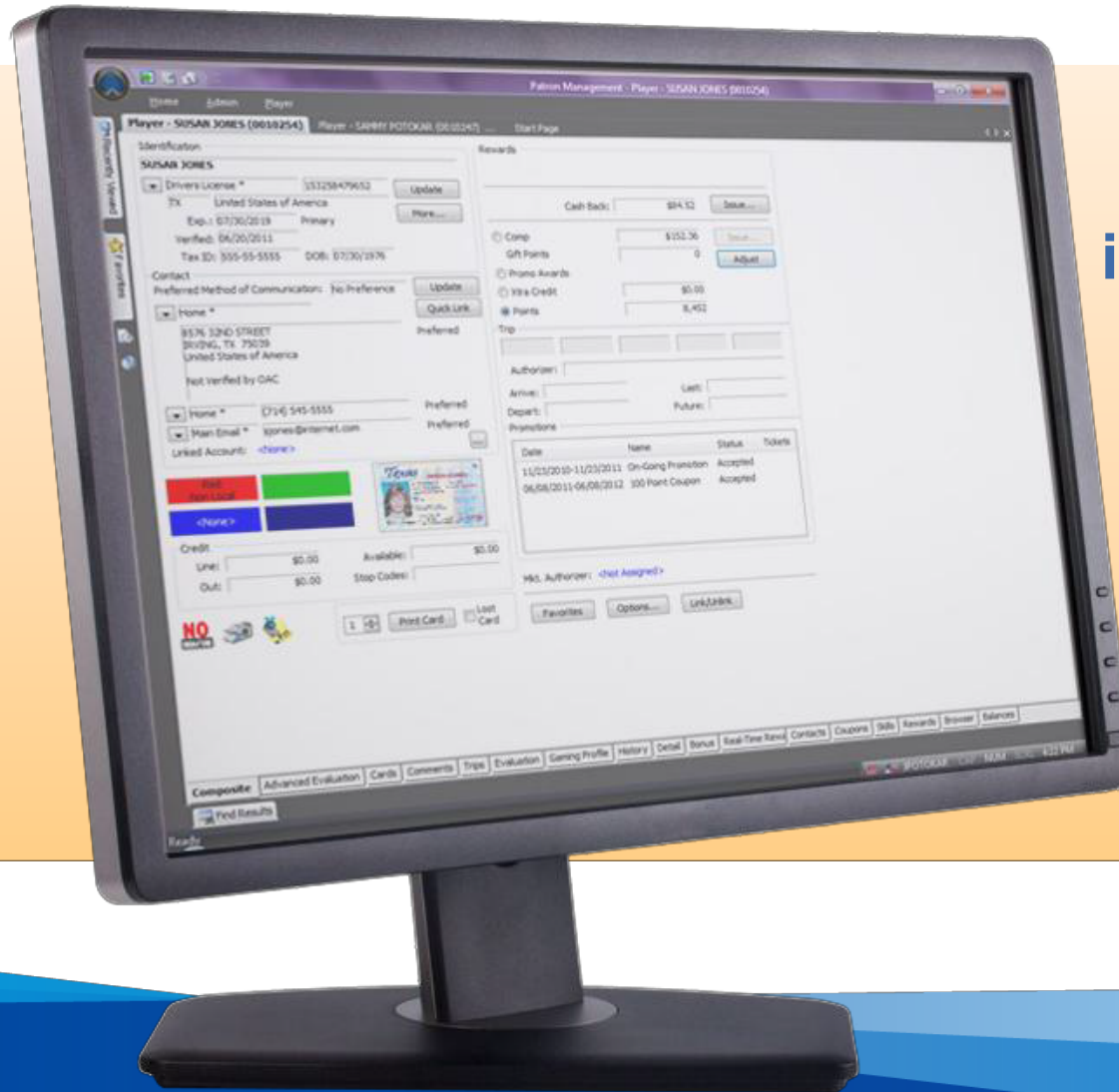


# On Property Incremental Revenue



- Increase incremental revenue by uncovering where players are active
- Improve results from specific business units with directed marketing
- Maintain branding across physical and online properties

# Core Player Profile – Slots Patron Management



The more information you collect on your players, the better service you can provide

# Integrating Table Game Play Table Manager

- Increase play with points for table games
- Manage comp expenses with automated ranking
- Reduce risk of managing credit decisions on the floor



# Extending Insight To All Activities

## Add-on Interfaces

### Track players in all environments

- Hotel management systems
- Bingo, sports book, keno, poker systems
- Point of sale
- Surveillance and security
- Kiosks, websites and operator apps



# Interface Benefits

- Enhance player experience and promote brand with integrated sites, apps and kiosks
- Increase operational efficiency with self-serve options for players
- Enhance player experience with personal touch at non-gaming outlets
- Decrease point liability by offering pay with points options at dining and retail outlets



# Advanced Marketing Interface

## **Allows third-party software to access Patron Management data**

- Offer club services at kiosks and on websites
- Deliver custom marketing applications to players at kiosks, websites, or mobile devices
- Create your own applications

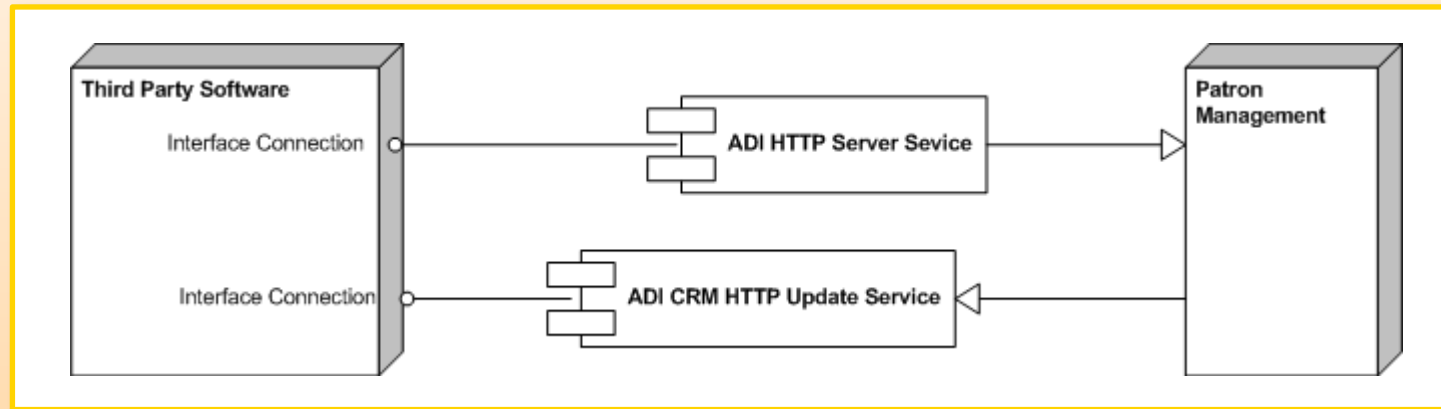
**Choose your developer:  
in-house, IGT Services,  
or third party**



# How It Works

- Uses XML to post message to ADI's HTTP Server service
- Using our specification document, it will post a message to the service and our service will reply
- Interface can be secured using SSL certificate similar to your favorite online store

# How It Works



## ADI HTTP Server Service

- Used to request a data from Patron Management
- Patron Management via this service will reply

## ADI CRM HTTP Update Service

- Sends updates to third-party interface
- For example, if new players are enrolled, send that data to the third-party interface



# Systems Convergence To Monetize Every Device

Proven content deepens engagement on every device

## Player ID Mapping:

- Connects the land-based, online and mobile worlds
- Drives online players to your property
- You own the player, you own the data



“The operational benefits from the IGT Advantage® system are outstanding.

Our management team now has access to slot and player data that was difficult or impossible to gather.

It used to be days to get this stuff, now, the data can be broken down instantly with the click of a button.”

— Quapaw Casino, Miami, Oklahoma

# Rebates & Commissions



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# Rebates & Commissions Benefits

- Streamline management of programs, promoters and agents
- Accurately track turnover and win/loss for precise calculation of commissions and rebates
- Attract promoters with comprehensive tracking, from configuration through settlements



# Key Features

- Create group junkets or personal programs
- Calculate turnover
- Comp promoter and player expenses
- Award commissions to promoters and rebates to players



# Easy, Comprehensive Management

## Easy, Comprehensive Management

- Multiple chipsets
- Attach players
- Shared screen with Manage mps
- Attach program
- Add commission % increases

The screenshot shows the IGT Rebates & Commissions software interface. The main window displays a 'Program Transaction' for '040511 TRAINING'. Below this, there are two tables:

**Your Hotel & Casino Program Transaction**

Program ID	Program Name	Description	Program Type	Chipset Description	Start D
56	040511 TRAINING		Junket	USD Junket Chips	4/5/201

**Program Transactions**

Transaction	Deposit/Withdraw Type	Document ID	Date	Location	Clerk
Program Fund Deposit	Cash	2000000102	4/5/2011 9:21:27 AM	Marker Bank	IGTSY
Program Fund Deposit	Wire Transfer	2000000102	4/5/2011 9:21:27 AM	Marker Bank	IGTSY
Program Fund Withdrawal	Non-Neg Chip	2000000103	4/5/2011 9:28:30 AM	Marker Bank	IGTSY
Program Fund Withdrawal	Non-Neg Chip	2000000104	4/5/2011 9:32:06 AM	Marker Bank	IGTSY
Chip Exchange	Cash Chip		4/5/2011 9:33:11 AM	Marker Bank	IGTSY

# Table Manager

Operational Efficiency For Table Games



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# Table Manager Benefits

**Reduce labor for pit staff**

**Product/staff scheduling  
decision support**

**Improve table performance**

- Accurate table and patron information
- Real-time floor management





# Table Ratings Management

Rating Activity RAQUEL SALAZAR (1-84247) :: CR04 - 2-1 :: W/L: 0

Cash In	0.00	Chips In	0.00	Main Bet	0	Minimum Bet - (USD)	0	Maximum Bet - (USD)	0	
Money Plays	0.00	Markers In	0.00						CR	
Cash Redemption	0.00	Foreign Chips	0.00							
Rim Credit	0.00	Ticket In	0.00							
Cashless In		Coupon In								

Time Played: 19 Mins. Quick Cash Active Win/Loss Rolling Chips

CAD(CAD) USD(USD)

	Rack	Chips In	Table In
100.00	0.00	0.00	0.00
50.00	0.00	0.00	0.00
20.00	2,500.00	0.00	0.00
5.00	0.00	0.00	0.00
2.00	0.00	0.00	0.00
1.00	0.00	0.00	0.00

Patron Description

Credit Limit: USD 14,950.00 Available Deposit: USD 2,950.00

Available Credit: USD 13,850.00 Point Balance: USD 954.00

Comp: USD 3.18 MTL: USD 0.00 Rank: Level 1

Patron Profile Memos Status Codes Credit Conditions Attributes

Address On File Patron's Birthday New Patron Credit On Hold ID On File Incomplete CTR

Cancel Rating Change Start Time Disputes Quick Walk Walk With Chips Walk With 0 Issue Comp

Inhouse Detail Positions Player Attributes History Update Credit Info Back to Positions Back To Pit View

Version 9.1.274.0000 TMFloorA 01:43:29 PM

Markers

Customizable screens

- Jurisdictional
- By game type

Back-row ratings

Merge Unknown to Known Patrons

# Management Tools

## Faster action and better decisions

- Detailed floor utilization analysis
- Reports for hourly inventory and specific casino areas

## Quickly respond to important events or specified players

- Automated email alerts

Table iD - IRV Integration (Report Server URL: http://MAIN1:80/reportserver)

Player Rating

From Date: 01/01/2011

View Report

### 9.1 Multi Site1

#### Player Report

Filter: From Date:1/1/2011-To:6/6/2011

Slip ID	Game Date	Actual Date	Open Time	Time In	Time Out	Time Played	Table	Seat	Supervisor	Dealer (details)	Cash In	Money Plays	Cash Redemp.	Chips
Sort by: Last Name, Patron ID, Est W/L														
????, ???? 80031, Property Id: 1														
6447	1/2/2011	3/25/2011	10:05	10:05	13:12	3:07	B02	3	tmfloors	<a href="#">tmdecalen</a>	0	0	0	
Sub Total:											0	0	0	
17453, DOUG 17453, Property Id: 1														
7628	2/4/2011	4/29/2011	14:39	14:39	15:08	0:29	B01	1	tmfloors	<a href="#">more</a>	0	0	0	
7694	2/5/2011	4/29/2011	15:09	15:09	16:07	0:58	B01	1	tmfloors	<a href="#">more</a>	0	0	0	
7701	2/6/2011	4/29/2011	16:08	16:08	16:43	0:35	B01	1	tmfloors	<a href="#">more</a>	0	0	0	
7711	2/7/2011	5/2/2011	16:44	16:44	13:40	68:56	B01	1	tmfloors	<a href="#">more</a>	0	0	0	
7750	2/8/2011	5/4/2011	13:42	13:42	15:52	50:10	B01	1	tmfloors	<a href="#">more</a>	0	0	0	
Sub Total:											0	0	0	
ABA, AARON 11436, Property Id: 1														

# Managing Costs and Compliance

Minimize accounting labor and prevent errors



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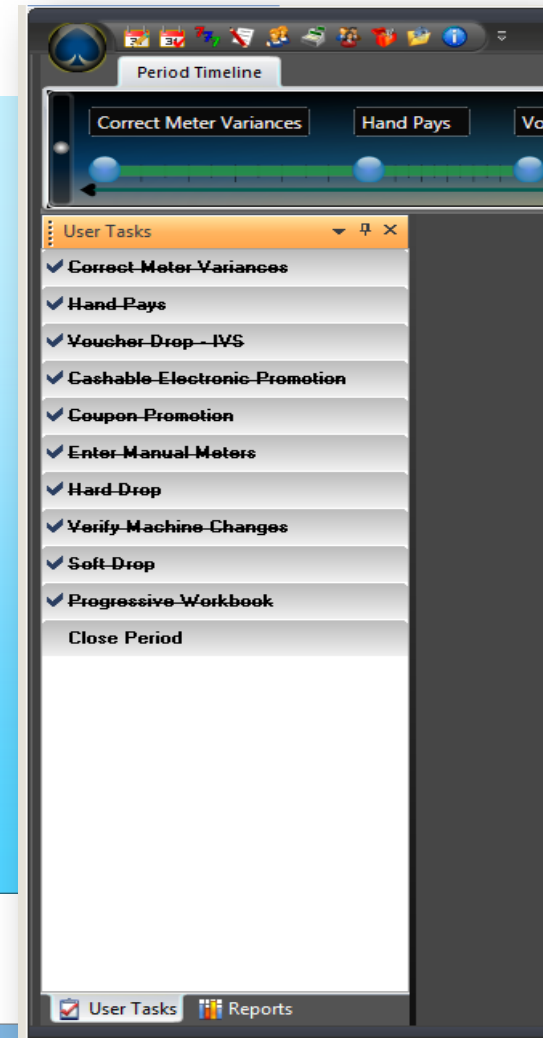
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# Machine Accounting

Streamlining Accounting Procedures

# Machine Accounting Benefits

- Reduce labor time on accounting processes
- Reduce errors through automation and checks
- Improve asset security



# Labor-Saving Processes

Feature	Result
Flash Reports as Tasks	All chosen reports are created from a single click.
Lease Machine Wizard	Computes daily commission owed on leased machines automatically
Auto-Distribute Pay Table Variances	Configure tolerances by individual payable instead of by cabinet payable
Suggested Values in Correct Meter Variances	Auto-suggests corrections, especially helpful for meter rollovers and RAM clears
Drop Utility	Imports drop from a variety of currency counters (cash, coin, tickets)
Balance with Cage	Balance all slot booths with a single click instead of each booth individually

# Accuracy and Security Processes

Feature	Result
Xtra Credit® Reporting Matrix	Normalize the actual hold percentage when Xtra Credit® is used so that operators can make better decisions
Floor Staff Workbook	View current employees and change permissions on an ad-hoc basis
Paging	Alerts to management or security on door open signals or other events

# Cage & Table Accounting



# Cage & Table Accounting Benefits

- Reduce labor time on accounting processes
- Reduce errors through automation and checks
- Improve asset security

The screenshot displays a 'Player Review' window for Edward Joseph IV Funcheon (801519). The interface includes a navigation sidebar on the left with icons for Player, Credit Line Management, Edit, Comments, History, Transactions, Deposit, and Evaluation. The main content area shows a player photo, a Nevada Driver License, and personal information: 9232 MARLIA ST, LAS VEGAS, NV 89123 United States. A table lists various metrics such as Status, Returns, Established, Last Action, High Action, High Amount, Bank Check, Checks On Board, DOB, SSN, Ranking (Green +), and Favorite Game (Tables - BlackJack). On the right, a table lists financial limits and markers: Limit (\$50,000), TTO Limit (\$5,000), Front Money (\$7,500), Total Limit (\$62,500), Pit Markers (\$0), Cage Markers (\$16,000), Checks (\$3,000), In Transit (\$5,000), Returned Item (\$1,500), Write-Offs (\$0), Outstanding (\$25,500), Available Limit (\$37,000), and Safekeeping (\$655). At the bottom, there are buttons for 'Pending Review ...' and 'CCID ...'.

Item	Value
Limit	\$50,000
TTO Limit	\$5,000
Front Money	\$7,500
Total Limit	\$62,500
Pit Markers	\$0
Cage Markers	\$16,000
Checks	\$3,000
In Transit	\$5,000
Returned Item	\$1,500
Write-Offs	\$0
Outstanding	\$25,500
Available Limit	\$37,000
Safekeeping	\$655

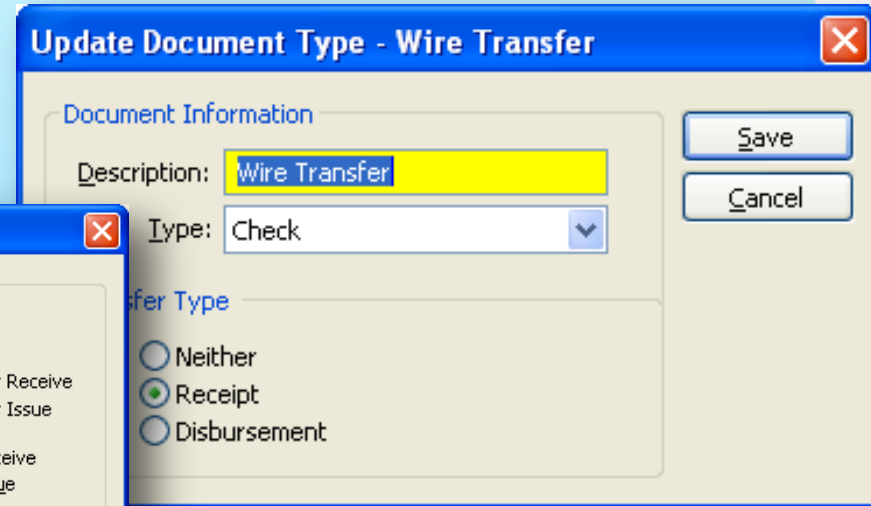
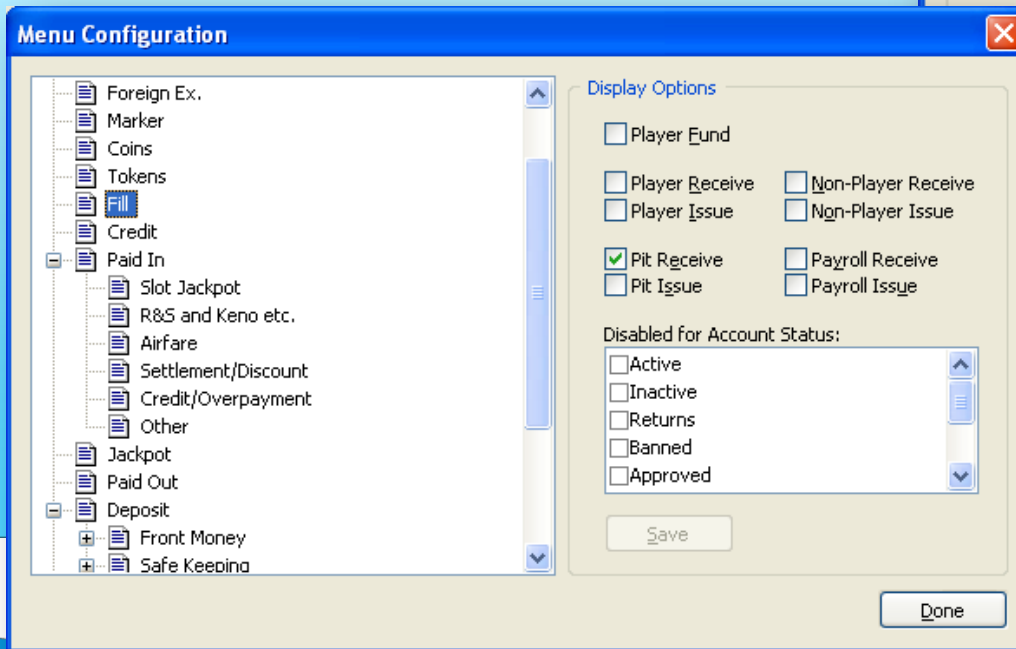
# Labor-Saving Processes

Feature	Result
Institution Manager	Auto-fill bank details based on routing number, institute name, location and more
Patron Management and Table Manager integration	Create comps at the cage
Central Credit*	Access centralized player credit database for faster credit decisions
Collection management	Automated collection letter templates
Float and bank reconciliation	Check-in/out by window or drawer
Multi-currency and unlimited chipsets	Easily handle two currencies and exchanges

# Customizable Transactions

## User defined transactions

- Define category
- Customized menus



# Accuracy and Security Processes

Feature	Result
Check On Board/Guaranteed Check	Full check details for jurisdictional compliance
Non-English language support	Faster, easier player lookup
Real-Time Chip Bank	Quick chip inventory reconciliation
Permanent/TTO Lines	Full credit management
Configurable permissions	Allow access to the right employees for each function

“IGT Advantage® has definitely helped all our employees do their job better.

At the cashier station, we’ve gone from 12 computers down to one.

The drop process is much quicker, paper work has decreased, and we’ve seen fewer shortages.”

— Quapaw Casino, Miami, Oklahoma

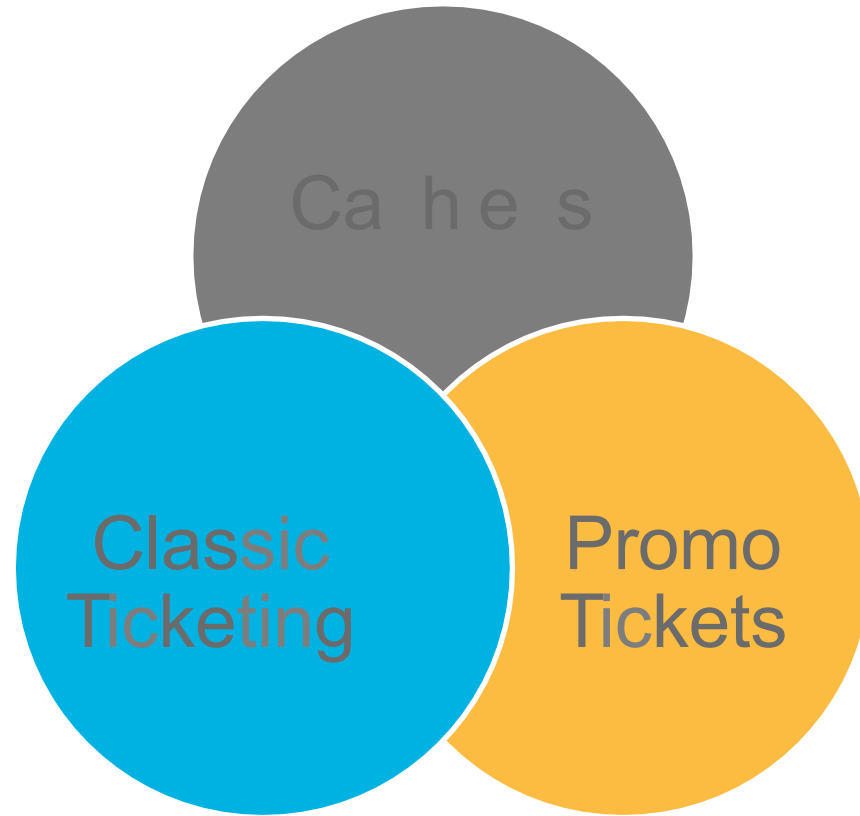
# EZ Pay



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# Three Facets of EZ Pay



# EZPay Cashless Solutions

**Increase velocity of money**

**Reduce operational costs –  
no more paper tickets, fewer  
drops**

- Easily move funds from game to game to cage using PIN-protected players club card

**Maximize guest activity with a  
true single-card solution that  
spans every outlet**





# Promotional Tickets

- Drive more play at off peak times
- Limit exposure from promotional dollars walking out the door
- Retain and reward uncarded players



# Classic EZ Pay Benefits

- Instantly reduce operational costs associated with coin handling
- Increase play time with less downtime for machine refills and jackpot payouts
- Enhance your casino marketing promotions with non-cashable Promo Tickets
- Improve customer service with mobile cashiering – validate and pay tickets anywhere on your floor

# Classic EZ Pay Features



- Single or dual wire solutions
- Kiosk support
- G2S offline functionality
- Multi-lingual support
- Ticket purchase option
- Validation options

“EZ Pay has reduced handpay operations by 90%.

Our players place 10% higher bets and play 20% longer, resulting in a 30% increase in total bets.”

— CET, Argentina

# Technology



# Don't Maroon Your System On An Island



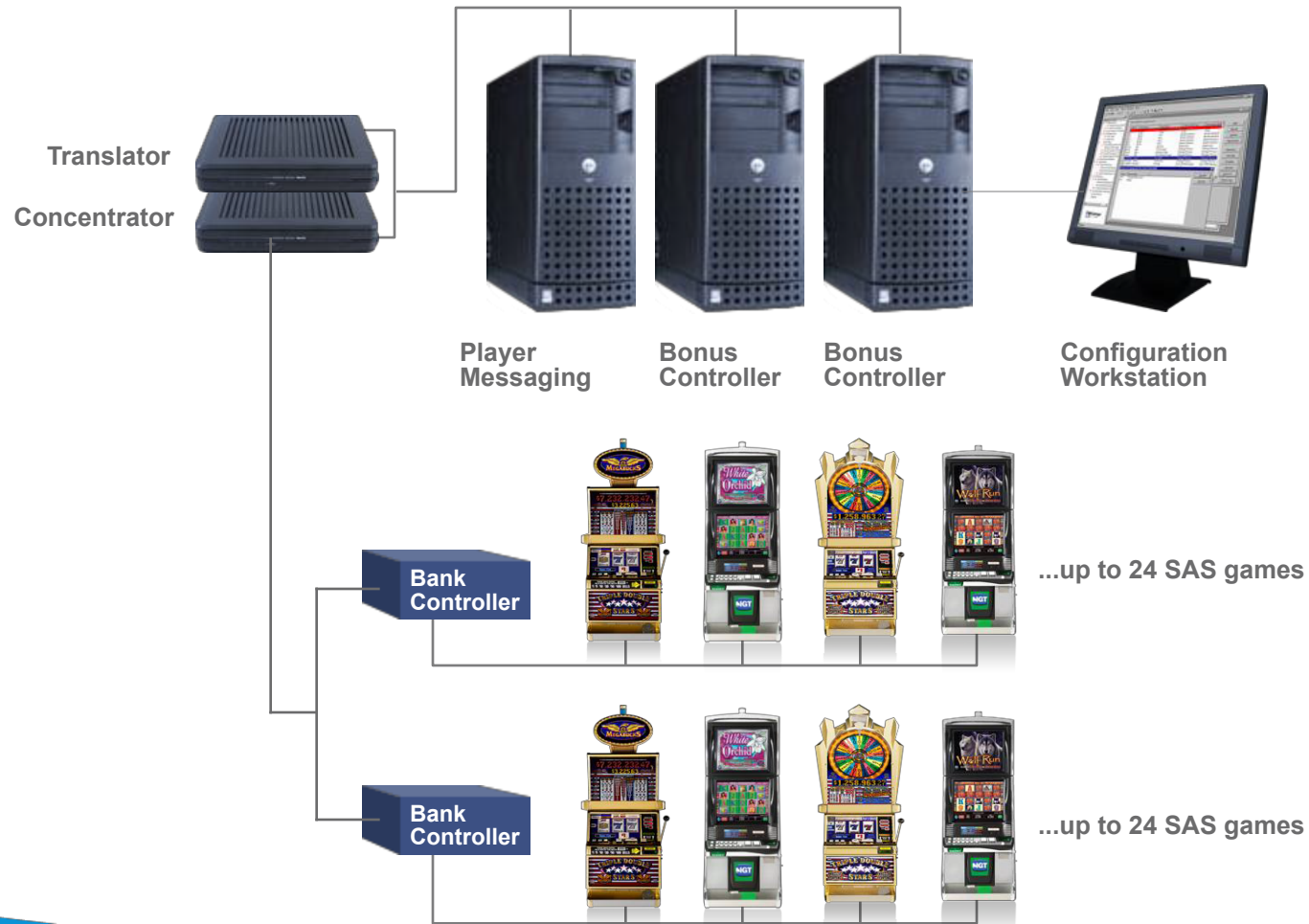
Installation

Bug Fixes

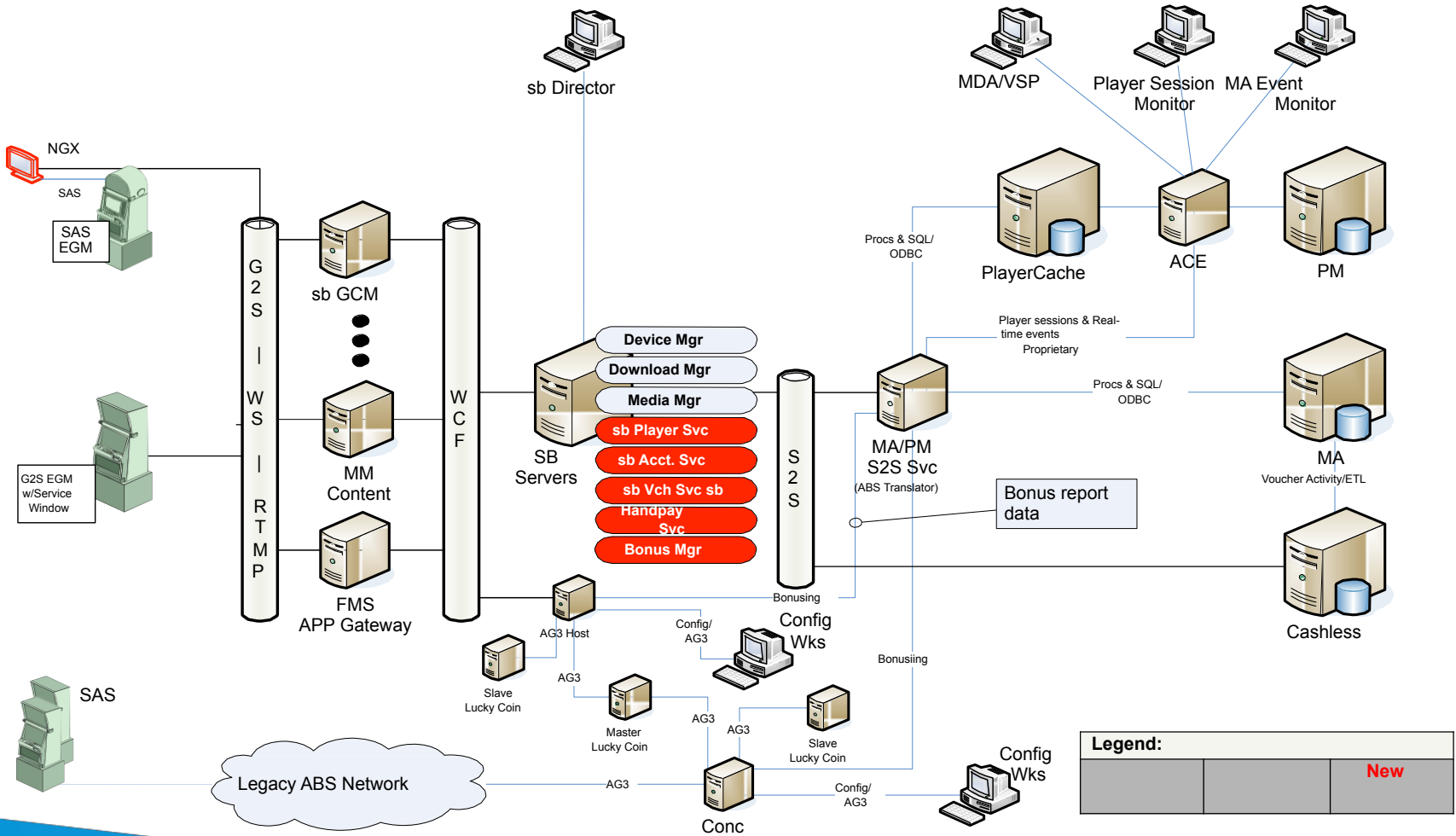
New Features

Upgrades

# Advantage Floor Network – Legacy



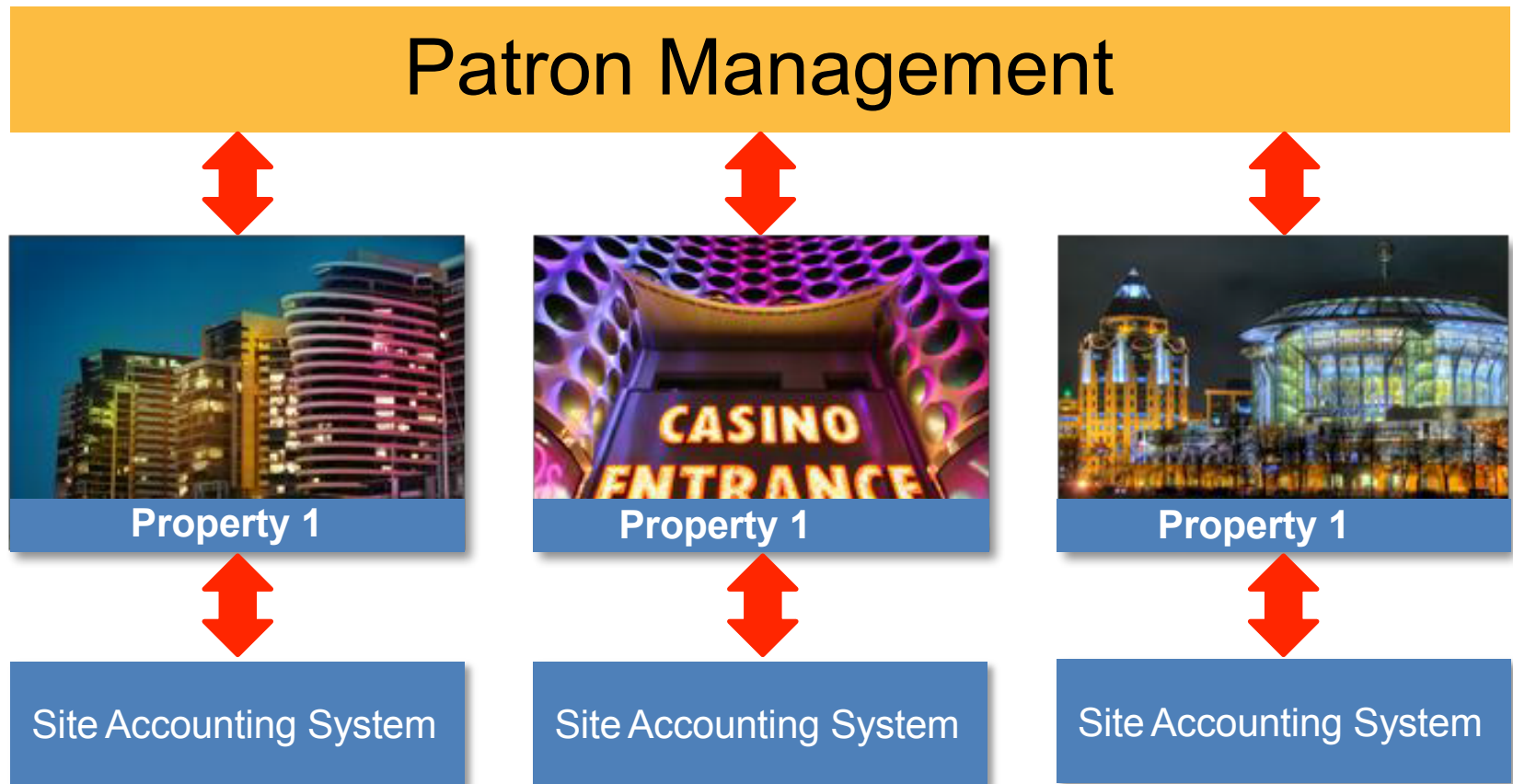
# sbX 4.4 / Advantage 9.2





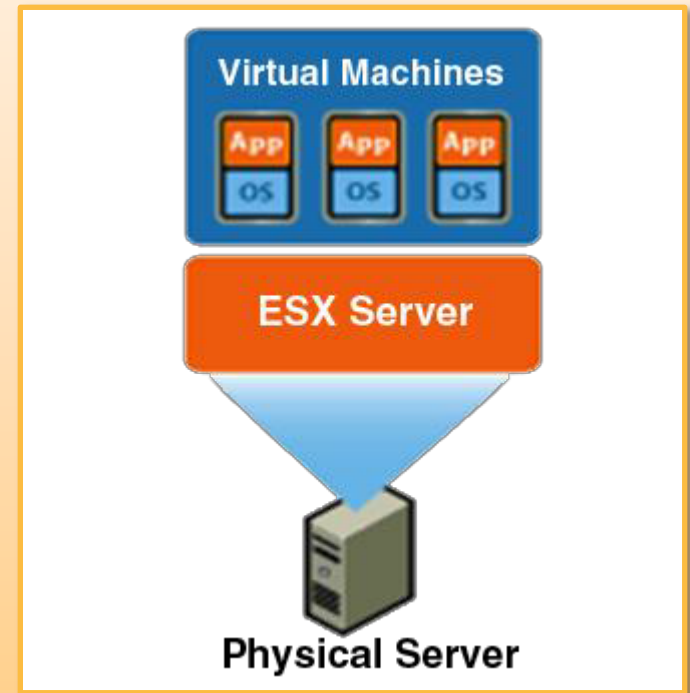
# One Club Card Solution

PROVEN Multi-Site Solution: IGT Advantage



# Server Solutions – VMware Virtualization

- One computer does job of many
- Sharing resources
- Server consolidation
- Scalability
- Resource management
- Central management
- Business continuity/high availability



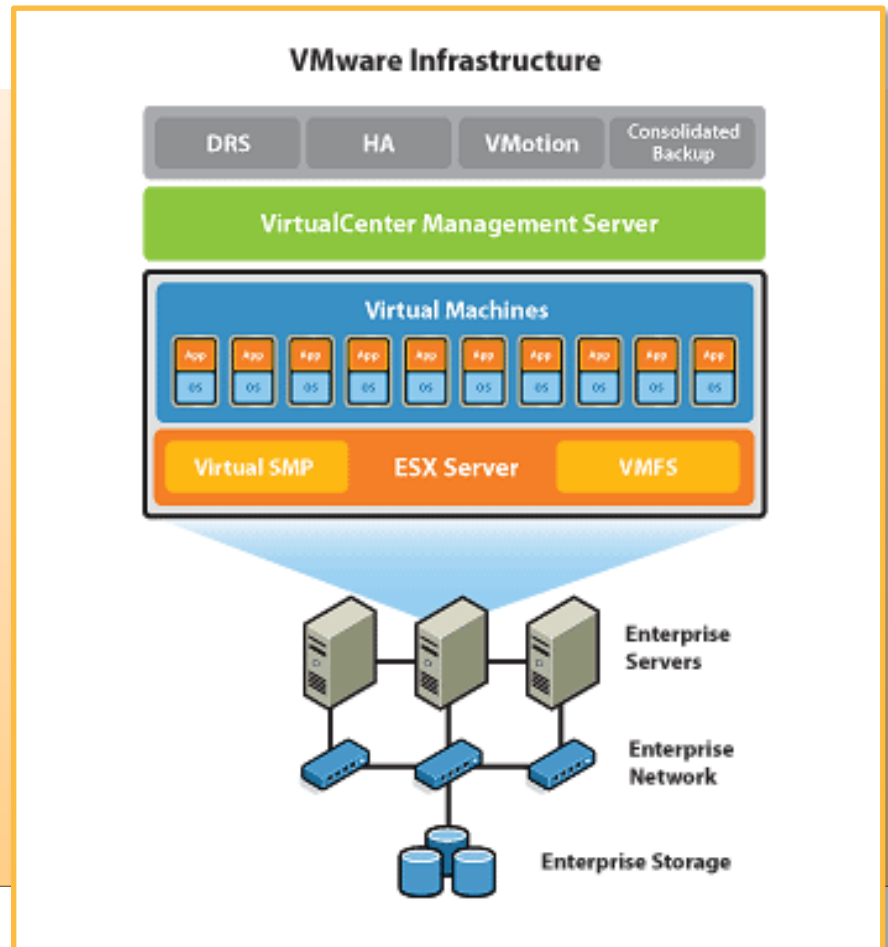
# VMware – Scalability

Create a server farm for all applications

- sb™ applications
- Advantage applications (future)
- Back-end applications

Scaling out hardware is easy:

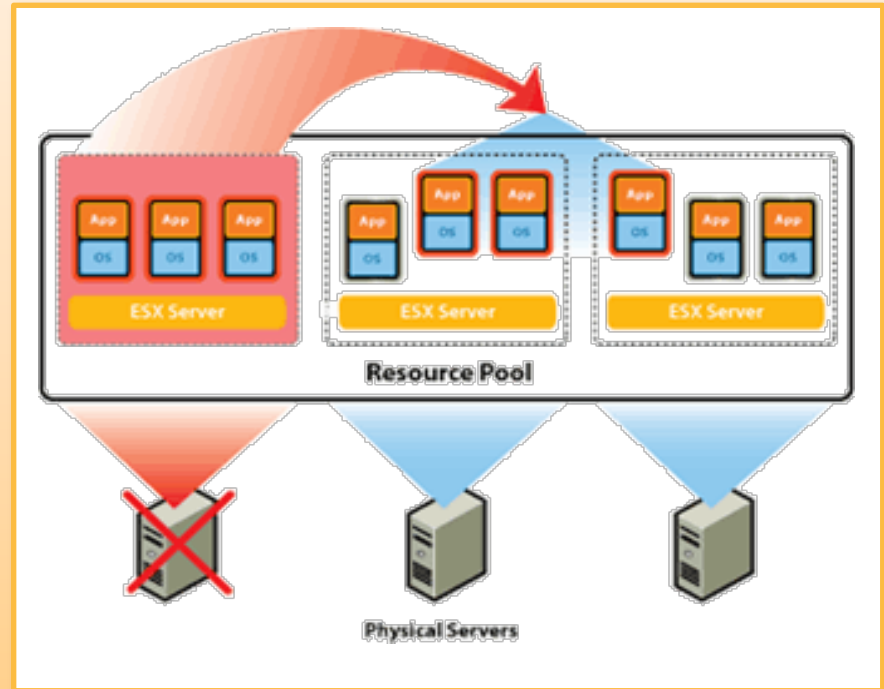
- Just add a new physical server to the resource pools



Source: VMware

# VMware – High Availability (HA)

- Create resource pools of physical machines
- Detects server failures using a heartbeat
- Restarts virtual machines when failure occurs on any server in the resource pool



Source: VMware

# Classic Games, Modern Floor

Upgrades and Conversions with sb NexGen II and the UGA



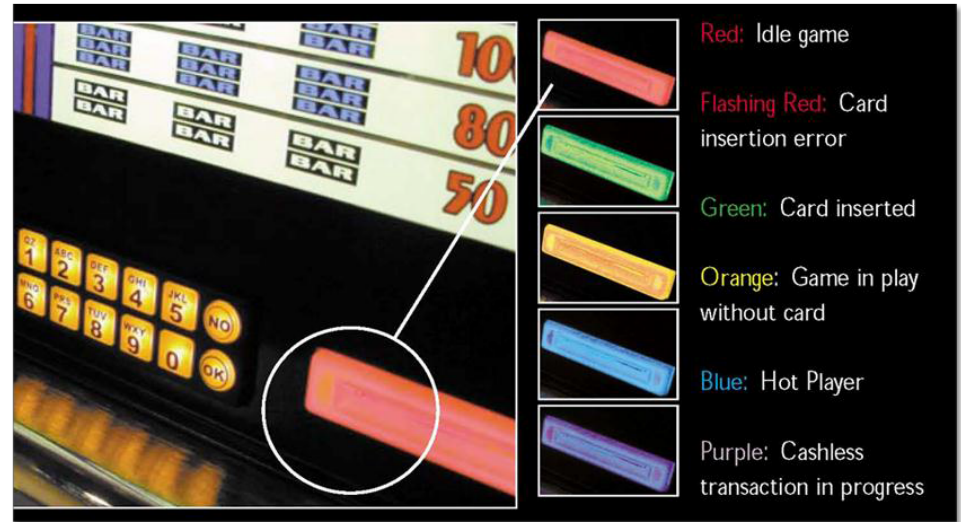
# Upgrade Benefits

- Expand marketing real estate without detracting from the game experience
- Extend brand consistently throughout the floor and into the game
- Drive carded promotions with animated graphics and sound
- Improve player experience
- Extend existing capital investments



# Upgrade Features

- Supports multilingual marketing capabilities
- Superior touch screen responsiveness
- Ethernet-capable
- High-reliability CF card technology
- RoHS compliant
- IO expansion capabilities
- Scalable CPU performance
- Bezel communicates game status
- Supports advanced multimedia formats including Flash

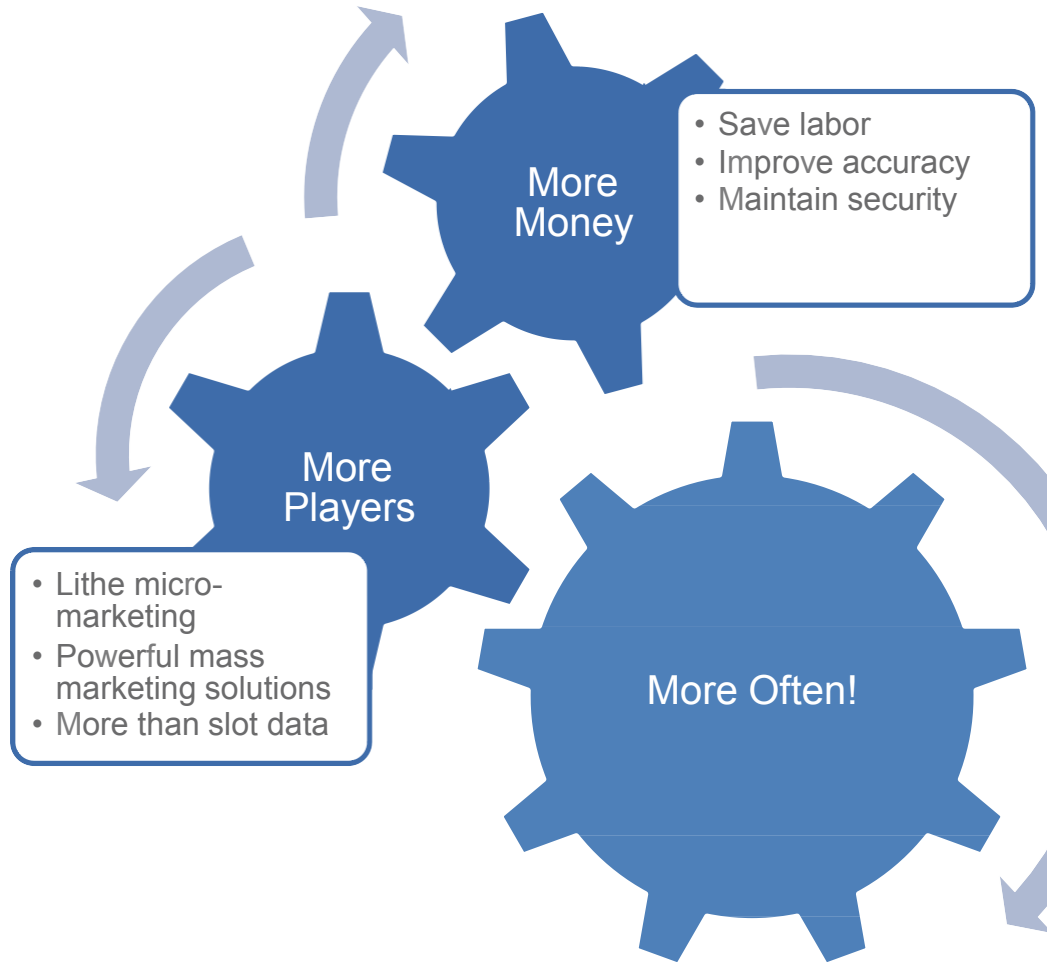


# Bringing It All Together





# The IGT Advantage Solution



# Thank You

igt

# Responsible Gaming

- Time-of-day display
- Self-imposed limits (time, loss, coin-in)
- System warning messages (visual, audio)
- Disable point and comp accumulations

ppc 89 - [] : (Page 1 of 2)

### Player Pre-Commitment Settings

Pool Name:

Limit Types Used

	Limit Reached Message	Snooze Reminder Message
<input checked="" type="checkbox"/> Turnover	PPC Turnover Limit	PPC Turnover Snooze
<input checked="" type="checkbox"/> Net Loss	PPC Loss Limit	PPC Loss Snooze
<input checked="" type="checkbox"/> Session Duration	PPC Time Limit	PPC Turnover Snooze

Limit Notification

VFD Message Priority Level:   Bonus Button Press Required

Enable Flashing Fluorescent  
Duration:  Min Time on VFD:

Enable ABI Tone  
ABI Tone:  Snooze time:  Snooze repeats:

< Back Next > Cancel

# Responsible Gaming

- Patron response required to continue playing
- Configurable “Snooze” function to repeat warning
- Check box in player record disables marketing activities to banned players

ppc 89 - [] : (Page 1 of 2)

### Player Pre-Commitment Settings

Pool Name:

Limit Types Used

	Limit Reached Message	Snooze Reminder Message
<input checked="" type="checkbox"/> Turnover	PPC Turnover Limit	PPC Turnover Snooze
<input checked="" type="checkbox"/> Net Loss	PPC Loss Limit	PPC Loss Snooze
<input checked="" type="checkbox"/> Session Duration	PPC Time Limit	PPC Turnover Snooze

Limit Notification

VFD Message Priority Level:   Bonus Button Press Required

Enable Flashing Fluorescent  
Duration:  Min Time on VFD:

Enable ABI Tone  
ABI Tone:  Snooze time:  Snooze repeats:

< Back Next > Cancel

QUESTIONS?

**CASINO**

**Appendix VIII. C.6.d-2. Apps and Bonusing Sales Presentation**

# Applications and Bonusing

Delivering an Enhanced Experience



# Apps and Bonusing

For operators who want to *deliver a customized, enhanced player experience and create competitive differentiation*, IGT offers Applications & Bonusing branded solutions that will increase player engagement through its unique offerings.

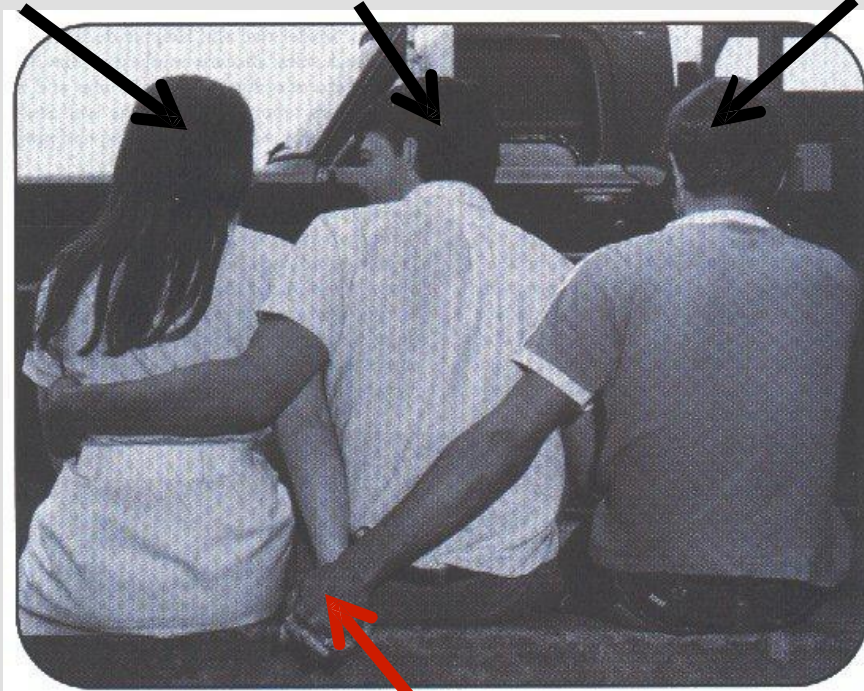


# Disloyal Players Are the Norm for Casinos

Your Player

You

Your Competition



***YOUR PROBLEM***

# Retain Loyalty with Personalized Content



# A System You Can Grow Into, Not Grow Out Of

- Achieve maximum strategic value
- Streamline operations
- Talk to the right players
- Future-proof your floor



# Operators Love Apps & Bonusing



110 TRAIL STR  
P



# Apps For Loyalty and Efficiency

## Loyalty

Player Currency

Random Bonusing

Intelligent Bonusing

## Efficiency

Marketing Automation

Service Automation

# Creating Player Loyalty

Player Marketing Applications



# Modular Bonus Options

Lucky  
Coin™

Lucky  
Time™

Point  
Pursuit™

Big Game  
Hunt

Team  
Challenge™

Random  
Bonusing

Intelligent Bonusing

Player Currency

# Player Currency

The basis for your loyalty programs



# Xtra Credit®

**Xtra Credit® non-cashable credits, the basis of your loyalty program, ensure that your marketing dollars work for you**

- Lower marketing costs, reduce waste
- Increase bonus redemption rates and slot utilization
- Increase time on device by rewarding players while they are playing

**Available Network: SAS, LAB, ASP, G2S, Hybrid**



“Time in seat numbers during Xtra Credit promotions has been astounding. Without Xtra Credit, we saw 100 minutes of in-seat time on average. With Xtra Credit, we see 160 minutes. Players are literally waiting here when we push our bonus play every other week.”

— San Pablo Lytton Casino, San Pablo, California

# Point Play®

**Reduce your point liability while giving players what they love – more play, directly at the machine!**

- Decrease point liability while increasing time on device
- Extra convenience and satisfaction for your players
- Eliminate the expense of promotional dollars that walk out the door by replacing cash back

***Available Network:  
SAS, LAB, ASP, G2S, Hybrid***



“In the first year alone, points earned increased 116%, points redeemed by 316%, and point liability was reduced by 76%.”

— Akwesasne Mohawk Casino, Hogansburg, New York

# Random Bonusing

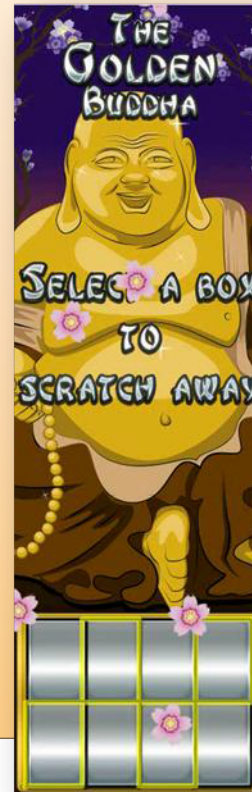
Generating excitement at scale

# Lucky Coin™ /Carded Lucky Coin™

**Lucky Coin™ is a progressive mystery jackpot bonus program deployed on a bank or floorwide**

- Increase the value of your players club and drive membership
- Build floorwide excitement as your bonus amounts grow
- Add strong branding and differentiate your property

**Available Networks:  
SAS, LAB, ASP, G2S, Hybrid**



“Lucky You [Carded Lucky Coin] jackpots create a frenzy when they get close to hitting. Carded play reaches 85%, and coin-in amounts increase. It’s obvious people are playing to win big and that they’ve made the trip to our property specifically for the chance at this life-changing award.”

— Coeur d’Alene Resort and Casino, Coeur d’Alene, Idaho

# Lucky Time™ / Carded Lucky Time

Lucky Time™ awards jackpots or prizes only within the time frame you've chosen

- Stimulate play during slow periods of the week or day
- Increase play on banks or floorwide
- Improve visit frequency and boost spend-per-visit

**Available Network:**  
*SAS, LAB, ASP, G2S, Hybrid*





“The Lucky Time bonus has become one of most valuable tactical bonus jackpots. The ability to schedule winning events, frequency and prize values based on growth and/or exposure opportunities has been hugely beneficial. We have also used the lucky time bonus to integrate into our two stage winning strategy to engage our customers and celebrate their wins with a wide audience.”

— GM Product and Strategy

# Lucky Chip

## Incentivize table games players with Lucky Chip™ table mystery jackpot promotions

- Increase carded table game play while making player club membership more valuable for your players
- Drive play and increase average spend-per-visit
- Reduce manual promotional execution



“To keep ahead in the competition, you need to be doing something different. ... [Lucky Chip] is very different from what’s out there.”

— Michael Jensen, MGM Macau

# Celebration Prizes®

**Reward all players when a Lucky Coin® or Lucky Time™ bonus jackpot is won**

- Ensure maximum advertising/PR value of your major promotions
- Ability to create more winners
- Build and distinguish your brand

***Available Network: SAS, LAB, ASP, G2S, Hybrid***



# Personal Lucky Coin

**Personal Lucky Coin rewards players with a individual progressive jackpot that grows larger the more they play**

- Increase coin-in
- Increase trip frequency
- Retain high-end players

***Available Network: SAS, LAB, ASP***



# Multiple Jackpot Time™

**Multiple Jackpot Time™ automatically multiplies an eligible winning payout**

- Ignite play during slow periods
- Build excitement on the casino floor
- Increase play on specific games or banks

***Available Network: SAS, LAB, ASP***



# Intelligent Bonusing

Personalized bonusing for unique player experiences

# What Is Intelligent Bonusing?

## Random Bonusing



## Intelligent Bonusing



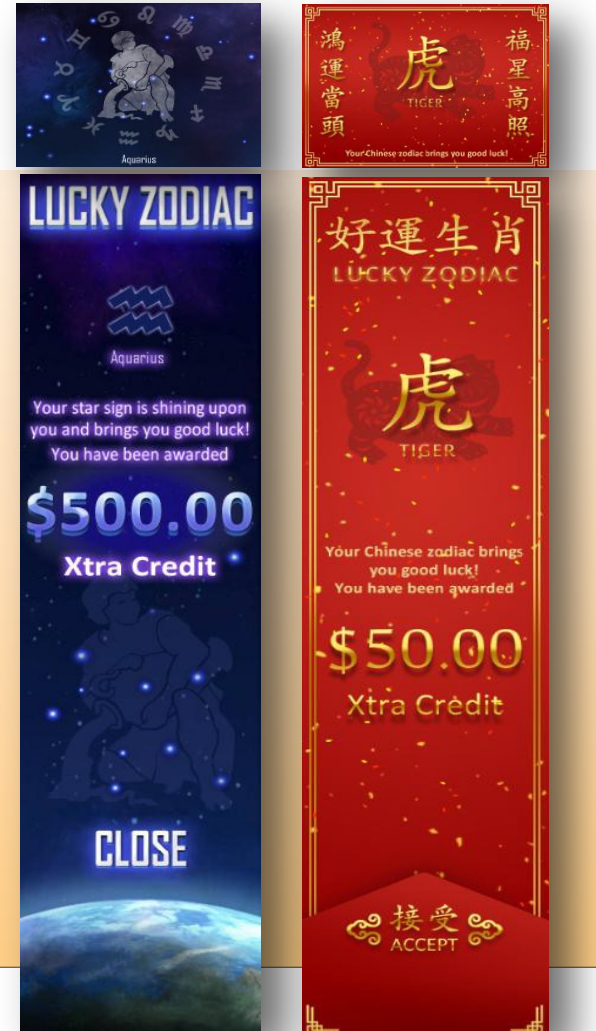


# Lucky Seat<sup>®</sup> Slots

**Automatically award a predetermined percentage of your slot players a random, instant reward**

- Drive play by configuring to hit during periods of slack demand
- Customize and brand the promotion to your property
- Increase carded play and the value of your players club

**Available Network:  
SAS, LAB, ASP, G2S, Hybrid**



# ReturnPlay™

ReturnPlay™ is an automated "bounce back" promotion that provides an award in the future based on points earned today

- Increase visits on targeted days
- Boost spend-per-visit
- Target periods of slack demand

**Available Network:**  
**SAS, LAB, ASP, G2S, Hybrid**

**Bounce Back In April!**  
**Earn Up To \$1,500 In FREE SLOT PLAY!**

EARN POINTS IN ONE DAY!	USE YOUR FREE SLOT PLAY THE NEXT DAY!
1000 PTS	\$10
2000 PTS	\$20
3000 PTS	\$30
4000 PTS	\$40
5000 PTS	\$50

**And You Keep The Points!**  
Each New Day You Reach A Level...  
Get More Free Slot Play The Next Day!

**TEXAS STATION**  
Casualty Hall & Hotel  
N. Rancho at Lake Mead  
631-1000

**SUNSET STATION**  
HOTEL & CASINO  
Sunset Rd. at US 93/95  
547-7777

# ReturnPlay Results



**67%** of players increased play

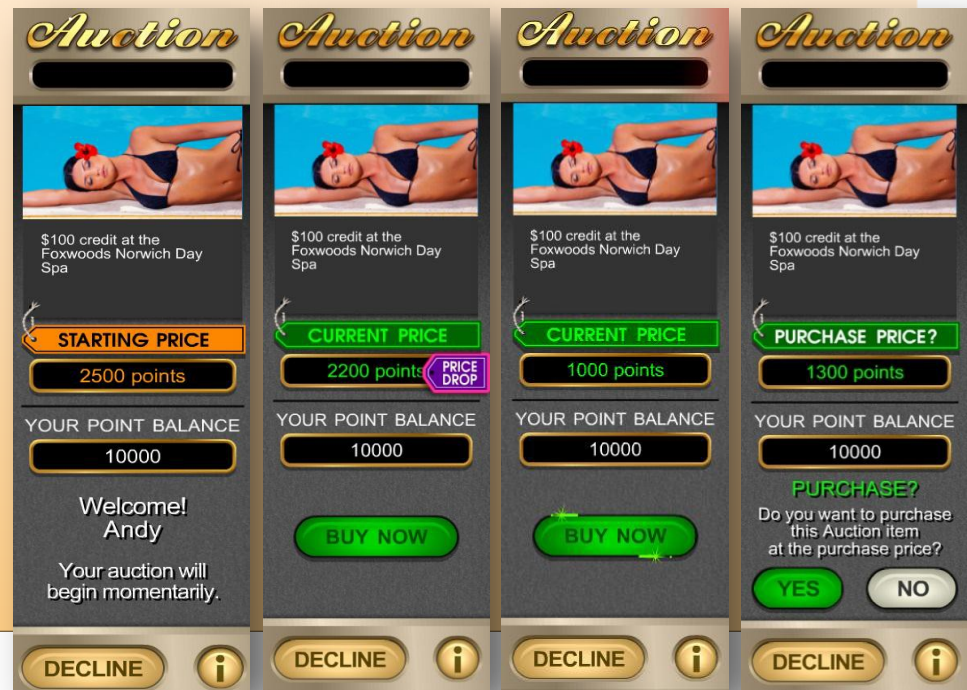
**11–13%** increase in net win overall (depending on segment)

# Auction Action™

Going once, going twice, sold! *Auction Action™* brings the excitement of auctions to your casino

- Clear expiring inventory while keeping players on device with auction format
- Drive traffic to in-house amenities by auctioning off dining, spa or other comps
- Reduce property point liability with automatic point reduction

**Available Network: G2S**



# Point Pursuit™

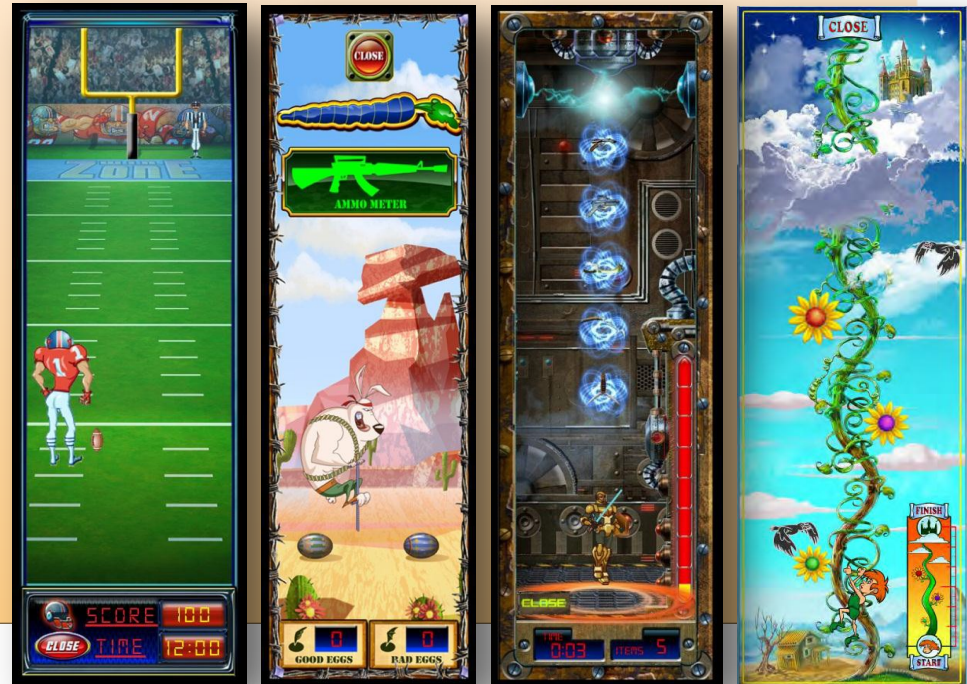
***Instant, automated rewards delivered to the player in real time***

**Point Pursuit™ immediately delivers random or fixed amounts of promotional rewards for achieving point accrual levels you specify**

- Increase revenues by more intelligently targeting rewards
- Goal oriented awards drive carded play and incremental visits
- Deliver branded promotions that differentiate your property

***Available Network:***

***SAS, LAB, ASP, G2S, Hybrid***



# Random Riches®

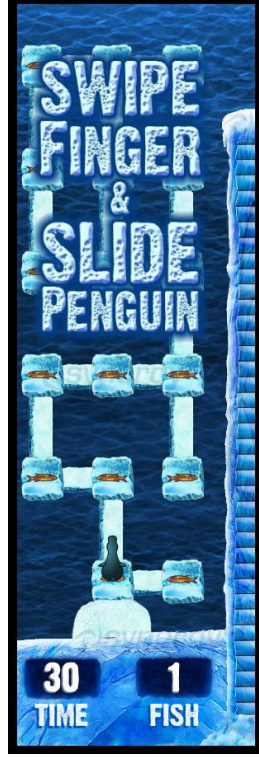
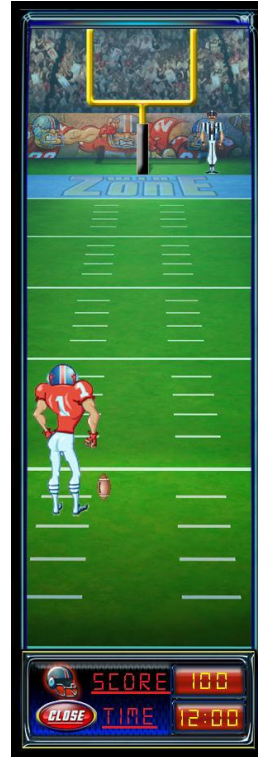
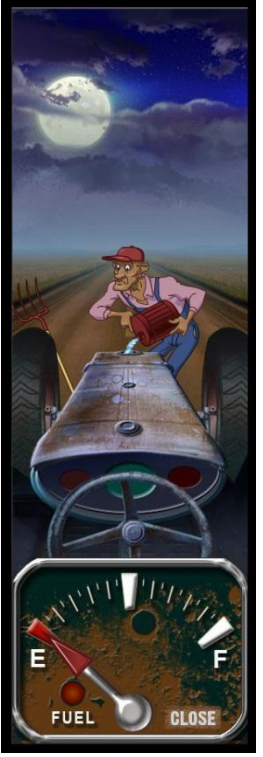
***Instant, automated rewards delivered to the player in real time***

**Random Riches™ immediately delivers random or fixed amounts of promotional rewards for achieving point accrual levels you specify**

- Increase revenues by more intelligently targeting rewards
- Goal oriented awards drive carded play and incremental visits
- Deliver branded promotions that differentiate your property

***Available Network: G2S***





Random Riches

CORE PLATFORM

# Themes For Every Need





# Big Game Hunt

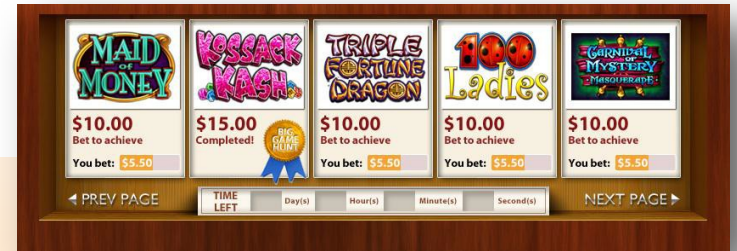
## ***Award achievement based on coin-in***

**Players achieve milestones on individual themes based on coin-in. When all milestones are met, the player is awarded a prize**

- Improve performance of new games with targeted promotions
- Goal oriented awards drive carded play and incremental visits
- Deliver branded promotions that differentiate your property

***Available Network:***

***Native G2S Support Only***



# Team Challenge™

**Team Challenge™ is a Bonusing application where eligible teams of players cooperate and compete against other teams for promotional awards**

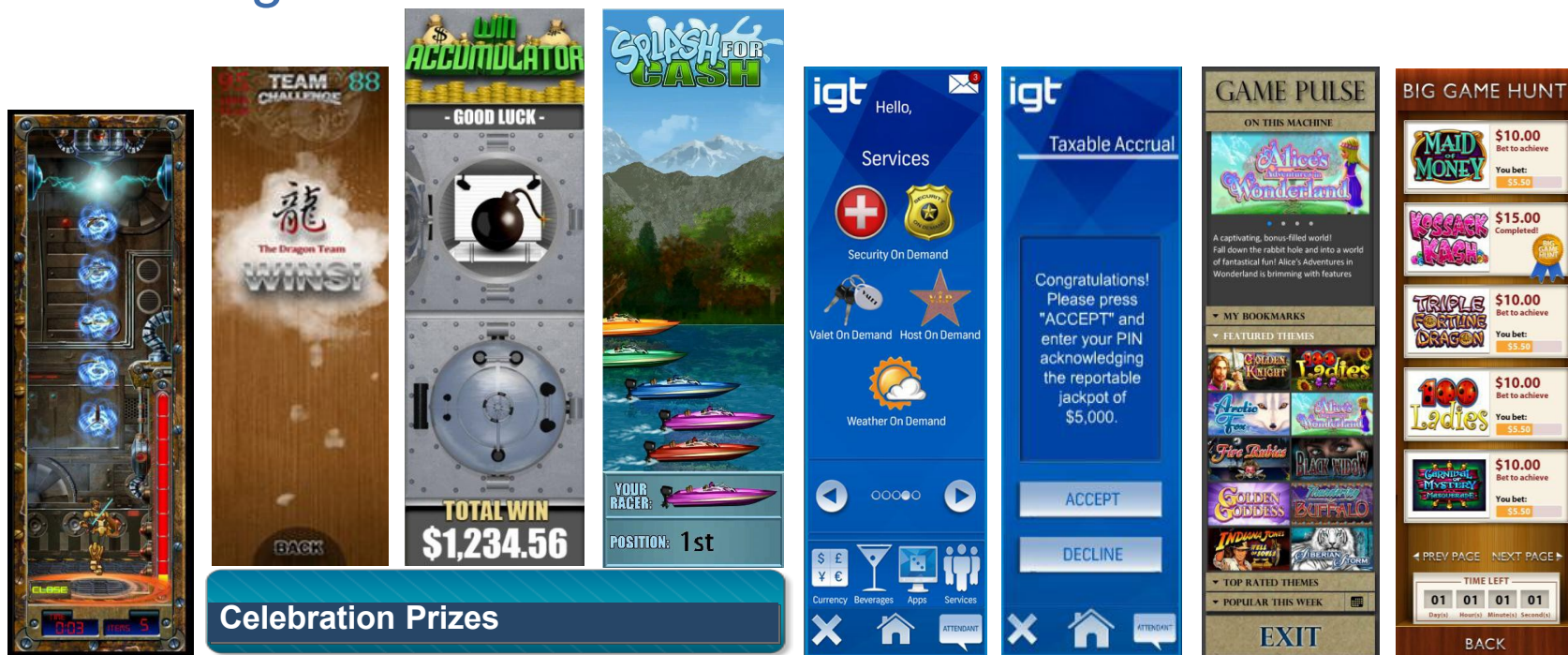
- Build excitement across your casino floor
- Drive play in slow periods
- Increase carded play

***Available Network: G2S***

***No Secondary Display Support***



# Bonusing & Applications Flexibility Themes & Engines



## Celebration Prizes

- Point Pursuit Engine
- Random Riches Engine
- Team Challenge Engine
- Lucky Time Engine
- Lucky Coin Engine
- On Demand Suite
- Taxable Accrual
- Game Pulse
- Big Game Hunt

Intelligent Bonusing

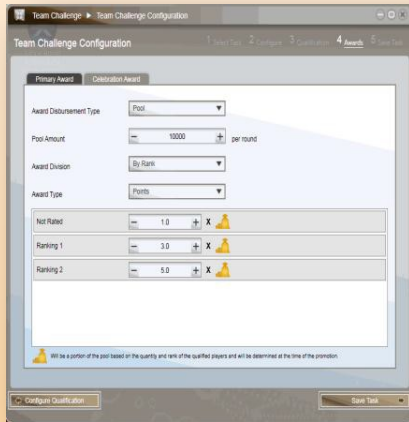
Random Bonusing

Service Automation

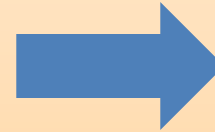
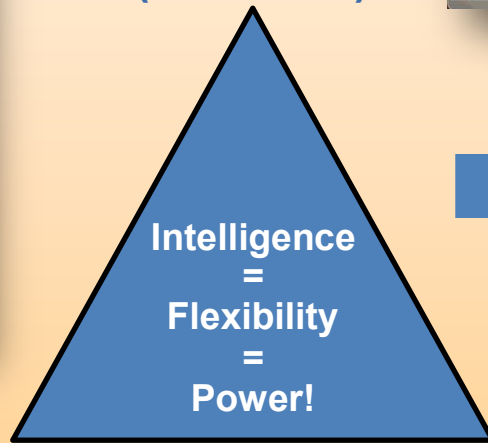
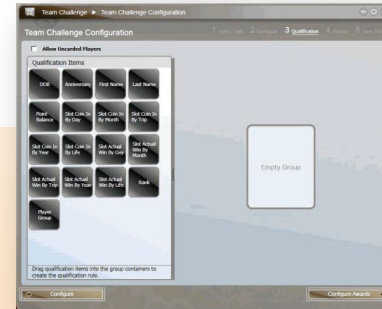
Games Apps

CORE PLATFORM

# Bonusing Flexibility



Qualification  
(Behavior)



Keep Casino Floor  
New & Exciting!

Increase Coin-in &  
Improve Marketing ROI

Award  
(Incentive)

Delivery  
(Player Experience)



# The Game as a Kiosk

Bringing convenience and more functionality to the game

# Message Blast™

**Send a personal message to a player or floor-wide message to all players at the machine**

- Provide a personalized player experience that increases loyalty
- Target players with the right messages at the right time
- Improve advertising and ensure timely communications to players

***Available Network:  
SAS, LAB, ASP, G2S, Hybrid***

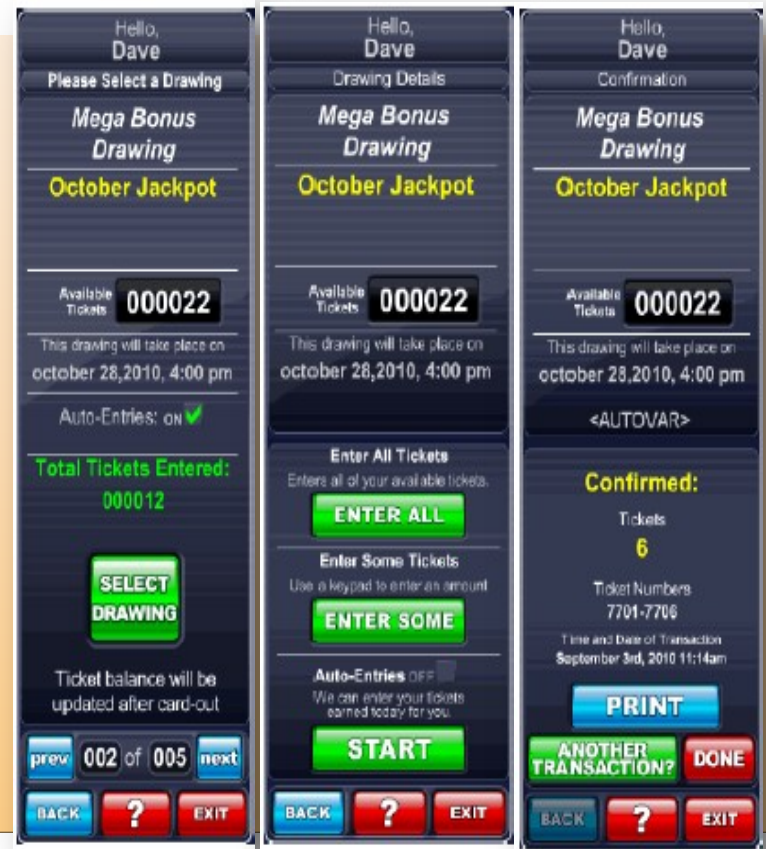


# Virtual Drawing Manager

Let players club members manage promotional drawing entries without the hassle and expense of printing physical drawing tickets

- Lower printing and labor expenses
- Decrease lines at the club booth and lower staff impact while increasing player convenience
- Reduce the risk of fraud and inappropriate distribution of entries

**Available Network: G2S, Hybrid**



# Player Convenience at the Game

Service Automation

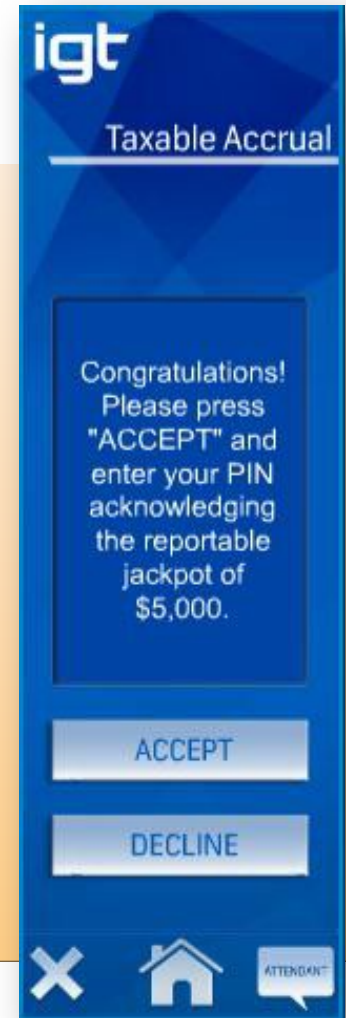


# Taxable Accrual

**No more waiting for handpays or completing multiple W2G tax forms. Eligible players process their own jackpots and continue playing in just seconds**

- Increase loyalty, play time and the velocity of money
- Reduce staff required to process jackpot events
- Significantly decrease errors based on manual entries

***Available Network: G2S***

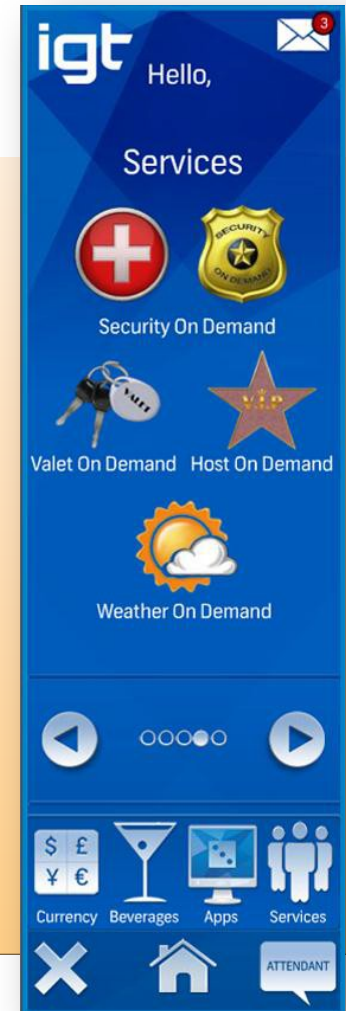


# On Demand Suite

What if your players never had to leave their game? Instead of waiting in lines, players access a variety of conveniences with the push of a button

- Increase time on machine
- Increase staff efficiency
- Increase loyalty and enhance player experience

***Available Network: G2S***



“We’ve been able to deliver amazing customer service with On Demand services. Guests love being able to order drinks without even having to leave their seats so stay and play longer.”

— The Grand, Ho Tram Strip, Vietnam

# Beverage on Demand

Players order drinks right from their machine. Those orders print out at assigned outlets for easily fulfillment and delivery

- Maximize time on device
- Increase customer satisfaction and accuracy of beverage orders
- Maximize servers' efficiency

***Available Network: G2S***

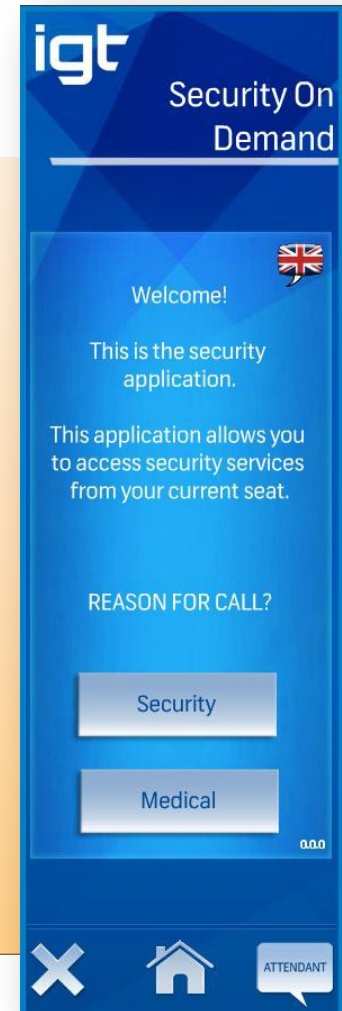


# Security on Demand

## Provide your players with easy access safety and medical assistance

- Increase time on device
- Improve security and medical response times
- Improve staff efficiency

***Available Network: G2S***

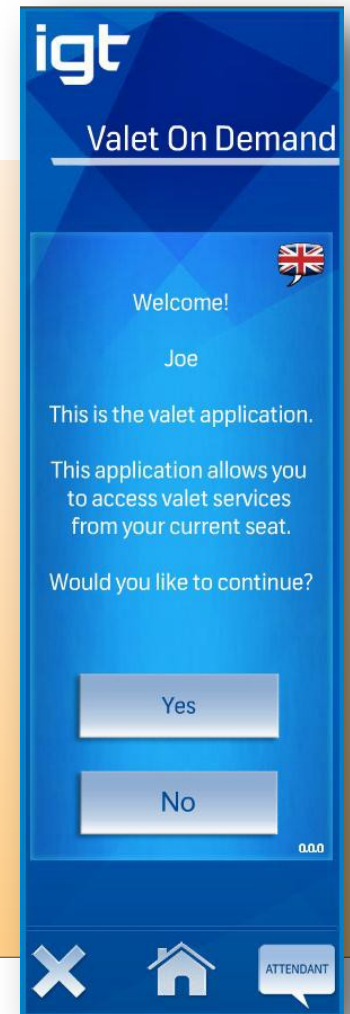


# Valet on Demand

**Instead of waiting in line for their car, players request their cars from valet while still playing their favorite games**

- Increase time on device
- Limit congestion at your valet area during peak times
- Reduce player wait times for valet services

***Available Network: G2S***



# Weather on Demand

**Give your players the latest weather to encourage them to stay for a meal or another turn at the machines**

- Increase time on device
- Increase on-site activity
- Enhance player experience

***Available Network: G2S***



# Coming Soon

Apps For the Future





# Free Play Time

Players earn a configured amount of Free Play based on levels of Coin In

- Increases player loyalty
- Drives return visits
- Increases incremental play

***Available Network: G2S***

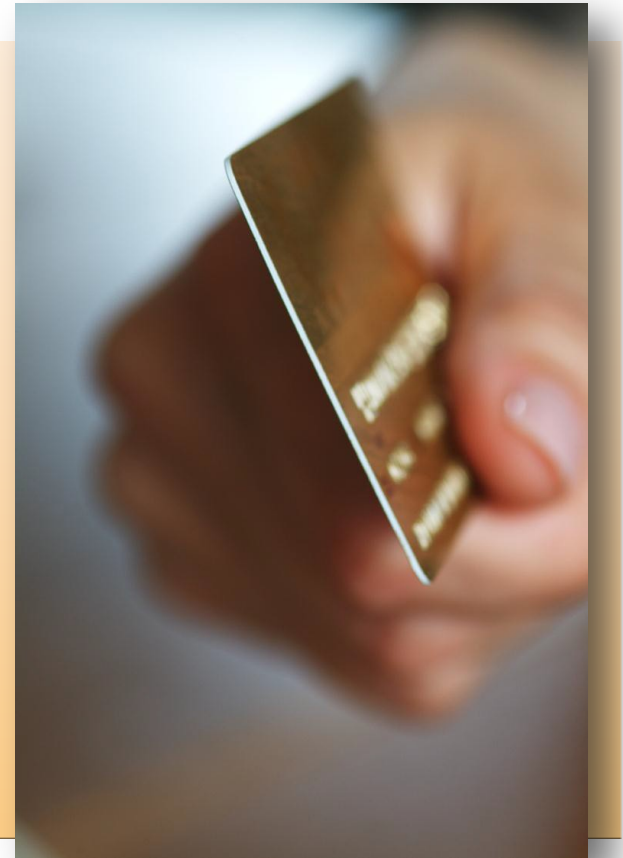


# Intelligent Rewards

**Intelligent Rewards incentivizes visit by awarding a prize for simply inserting their loyalty card at the property**

- Drive attendance during specific time periods
- Increase players club signups
- Reduce player's club and kiosk lines by "swiping" at the machine

***Available Network: G2S***

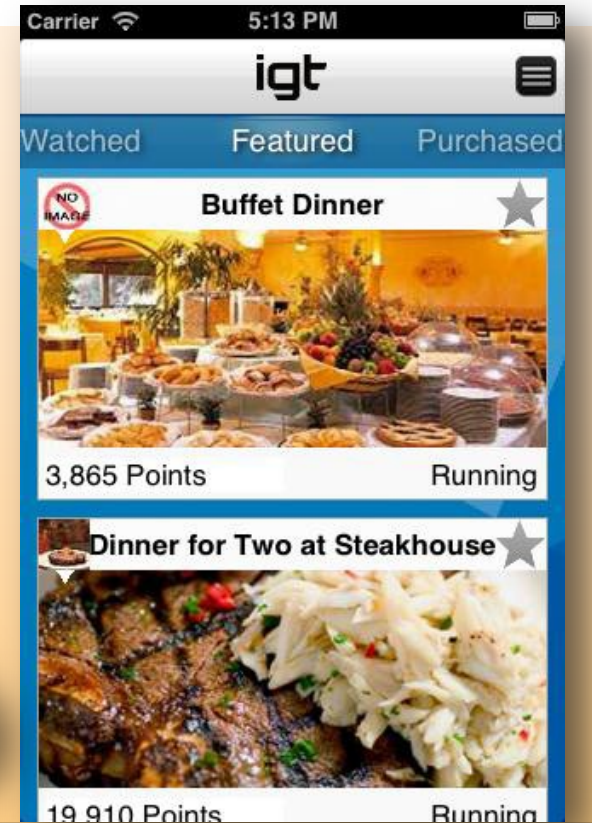


# Mobile Intelligent Offer

## Pull guests to your property's amenities with mobile auctions to fill capacity

- Reduce property point liability with automatic point reduction
- Clear expiring inventory while pulling players to the location
- Drive traffic to in-house amenities by auctioning off dining, spa or other comps

**Available Network: G2S**



# Game Pulse

## Help players find their favorites on your floor

- Empowers players to find games quickly
- Enhances player experience by displaying location of specific game themes on the slot floor
- Drive play to specific themes with Featured Games option

**Available Network:  
G2S Native Only**

The image displays four vertical panels, each representing the 'Game Pulse' interface for a different slot game. Each panel includes a game title, a 'BOOKMARKED' button, a description, a volatility gauge (ranging from CASUAL to AGGRESSIVE), a 'MY RATING' and 'AVERAGE' section with star icons, a 'TOP WINS' section with a bar chart, and a 'THIS GAME WAS VIEWED 278 TIMES' statistic. The panels also feature a 'FEATURED THEMES' or 'TOP RATED THEMES' section with game thumbnails and a 'POPULAR THIS WEEK' section. The bottom of each panel has a 'BACK' or 'EXIT' button.

- Arctic Fox™ Video Slots:** Description: "The Arctic Fox™ game has wild appeal on so many levels. Enjoy 5 reels and 50 paylines of high-line play, 2-for-1 wagering, stacked wild symbols, and a retriggering free games bonus. Plus, there's the captivating arctic fox himself!"
- Alice's Adventures in Wonderland:** Description: "A captivating, bonus-filled world! Fall down the rabbit hole and into a world of fantastical fun! Alice's Adventures in Wonderland is brimming with features"
- Indiana Jones Well of Souls:** Description: "ways to win MultiWay Well of Souls Video Slots theme. A rush of excitement will whip up when the shared bonus is triggered. This feature allows more than one player to enter the bonus at the same time. Up to four progressive jackpots may be awarded to an individual player or distributed among several players."
- Adventures in Wonderland:** Description: "Adventures in Wonderland is brimming with features that will leave you winning and grinning like the Cheshire Cat."
  - Five interactive, persistence-play and a random Free Games bonus
  - The Cheshire Cat surprises you with unexpected wins, wilds and multipliers
  - Play four independent base games at once with MultiPLAY
  - Immersive storybook-themed base

QUESTIONS?

**CASINO**

**Appendix VIII. C.6.d-3. Floor Manager Sales Presentation**

# Floor Manager



# Floor Manager

A woman with long brown hair, wearing a silver strapless dress and a necklace, is sitting at a slot machine in a casino. She has a wide, joyful smile and her fists are clenched in a celebratory gesture. In the background, a man in a suit is also playing a slot machine, and the casino floor is illuminated with blue and purple lights.

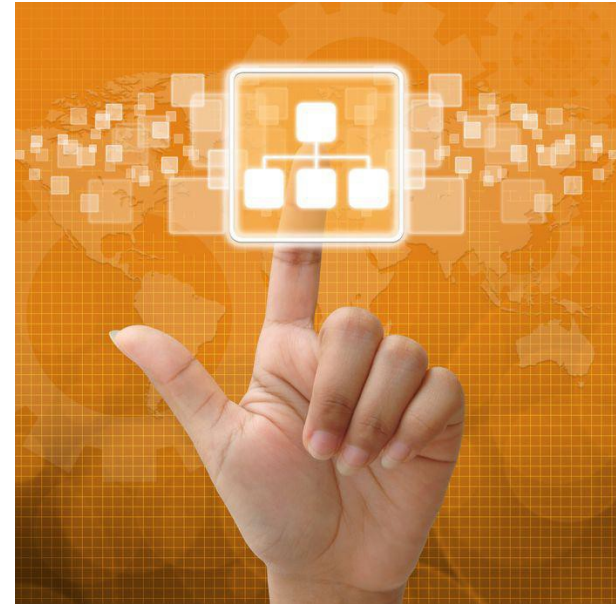
For operators who want to maximize their floor performance, IGT Floor Manager offers a solution to remotely change casino floor mix based on market conditions and demographics that will grow business and maximize performance.



# Floor Management

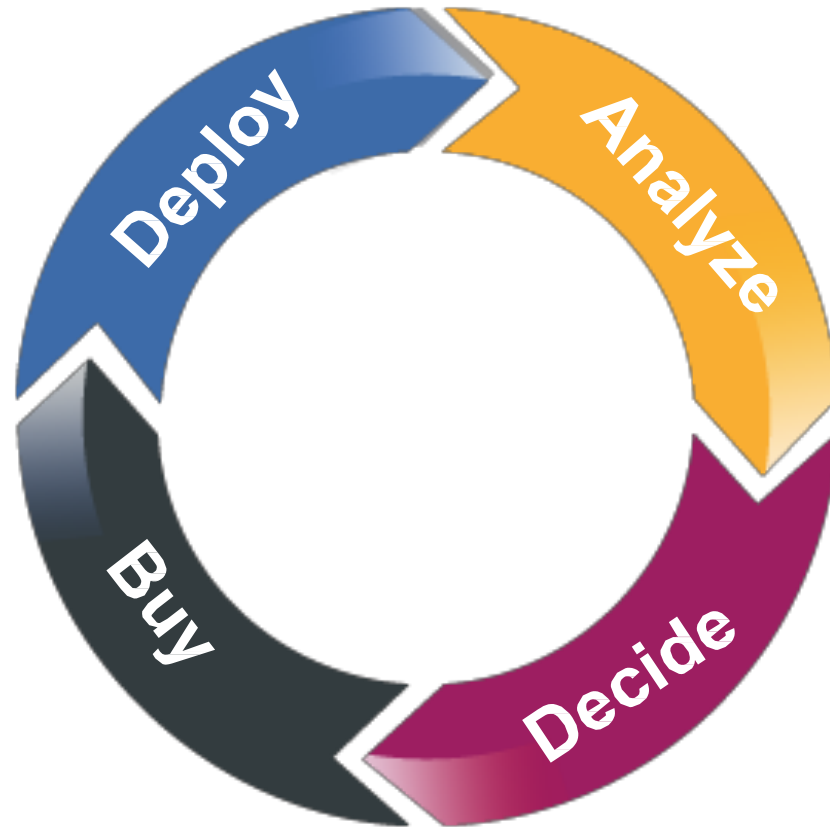
## Many Variables to Consider:

- Time & Day
- Pricing & Margin Targets
- Game Type/Theme Mix
- Expected Player Mix
- Competitive Factors



Optimizing the Configuration of Your Casino to Increase Yield on the Floor

# Maximum Game Velocity



**From Months to Minutes**

# Benefits of Floor Manager

Reduce machine downtime through remote, real-time game management

Enhance player experience with fast game changes

- Provide game titles on request

Eliminate [typical] conversion costs

Reduce operating costs

Increase efficiencies and floor opportunity





“I took a ‘show me’ approach when first hearing of the IGT sbX technology. It is clear to me now that IGT has a clear roadmap and their vision has become reality.

There are immediate benefits and ways to maximize sbX moving forward – with analytics, floor flexibility and what it does for the player.”



**FIREKEEPERS**  
CASINO • BATTLE CREEK

# IGT Floor Manager

## 70 AVPs

- Banks of 6-10 throughout the floor
- Ethernet floorwide

## No Zone Unturned

- Four new themes per bank each month in all zones
- Test themes to player demographics
- Better understand which zones cater to which players



**Win per unit rate of growth is 10 TIMES GREATER  
on sbX-connected machines after just two months**



“The Thunder Zone concept combined with IGT’s sbX products gave us the ability to create a total experience, one that really takes our players beyond the game. It transformed an out-of-the-way room that traditionally didn’t see much traffic to a player hot spot.”

--Shawn McDaniel  
Director of  
Gaming  
Operations  
Three Rivers  
Casino and Hotel  
Florence, Oregon

**THREE RIVERS**  
CASINO & HOTEL

# Thunder Zone

## IGT Floor Manager

### 30 AVPs

- Refreshed monthly
- 15-20 IGT game themes on each
- On-demand, multi-game configuration

## IGT Secure Progressive Controller

- Four-level, rapid-hit mystery jackpot



**Performing at 3x house average**

**\$100,000 coin-in per day**

**10% of revenue growth is attributed to the room alone**

# Industry's Largest Game Library

## Sumatran Storm



Progressives

## Gold Bar 7's



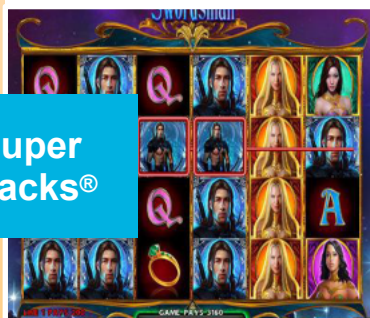
Spinning Reels

## Tales of Hercules



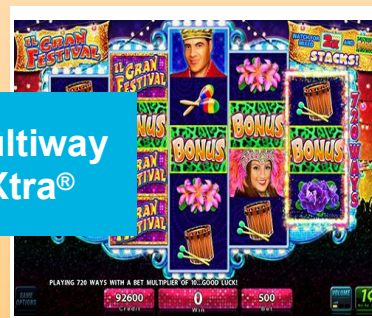
Locking Wilds®

## The Swordsman



Super Stacks®

## El Gran Festival



Multiway Xtra®

## Jacks or Better



Video Poker





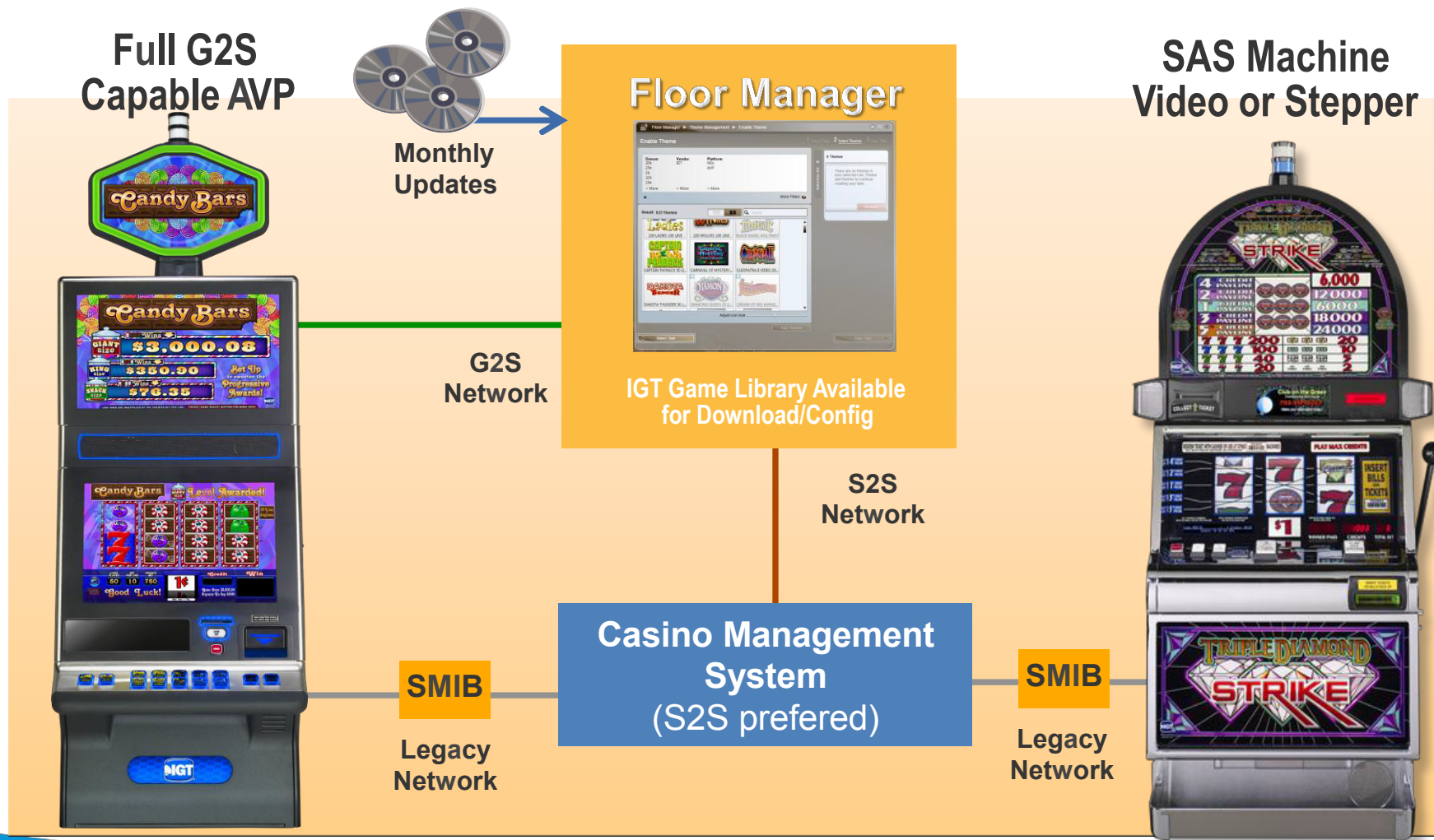
## Revolutionize the Conversion Process

“Conversions can be a life-and-death decision, accounting for a large percentage of our capital each year. The pressure to pick the ‘right’ theme every time is high.

With sbX and the game library, I have roughly 200 themes to choose from. I let our guests decide which themes they prefer and I adapt my game mix to their preferences faster than my competition can. That gives me a ton of flexibility, and, inevitably, an edge.”

*Marina Bay Sands*  
CASINO • HOTEL

# Floor Manager on a Hybrid Floor



# Floor Management

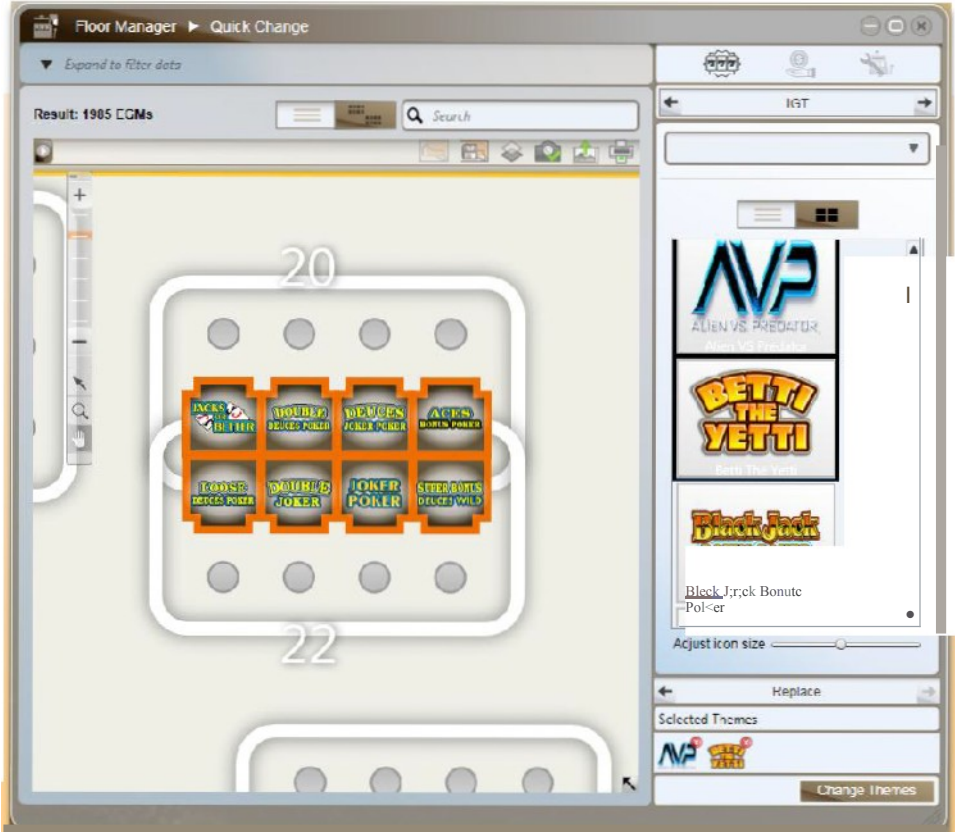
More than just download  
& configure

Leverage the power of the  
Network

- Discovery
- User Management
- Configuration capture and management
- Provisioning game content and firmware
- Event monitoring
- Health monitoring and remote repair



# Easy Machine Configurations



# View Theme Attributes

The screenshot displays a software interface for configuring slot machine themes. A 'Theme Details' window is open, showing various attributes and their values. Below this, an 'Image Gallery' section shows a preview of the slot machine cabinet with the 'Duck Stacks' theme applied. The interface includes navigation buttons like 'Select Task' and 'Save Task' at the bottom.

**Theme Details**

Optimal O.nominum	UIIUJ111
Volatility (HighMediumLow)	27%
Base Game Hit Frequency with Maximum Paylines Played	LO"
Bonus Hit Frequency (HighMediumLow)	5to...b
RTP Configuration	1001inf"
Maximum Bet	1.WU
Top Award with 1 Credit Bet per Payline	1,000
Optimal Maximum Bet	1,000
Maximum Payback %	9r.5
Maintenance Cycle %	

**Image Gallery**

The image gallery shows a slot machine cabinet with the 'Duck Stacks' theme. The cabinet features a large 'Duck Stacks' logo at the top and a screen displaying the game's reels and symbols. The theme is applied to the entire cabinet, including the buttons and the top display.

Thank you

**CASINO**

**Appendix VIII. C.6.d-4. Media Manager Sales Deck**

# Media Manager

A Platform for Applications

igt

Enclosure 4.0-(SFR)



# Media Manager



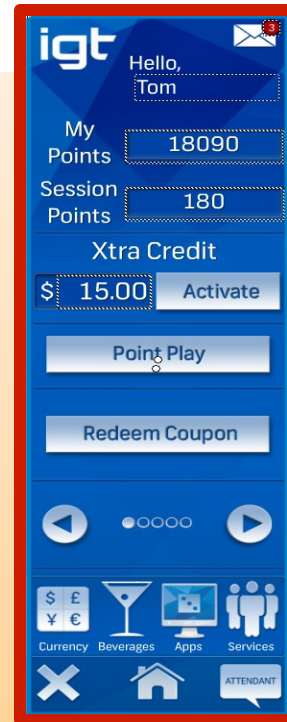
For operators who want to enhance player loyalty, promote their brand, communication with the players in real-time, and a platform to drive bonusing and loyalty applications.

# It's About the Experience

1. Use the high-speed sbX network to deliver Player Applications
2. Advertise amenities and promote events property wide
3. Increase play time and improve customer service with an in-game kiosk experience
4. Differentiate your property and increase player loyalty
5. Increased Operational Efficiencies

# Benefits of Service Window

- Secondary display no longer required
- Larger in-game real estate
- Check account balances
- Coupon redemption
- Display tier or ranking
- Gateway to cutting-edge apps:
  - Intelligent Bonusing
  - On Demand Suite



# Advertising in the Top Glass



- Create customized in house billboards that promote amenities, events and promotions on AVP® LCD screens.
- Brand each machine with your property logo
- Advertise using Flash movies and .JPG's using the Ad Rotator feature

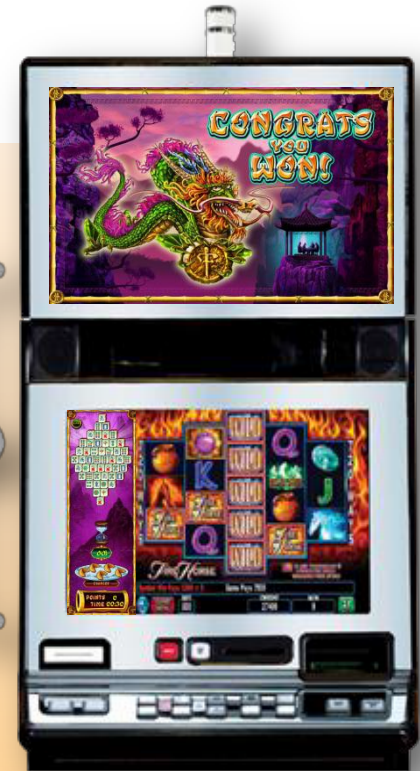
# Dynamic Delivery of Content

Remotely download content to the:

1. Digital Top Glass
  2. Service Window
  3. sb NexGen® IIx
- Refresh displays in real time
  - No manual updates
  - Flash one machine or 1000 simultaneously
  - Ability to send targeted media to your carded players



G2S



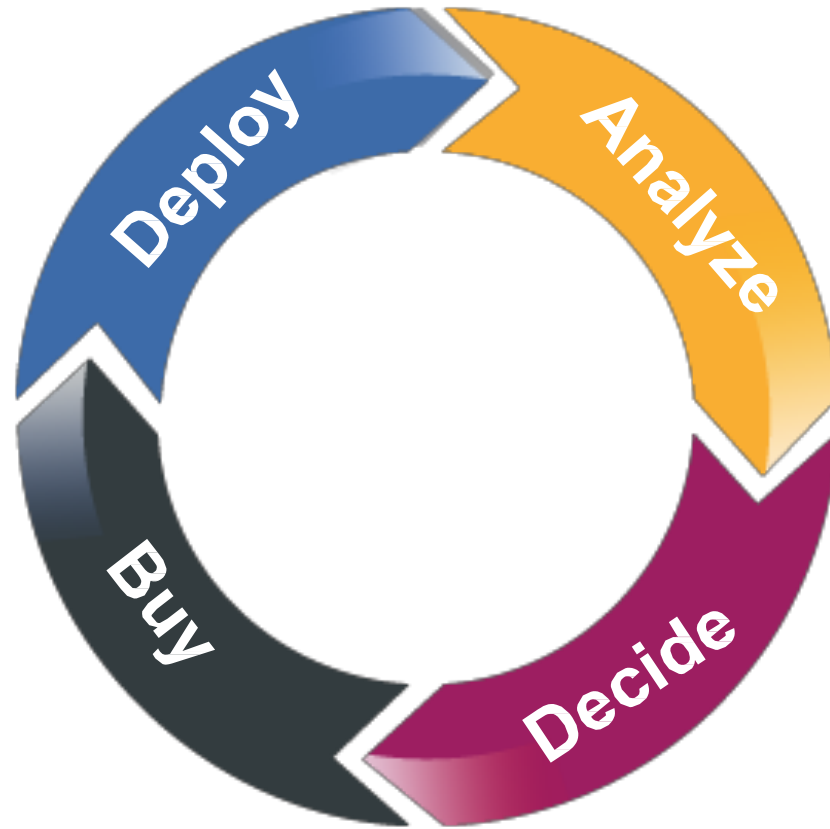
# Benefits of Media Manager

- Content loading in real time
- Targeted messaging directly to the player
- Upload content securely straight onto your desktop
- Approve art via a workflow
- Tier and player profile targeting
- Manage EGM's from your office, saving time and effort



**Personalized Content, Branded  
Messages At The Right Time**

# Maximum Game Velocity



**From Months to Minutes**

# Core Capabilities

- Upload, preview, approve and store content
- Schedule content changes by date or time
- Prioritize messages
- Reload and restart AVP® game displays
- Reporting – log all actions for maximum security and audit ability





# Media Manager ROI Factors

- Reduce in-house marketing and ad expenses
- Eliminate the need for specialty signage
- Increase enterprise amenity utilization
- Reduce labor costs by allowing direct interaction at the game for:
  - Club services
  - Hotel services
  - Food & Beverage



# Slot floor experience scenarios

## Media Manager

GSA  
Compatible  
Slots



No SMIB  
Required



IGT 80960  
Video Slot



Picture-in-  
Picture Board



IGT 80960  
Reel Slot



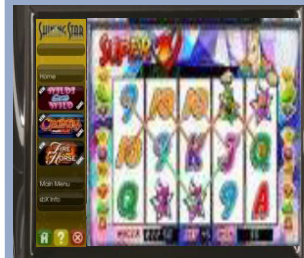
sb NexGen IIX  
as Display



Non-GSA  
Video from  
others



UGA or  
equivalent



Non-GSA Reel  
from others



sb NexGen IIX  
as Display



QUESTIONS?

**CASINO**

**Appendix VIII. C.6.d-5. sbX Analytics Sales Deck**

# sbX Analytics

Tools to maximize your floor

igt

Enclosure 3.0-(SFR)



For operators who want to maximize their floor performance, sbX Analytics offers with each handle pull, deeper insight into data that will grow business and increase ROI.

# sbX Analytics

*Combines the power and flexibility of Floor Manager and IGT's Game Library with sbX Analytics to give you tools to maximize your floor.*

- Understand machine performance and spatial relationships
- Provide the right theme to the right player at the right time
- Extract the greatest performance from your networked floor

**Business Intelligence is critical to achieving the highest ROI from sbX**

# Data Direct from the Source

- Learn from intelligence straight from the machine
- Gain insight into analytics that provide data you never had before
- Discover the hidden details in your machine





# Take A Closer Look

	Top Theme	Niche Theme
Theme 1	1400	400
Theme 2		400
Theme 3		400
Theme 4		400

## Top Performing Theme

- Single theme on EGM
- Coin-in at \$1400/day

## Niche Themes

- Four low-performing themes with niche audiences placed on one EGM
- Each contributed \$400/day
- Total coin-in \$1600/day

# sbX Analytics

sbX Analytics provides the data operators need:



## Hourly data

- No need to write complex SQL queries probing meters

## Multi-Denom Multi-Game

- No intervention needed to track theme names / configurations

## Assistance with theme configuration

- Max Bet, WPU, More Used, Games Played, and more

# sbX Analytics Includes

- Standard reports
- Ad-hoc reporting
- **No** dependency on an accounting system. Can be deployed across any system whether it is:
  - IGT: Advantage / Casinolink
  - Bally: ACSC
  - Aristocrat: Oasis





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“We chose IGT systems because we are committed to offering our players the highest standard of service using the industry's leading technology.”

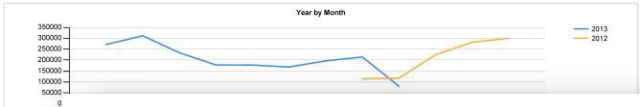


*Luca Frigerio  
Sole Administrator  
Casino de la  
Vallee  
Aosta, Italy*

# sbX Analytics

## Standard Reports – SSRS for customers with servers on-site

Time Trends - Theoretical Win  
Run Date: 9/24/2013 10:06:46 AM



Theme Detail Information  
Data for: 9/24/2012 - 9/24/2013



Themes Summary

Data for: 9/24/2012 - 9/24/2013

Slot Theme	Theoretical Win per EGM Day	Gross Win per EGM Day	Total Wager Amount per EGM Day	Games Played per EGM Day	Distinct Days	Distinct EGMs	Session Duration (H:MM:SS)	Average Wager	Carded Average Wager
100 LADIES	171	85	2,463	1,837	320	2	282h:45m:26s	1.34	NA
100 PANDA 100 LINE	78	66	1,123	964	153	2	67h:58m:39s	1.17	NA
100 WOLVER 100 LINE	142	143	2,041	1,551	320	2	226h:39m:44s	1.32	NA
ARCTIC FOX 50 LINE	118	128	1,391	1,423	191	2	219h:08m:22s	0.98	NA
BIG 7 4R2L10	92	90	1,137	1,080	109	1	379h:07m:01s	0.95	NA
BLACKBEARD DBL	254	295	3,191	2,830	288	1	379h:07m:01s	1.53	NA
DRAGON 50 LINE	155	201	1,821	1,465	266	1	254h:47m:36s	1.30	NA
DOUB DOON 50L212	73	87	727	682	347	3	203h:26m:44s	1.67	NA
CARIBOON MULTITHRY	92	115	906	871	340	3	227h:52m:55s	1.04	NA
COMET CARIBOON	174	201	2,168	1,432	178	1	150h:45m:56s	1.51	NA
DRUM 50L211	185	234	2,289	1,420	352	3	795h:48m:40s	1.61	NA
COUSARLICIOUS 50 LINE	183	144	1,828	1,302	191	2	395h:45m:27s	1.40	NA
CRYSTAL KINGDOM 50	367	428	4,552	3,514	352	3	1527h:23m:27s	1.81	NA
DAKOTA THUNDER 50 LINE	151	179	1,494	1,148	162	3	297h:39m:03s	1.30	NA
BARBORG BLAST 50	108	106	1,348	909	238	3	199h:09m:44s	1.48	NA
DIAMOND GALAXY MULTITHRY	135	165	1,341	1,341	164	3	293h:54m:07s	1.00	NA
GOLDEN GATE MULTITHRY	104	151	1,036	1,204	352	3	315h:10m:35s	0.88	NA
HOLIDAY IN VENICE MULTITHRY									

Parameter Values:

Slot Theme: All

From: 9/24/2012

To: 9/24/2013

Generated: 9/24/2013 10:07 AM by IGTMASTER\pogedy

Data Updated: 9/23/2013 12:31:49 PM

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EGM Detail Information  
Data for: 9/24/2012 - 9/24/2013

EGM Details - Asset Number 100018

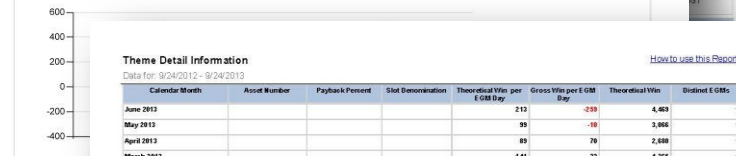
Time and Day Comparison

Day Name	Asset #	Theoretical Win														Total			
		12:00 PM	12:00 AM	12:00 PM	12:00 AM	12:00 PM	12:00 AM	12:00 PM	12:00 AM	12:00 PM	12:00 AM	12:00 PM	12:00 AM	12:00 PM	12:00 AM				
Monday	100018	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Tuesday	100018	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Wednesday	100018	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Thursday	100018	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Friday	100018	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Saturday	100018	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Sunday	100018	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00

Theme Detail Information

Data for: 9/24/2012 - 9/24/2013

Theme Details - 100 LADIES



Theme Detail Information

Data for: 9/24/2012 - 9/24/2013

Calendar Month	Asset Number	Payback Percent	Slot Denomination	Theoretical Win per EGM Day	Gross Win per EGM Day	Theoretical Win	Distinct EGMs
June 2013				213	-259	4,463	1
May 2013				99	-19	3,666	1
April 2013				89	79	2,689	1
March 2013				141	22	4,365	1
February 2013				194	365	5,642	1
January 2013				117	83	3,512	1
December 2012				235	124	7,291	1
November 2012				315	462	7,565	1
October 2012				283	-177	5,843	1
September 2012				88	-93	2,544	1
<b>Total</b>				<b>171</b>	<b>85</b>	<b>62,156</b>	<b>2</b>

Theme Attributes

Gaming Theme Family: UNKNOWN

Theme Details - Grid

Calendar Month

September 2013

August 2013

July 2013

Parameter Values

From: 9/24/2012

To: 9/24/2013

Generated: 9/24/2013 10:07 AM by IGTMASTER\pogedy

Data Updated: 9/23/2013 12:31:49 PM

Parameter Values:

Slot Theme: 100 LADIES

From: 9/24/2012

To: 9/24/2013

Generated: 9/24/2013 10:07 AM by IGTMASTER\pogedy

Data Updated: 9/23/2013 12:31:49 PM

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# sbX Analytics

Standard Reports – mobile for Cloud customers



# sbX Analytics

## Ad-hoc reporting – simple and easy with Excel

The screenshot displays an Excel PivotTable with the following data:

Row Labels	Theoretical Win	Net Win per Unit per Day
100979	\$16,739.29	\$422
100 LADIES	\$5,252.47	\$137
100 PANDAS 100 LINE	\$2,498.78	\$135
100 WOLVES 100 LINE	\$4,538.11	(\$17)
WILD TOTEM 2 FOR 1 200 LINE	\$3,752.11	\$234
WILDS GONE WILD 100L	\$697.82	\$95
100980	\$189,097.78	\$514
100 LADIES	\$60,603.97	\$82
100 PANDAS 100 LINE	\$11,018.67	\$43
100 WOLVES 100 LINE	\$51,276.99	\$150
TURN OF CHANCE 200 LINE	\$39,369.42	\$228
WILDS GONE WILD 100L	\$26,828.73	\$122
100982	\$343,088.72	\$955
COUGAR LUCIOUS 50 LINE	\$74,080.78	\$249
DAKOTA THUNDER 50 LINE	\$167,400.50	\$470
DIAMOND GALAXY MULTIWAY	\$10,254.07	\$201
PARADISE GARDEN MULTIWAY	\$54,142.18	\$163
WILD BILL 40 LINE	\$37,211.19	\$138
100983	\$286,539.41	\$860
COUGAR LUCIOUS 50 LINE	\$63,592.48	\$218
DAKOTA THUNDER 50 LINE	\$130,705.39	\$377
DIAMOND GALAXY MULTIWAY	\$7,835.44	\$107
PARADISE GARDEN MULTIWAY	\$46,778.52	\$194
WILD BILL 40 LINE	\$37,627.58	\$207
100984	\$281,154.76	\$710
COUGAR LUCIOUS 50 LINE	\$69,115.23	\$171
DAKOTA THUNDER 50 LINE	\$127,433.23	\$351
DIAMOND GALAXY MULTIWAY	\$27,700.71	\$70
PARADISE GARDEN MULTIWAY	\$56,905.59	\$194
100985	\$253,873.19	\$685
CAVE KING 30 LINE	\$29,983.69	\$123
PARADISE GARDEN MULTIWAY	\$52,421.77	\$167
QUEEN ISABELLA 40 LINE	\$86,997.54	\$157
SIRENS 30 LINE	\$84,470.19	\$297
100986	\$278,658.01	\$786
CAVE KING 30 LINE	\$13,911.22	\$84
CRYSTAL KINGDOM 40L	\$37,295.33	\$133
PARADISE GARDEN MULTIWAY	\$49,762.97	\$139
QUEEN ISABELLA 40 LINE	\$83,873.55	\$242

The PivotTable Field List on the right shows the following configuration:

- Report Filter: (All)
- Column Labels: Values
- Row Labels: Asset Number, Slot Theme
- Values: Theoretical Win, Net Win per Unit per Day



# Differentiators

- Unique data available – directly from the machine via G2S. Increased frequency and greater depth lead to a deeper understanding of game play
- Potential insight provided – better insight on how a theme is played and when it's being played helps operators decide what games should be on the floor
- Analytics that will grow with property operations
- Increased benefits comes to operators that have Advantage or Casinolink



# Thank you!

**CASINO**

**Appendix VIII. C.6.d-6. System Attributes**



# **IGT Response to Request for Information: Gaming Systems**

**Prepared Exclusively For:  
Resorts World Casino**

**13 June, 2014**



Enclosure 6.0 (SFR)

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## General Information

*This response and any demonstrations provided pursuant thereto contain confidential and proprietary information of IGT. All intellectual property in and to the information, materials and documentation supplied in conjunction with IGT's response to this RFI remains the property of IGT. No license to use any such information, materials or documentation other than for the specific purpose of evaluating IGT products is granted by this response.*

*In the event that IGT is awarded the contract, the provision of a system shall be made subject to IGT's standard license agreement, maintenance agreement and service level agreement attached hereto and made a part hereof with such modifications as are mutually acceptable to both parties.*

*When used in this proposal, IGT means International Game Technology or IGT, as applicable.*

*Changes to the scope of the RFI, including addition of services or products or change in quantities may affect the pricing or require additional charges. Excluded products or services are not included in the pricing and may require additional changes.*

## Executive Summary

Resorts World is seeking to increase its competitive edge in a crowded gaming market, facing unique opportunities and challenges. Your goal is to partner with an organization that will enable you to meet your strategic initiatives, help optimize your business processes, and set you apart from your competitors. Our systems offer the following features and benefits to meet your needs:

- <sup>35</sup>/<sub>17</sub> Our Machine Accounting, Patron Management, Ticketing/Cashless, Bonusing and Server-Based Gaming systems will streamline operations through the deepest and richest feature set and enhance the player experience with advanced marketing, bonusing and applications.
- <sup>35</sup>/<sub>17</sub> Our server-based gaming solution, sbX<sup>®</sup>, turns manual processes into digital ones, providing efficiencies, customization and personalization quickly. The unique sbX<sup>®</sup> Analytics program offers unique insights to give Resorts World a competitive advantage.
- <sup>35</sup>/<sub>17</sub> Intelligent Bonusing and automation applications fully leverage your loyalty programs to engage players with a unique, exciting experience. Customized Apps & Bonusing solutions maximize coin-in on a personalized player basis that creates new revenues today and into the future.
- <sup>35</sup>/<sub>17</sub> The modern G2S network increases floor optimization, through download and remote configuration.
- <sup>35</sup>/<sub>17</sub> Our installation and post-go-live support will make it possible for Resorts World to get up to speed quickly and stay there.

Your objectives include improved marketing and slot accounting. The information in this document outlines our best-in-class slot accounting system and shows how our systems enhance, so you can see the how the breadth of IGT systems provide a comprehensive solution.

## Machine Accounting

The IGT Advantage Machine Accounting system simplifies the accounting process and provides real-time network communications providing financial information, and machine and player events from EGMs as they occur. The system streamlines frequent accounting, tasks enhancing productivity and efficiency across the casino. Audits, paging, work orders, and machine management are simplified using task-based checklists and windows. In addition, enhanced filtering and an improved catalog of options make both regulatory and operational reporting quick and easy.

## Patron Management

Patron Management (PM) is the most comprehensive, integrated CMS platform on the market. With extensive built-in functionality that supports various stages of operational growth, PM features an almost limitless number of player rankings and tiers for better targeting of customer segments. PM can drive incremental revenue with built-in marketing capabilities to create and deliver targeted offers, while recognizing the true enterprise value of your players. With cutting-edge automation, promotional, and Bonusing tools, Resorts World will be able to increase loyalty, crossover play, and amenity utilization, while lowering transaction costs and streamlining operations.

## Ticketing/Cashless

The IGT EZ Pay<sup>®</sup> ticketing system is a comprehensive collection of cashless products designed to increase play time, reduce costs and improve your guests' experiences. The system helps streamline service on the floor, which means your operation runs more smoothly. Powerful marketing tools mean you can attract new players, reward valuable customers and package your entertainment options, all while enhancing the player gaming experience and decreasing operational costs. Ticket-in/ticket-out and card-based cashless versions are available.

## Applications and Bonusing

IGT Advantage<sup>®</sup> Bonusing options drive floor-wide excitement, allow for the identification and targeting of specific segments and groups, and enhance loyalty. Automation tools such as Taxable Accrual, On Demand Services and Mobile Access allow for unmatched customer service and convenience.

## Server-Based Gaming

sbX<sup>®</sup> unlocks the power of networked gaming empowering you to download and configure your floor. IGT Floor Manager<sup>™</sup> empowers casino operators to remotely change the game mix based on market conditions and demographics to drive profitability while reducing machine downtime and labor hours.

sbX<sup>®</sup> Analytics, the only analytics software that derives data directly from the machine, gives you the information you need, when you need it, to make optimal decisions about game mix and configuration. This refined data can give extra insight on which games are performing, giving Resorts World a competitive edge. Knowledge is power, and IGT Analytics is your secret weapon.



With IGT's award winning Media Manager, branding your property has never been easier. IGT Media Manager™ enables you to refresh media displays with marketing messages that target the right players at the right time. Instantly deliver fresh, branded messages and applications to players on the game screen via the Service Window or AVP® digital top box glass.

## Service Window

The IGT Service Window, built on GSA protocols, gives you unlimited opportunities to engage your players and enhance the gaming experience. With the advanced capabilities of the Service Window and Intelligent Bonusing, the slot experience will be elevated to new levels of responsiveness and fun. The Service Window allows for completely customized, real-time interaction between the casino and your players directly on the game screen.

The Service Window is also the gateway to Intelligent Bonusing and time-saving Service Automation Applications, such as Beverage on Demand and automatic W2-G signoff at machine.

## Operational Excellence

Each of our modules is optimized to provide the most efficient utilization of labor, through visually-appealing and process-oriented user interfaces. Audits, paging, work orders and machine management are simplified using task-based checklists. Enhanced filtering with drill-down capability makes both regulatory and operational reporting quick and easy. Your operations can run smoother, and your staff can be more productive.

## Centralized Information

IGT Advantage® is built from the ground up with comprehensive multi-site player management tools, which support multi-property marketing and loyalty programs. With an integrated one-card solution, Resorts World will be able to recognize the true enterprise value of your players and increase crossover play and amenity utilization.

With tools such as Microsoft® SQL Server® Reporting Services with drilldown dashboard reports, and exporting to Microsoft® Excel® and Adobe® PDF, IGT allows for comprehensive analysis, reporting, and decision making across the entire enterprise.

## Why IGT?

Resorts World also gains the following benefits by extending its partnership with IGT:

### Future Proof Your Investment

Our full G2S implementation sets you up for the long haul. We paved the way for and will continue to provide systems with full G2S support. We have a long-term vision to continue to help our customers achieve their goals by implementing more of the features G2S makes possible.

The combination of IGT Advantage® and sbX® also provides the following benefits:

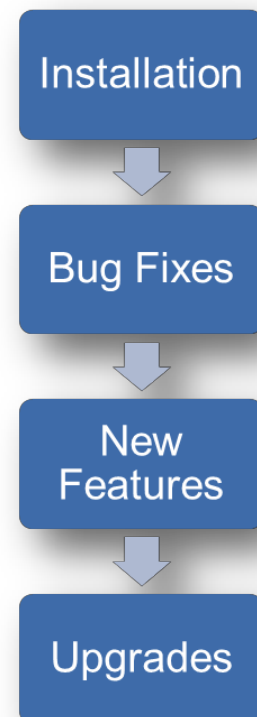
- <sup>35</sup>/<sub>17</sub> Our product road mapping process means new features, including some requested by customers, are made available via upgrade paths. Personalization of features, as opposed to customization, means we streamline development, streamline product support, and get new features to market faster than our competitors.
- <sup>35</sup>/<sub>17</sub> Multi-site patron management can grow as your company grows. If you choose to add sites, you're able to track player activities at those sites with minimal hassle.
- <sup>35</sup>/<sub>17</sub> Server virtualization saves cost and increases scalability.

### More Features to Help You Run Your Business

We believe that a commitment to optimize your casino floor goes beyond a CMS system and Patron Management. Our system encompasses a technology stack that includes the following features:

- <sup>35</sup>/<sub>17</sub> Accounting
- <sup>35</sup>/<sub>17</sub> Patron management
- <sup>35</sup>/<sub>17</sub> Basic Bonusing
- <sup>35</sup>/<sub>17</sub> Intelligent Bonusing
- <sup>35</sup>/<sub>17</sub> Sever-based gaming

Resorts World will be able to create a unique and compelling point of differentiation on your floor against your competition by deploying a strategic combination of some or all of these



components. At IGT, we are committed to providing the tools you need to optimize your floor the way you want.

## In Summary

We believe we can deliver multiple benefits to Resorts World:

**Partnership.** IGT and Resorts World have an existing relationship which we endeavor to further develop and nurture as a trusted supplier and strategic partner.

**Systems Product Offerings.** We are proud to stand behind our history of delivering world-class systems to a global customer base. To date, we have installed our systems in casinos of varying sizes around the globe, as follows:

- <sup>35</sup>/<sub>17</sub> More than 225 current installations of IGT Advantage<sup>®</sup> with our Bonusing applications
- <sup>35</sup>/<sub>17</sub> 144 sbX<sup>®</sup> installations across multiple CMS vendors
- <sup>35</sup>/<sub>17</sub> 149 installations of Table Manager
- <sup>35</sup>/<sub>17</sub> 581 EZ Pay<sup>®</sup> installations that revolutionized floor operations with TITO technology
- <sup>35</sup>/<sub>17</sub> More than 400 Advantage Bonusing installations helping you to target your marketing dollars to reward players and build your brand and player loyalty

We also provide thought leadership to regulatory bodies for emerging markets, as well as the Gaming Standards Association, to ensure technical definitions adhere to established best-in-class standards.

### Research and Development

We employ a holistic strategy to R&D, rather than a tactical feature-by-feature approach. This way, we know we are maintaining our commitment to a robust platform that serves your needs today and far into the future.

### Support for GSA Standards

We are a platinum member of the Gaming Standards Association (GSA) and we have been at the forefront of the effort to create the standards since the beginning of the standardization process. We have committed extensive technical resources resulting in the creation of the G2S standard and continue to take a leadership role in the GSA's standardization efforts.

The products presented in this proposal support the G2S and S2S protocols and have been certified for field deployment by various jurisdictional testing authorities. By building our products to meet GSA's open Game-to-System (G2S) and System-to-System (S2S) specifications, we offer the level of integration needed to maximize the capability of the open network.

### Financial Strength

We can offer you more choices to enable you to move faster and with greater flexibility, supported by our global strength and local focus.

Thank you for considering IGT as a partner to help you move your properties into the future.

## Product Descriptions

With multiple successful installations of our integrated system and machine solutions around the world, IGT is the industry leader when it comes to providing casino management systems that simplify operations and optimize floor performance.

- <sup>35</sup>/<sub>17</sub> IGT Advantage® – casino management system manages the player base and maximizes efficiency
- <sup>35</sup>/<sub>17</sub> sbX® – Experience Management solution reduces operating costs while increasing the player experience
- <sup>35</sup>/<sub>17</sub> IGT Tournament Manager – streamlines slot tournaments and enhances the player's tournament experience

### IGT Advantage®

IGT Advantage® provides the components you need to run your gaming business more efficiently. The system provides the optimal tools to manage the casino floor, attract and retain more customers, and dramatically improve bottom line.

The IGT Advantage® system includes the following modules:

#### Casino Management Modules

- <sup>35</sup>/<sub>17</sub> Advantage Bonusing®
- <sup>35</sup>/<sub>17</sub> Patron Management
- <sup>35</sup>/<sub>17</sub> Machine Accounting
- <sup>35</sup>/<sub>17</sub> Virtual Drawing Manager
- <sup>35</sup>/<sub>17</sub> Mobile Data Access®
- <sup>35</sup>/<sub>17</sub> Visual Slot Performance®
- <sup>35</sup>/<sub>17</sub> IGT Rebates & Commissions

#### Table Management Modules

- <sup>35</sup>/<sub>17</sub> Cage & Table Accounting
- <sup>35</sup>/<sub>17</sub> Table Manager

#### Cashless Gaming Modules

- <sup>35</sup>/<sub>17</sub> EZ Pay® Ticketing
- <sup>35</sup>/<sub>17</sub> EZ Pay® Mag Card
- <sup>35</sup>/<sub>17</sub> EZ Pay® Smart Card

With IGT Advantage<sup>®</sup>, you get the following benefits:

- <sup>35</sup><sub>17</sub> Create a custom solution mix through its integrated but modular design
- <sup>35</sup><sub>17</sub> Employ the most comprehensive and proven Bonusing tools to differentiate the property and grow player base
- <sup>35</sup><sub>17</sub> Experience a smooth transition to a server-based environment with Ethernet-ready and GSA-compliant components
- <sup>35</sup><sub>17</sub> Boost profitability through increased productivity

The system is a modular, integrated management solution that provides the ultimate flexibility to choose the applications that best suit your operation.

## Casino Management Modules

### Advantage Bonusing<sup>®</sup>

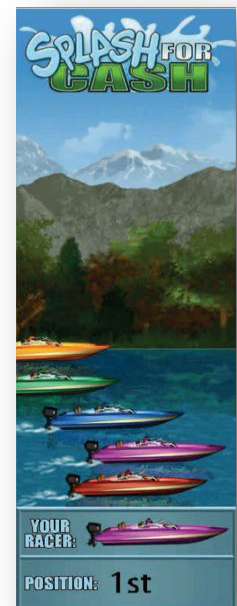
Advantage Bonusing<sup>®</sup> modules direct marketing dollars to proven promotions that attract new customers and keep players in-house and playing longer. With flexible bonuses that allow the configuration of time, location and even specific customer qualification criteria, Advantage Bonusing<sup>®</sup> gives you the power to deliver excitement and personalized incentives to the right players at the right time. The following Bonuses are available:

#### Lucky Coin<sup>®</sup> and Carded Lucky Coin<sup>®</sup> Player-funded progressive bonuses.

Cultivate loyal players by offering a property-branded, pool-based mystery jackpot that is guaranteed to hit by a certain amount, regardless of game outcome.

#### Lucky Time and Carded Lucky Time Configurable, timeframe-based bonus payouts.

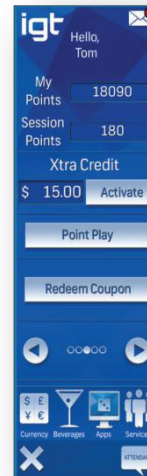
- <sup>35</sup><sub>17</sub> Mystery jackpot that can only hit within a specific timeframe.
- <sup>35</sup><sub>17</sub> Drive play during slow periods or match awards to periodic activities or special events to improve visit frequency and boost spend-per-visit.
- <sup>35</sup><sub>17</sub> Carded and uncarded versions provide the flexibility to choose which players qualify for the bonus.



### Xtra Credit®

#### Non-cashable game credits.

Promotes longer play time and eliminates the expense of promotional dollars that walk out the door by awarding players game credits that cannot be cashed out.



### Point Play®

#### Automated point redemption.

Streamlines club operations and increases play time by giving players the ability to convert points to either cashable game credits or non-cashable Xtra Credit® rewards right at the game.



### Return Play®

#### Awards that can only be used on a future trip.

Highly-configurable bonus that awards players who reach coin-in levels with non-cashable Xtra Credit® rewards redeemable later in the same day or on a return visit.



## Bonus Games

Interactive, animated, multimedia sequences that deliver bonuses to players at the game.

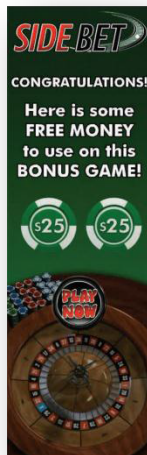
When an event is triggered, each qualifying player's Service Window, sb NexGen® IIx display and AVP® digital top glass can populate with the themed Bonus Game. Players participate or watch as the game plays out right before their eyes.



## Personal Lucky Coin®

An individual, spontaneous progressive bonus.

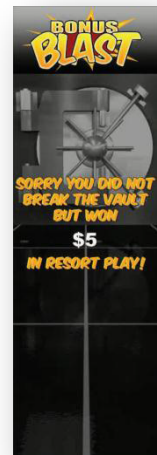
Flexible configuration allows for creation of up to ten separate reward levels to satisfy a broad range of players – from casual to top tier



## Celebration Prizes®

Rewards all eligible players when a bonus is won.

Automated application for rewarding all eligible players when a Lucky Coin® or Lucky Time promotion hits. You can configure Celebration Prizes® to grant smaller awards to players actively playing when one lucky player hits the larger bonus.





### Multiple Jackpot Time

**Automatically multiplies an eligible winning payout up to nine times.**

Configure the reward to occur when a bonus pool reaches a pre-determined level and to continue until the bonus pool has been depleted.

### Lucky Chip

**Create exciting, surprise jackpot promotions specifically for your table games players.**

Increase carded play, drive trial play and create a competitive advantage for your property with unique table game promotions.

## Patron Management

Patron Management provides the most powerful player account management tools in the industry. Manage, develop, and market to players with the most powerful player account management tools in the industry.

The system provides unprecedented flexibility and efficiency with the following features and benefits:

- <sup>35</sup>/<sub>17</sub> Points, comps and cashable or playable-only game credits
- <sup>35</sup>/<sub>17</sub> Multi-site capabilities
- <sup>35</sup>/<sub>17</sub> Highly streamlined transaction processes
- <sup>35</sup>/<sub>17</sub> In-depth historical and current player account information
- <sup>35</sup>/<sub>17</sub> Promotional awards, point multipliers, and coupons, each with separate earning and redemption criteria
- <sup>35</sup>/<sub>17</sub> Player rankings and tiers for better targeting of customer segments
- <sup>35</sup>/<sub>17</sub> Support for a variety of APIs, including GSA protocols, enabling operator or 3rd party integration”
- <sup>35</sup>/<sub>17</sub> Plug-and-play simplicity with many third-party products, such as ID scanning technology

### Gift Points

The Gift Points module is an optional add-on that enables players to earn points in addition to traditional players' club points and comps. Players can redeem their points for merchandise, services or Xtra Credit® non-cashable game credits with no impact on other point or comp balances.



## Mobile Data Access®

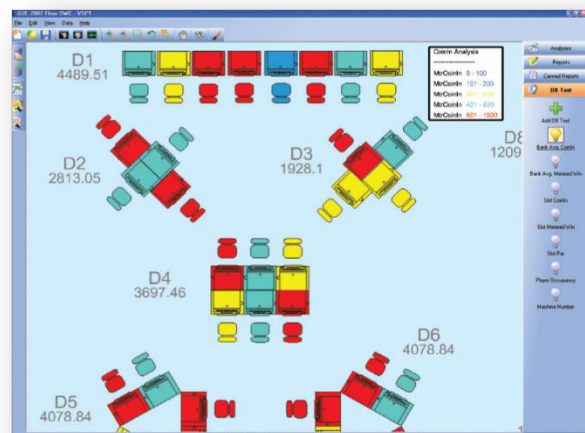
Make effective business decisions that increase your bottom line using Mobile Data Access®. Access real-time player, machine and operational information anywhere an Internet connection is available. The system continuously collects data directly from the casino floor, stores it in a database, and presents it for immediate review using enhanced graphics. System features and benefits include:



- 35  
17 Tracks hourly coin-in, win, headcount, total game count, games in play, carded and uncarded players, hot players, tilt events and important security notifications
- 35  
17 View data from computers at work, on the floor using wireless handhelds, or via the Web
- 35  
17 Benchmarks current performance against any previous date, down to the hourly grain
- 35  
17 Enables hosts to view, locate and enroll hot players into the club – without disrupting play – using wireless handheld devices
- 35  
17 Reduces labor costs and optimizes staffing levels by monitoring the volume of and response times to jackpots, fills and other service duties

## Visual Slot Performance®

The Visual Slot Performance® tool transforms data from across the casino floor into vibrant, full-color maps that are easy to interpret. You can now make quick and effective decisions, eliminating hours evaluating data and statistics from multiple source systems. This powerful tool has the following benefits:



- 35  
17 Get a single view of performance data, summarized by section, bank or machine
- 35  
17 Analyze carded and uncarded play, net win by denomination, and specific machine events
- 35  
17 Text labeling for any performance

- summary can be displayed in tandem with color codes “painted on” by analyzers
- <sup>35</sup><sub>17</sub> Exposes important spatial relationships that would otherwise go unnoticed and allows the user to view new floor arrangements before the difficult and expensive process of machine moves
- <sup>35</sup><sub>17</sub> Informs you about what’s happening right now with to-the-second updates on player activity and security-related events
- <sup>35</sup><sub>17</sub> Eliminates the need for manual player searches utilizing the tool’s alert generator to find qualified players on-location in real time

## IGT Rebates & Commissions

Junket promoters are an effective way to bring more games players into your property. Using IGT Rebates & Commissions, you can effectively incentivize, manage and develop these critical marketing program extensions.

Flexible program configuration options and detailed tracking of turnover and loss combine to provide more accurate calculation of commissions and rebate awards. Robust reporting and administration tools combine for an all-inclusive solution that increases efficiency and improves the management and profitability of your table game junket programs.

System features include the following:

- <sup>35</sup><sub>17</sub> Award commissions based on amount wagered or upon actual win/loss
- <sup>35</sup><sub>17</sub> Calculate turnover by chip transaction, player rating or table game
- <sup>35</sup><sub>17</sub> Provide rebates to players based on amount lost
- <sup>35</sup><sub>17</sub> Comp promoter and player expenses, such as travel, accommodations and food
- <sup>35</sup><sub>17</sub> Create group junkets or personal programs for individual players
- <sup>35</sup><sub>17</sub> Save program templates for quick configuration of future offerings
- <sup>35</sup><sub>17</sub> Define approval levels for various program components, including tax, settlement, override comp limits and comp voids
- <sup>35</sup><sub>17</sub> Integrates with IGT Patron Management, IGT Cage & Table Accounting and IGT Table Manager for streamlined administration of player ratings, comps, chipsets, denominations, and transactions

## Table Management Modules

### Cage & Table Accounting

The Cage & Table Accounting system saves time and money by automating the most arduous tasks. The system provides the following features and benefits:

- <sup>35</sup><sub>17</sub> Saves time and money by automating tasks such as table accounting, soft count, and reconciliation processes
- <sup>35</sup><sub>17</sub> Facilitates processing of table play information, markers, front money, chips, checks, foreign currency exchanges
- <sup>35</sup><sub>17</sub> Provides robust customer credit functionalities including bank rating, credit tracking, and check processing features, so cage management personnel make better, more accurate credit decisions that protect your operation and limit unnecessary exposure
- <sup>35</sup><sub>17</sub> Includes additional comprehensive credit and facilities account management features, such as returns, collections, and write-offs
- <sup>35</sup><sub>17</sub> Ensures security of sensitive credit, player and operation information
- <sup>35</sup><sub>17</sub> Provides limitless access configurations that can be set by employee, job type, workstation, or task
- <sup>35</sup><sub>17</sub> Includes a user-friendly touchscreen interface and task-based workflows
- <sup>35</sup><sub>17</sub> Scalable system, compatible with the Table Manager, Patron Management, and Machine Accounting systems

### Table Manager

Table Manager is the first fully automated system that maximizes comping accuracy, increases productivity, and delivers compelling Bonusing to table players. The Table Manager system:

- <sup>35</sup><sub>17</sub> Captures true game handle
- <sup>35</sup><sub>17</sub> Reveals player betting patterns
- <sup>35</sup><sub>17</sub> Summarizes exact dealer activity and player decisions per hour
- <sup>35</sup><sub>17</sub> Automatically populates information in the system, such as average bet, theoretical win and much more
- <sup>35</sup><sub>17</sub> Helps you maximize profits by more precisely allocating marketing and comp dollars to the most valuable customers



## Lucky Seat®

The Lucky Seat® module is an optional add-on that randomly selects a player rating based on criteria you choose. Lucky Seat® provides the following benefits:

- <sup>35</sup>/<sub>17</sub> Brings the proven value of Bonusing to table games
- <sup>35</sup>/<sub>17</sub> Allows you to develop unique, automated table rewards programs that add excitement, drive trial play and create a clear and sustainable competitive advantage

## Cashless Modules

### EZ Pay®

EZ Pay® is a comprehensive collection of cashless products designed to increase play time, reduce costs and improve the guest experience. The system is offered in a one- or two-wire configuration, and it provides the following benefits:

- <sup>35</sup>/<sub>17</sub> Streamlines customer service and reduces labor costs because there is little or no downtime for machine refills and jackpot payouts
- <sup>35</sup>/<sub>17</sub> Supports the multi-denomination features of popular multi-line, multi-hand game themes
- <sup>35</sup>/<sub>17</sub> Data collection and meter reporting ensure you meet all regulatory and audit requirements



### Ticketing

Achieve greater profitability with the first and best ticketing solution from the leaders in cashless technology. With more than 500 installations worldwide, the EZ Pay® ticket system has proven itself as a “must-have” within today’s gaming operation.

- <sup>35</sup>/<sub>17</sub> Includes powerful marketing tools, such as playable-only Promo Tickets – prints batches of tickets on demand for use in focused marketing campaigns
- <sup>35</sup>/<sub>17</sub> Improves customer service with mobile cashiering – the ability to validate and pay tickets anywhere within the operation

## Smart Card and Mag Card

Give players the option to easily move funds from game to game using their club card:

- <sup>35</sup>/<sub>17</sub> Reduce operational costs, slot drops and the amount of paper needed for ticket payouts
- <sup>35</sup>/<sub>17</sub> Increase club membership and drive carded play
- <sup>35</sup>/<sub>17</sub> Maximize guest activity at your property with a true single-card solution
- <sup>35</sup>/<sub>17</sub> Supports jurisdictional requirements addressing the global market
- <sup>35</sup>/<sub>17</sub> Deploy in specific areas of your property or floor wide
- <sup>35</sup>/<sub>17</sub> Offer a combination of ticketing and cashless options on your floor

With Smart Card, gaming funds are located directly on the card. The system provides offline activity; the game will debit and credit the card without interruption. You can offer unregistered day cards to casual players.

With Mag Card, gaming funds are stored in players' club accounts.

## sbX<sup>®</sup>

The sbX<sup>®</sup> system is a flexible and powerful tool kit that empowers casino you to design and deliver unique experiences that drive customer loyalty. The system aids in the design of the floor experience by deploying the most productive game themes and configurations, and by designing the ultimate loyalty experience with targeted marketing offers delivered at the game. With sbX<sup>®</sup>, you can achieve incremental gains with:

- <sup>35</sup>/<sub>17</sub> Digital content delivery to give players the games they want with minimal downtime and labor through Floor Manager
- <sup>35</sup>/<sub>17</sub> Engage and retain players with personalized bonusing and player convenience applications through the Service Window
- <sup>35</sup>/<sub>17</sub> Optimized game mix and performance with insight from sbX Analytics

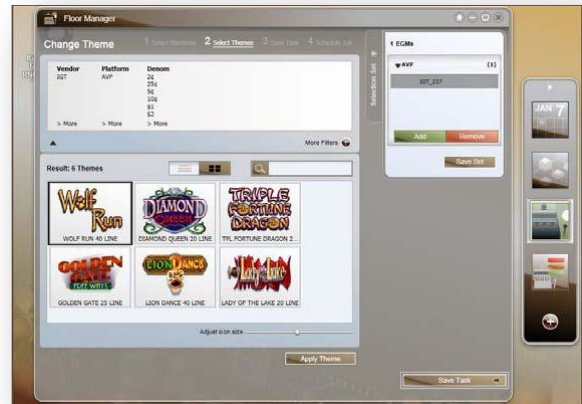
The integrated, but modular design means components most aligned with business needs can be deployed using GSA open protocols. Or, the entire suite of applications can be leveraged for maximum value and benefit. The sbX<sup>®</sup> system includes the following modules:

- <sup>35</sup>/<sub>17</sub> IGT Floor Manager
- <sup>35</sup>/<sub>17</sub> IGT Media Manager
- <sup>35</sup>/<sub>17</sub> IGT Analytics

## IGT Floor Manager

IGT Floor Manager is the first Game-to-System (G2S) solution that empowers you with the following features:

- 35  
17 Remotely change game mix based on market conditions and demographics
- 35  
17 Use integrated business intelligence tools, including IGT Analytics, to optimize the games on your floor
- 35  
17 Schedule, monitor and report on events



When used with the AVP® platform, you gain access to the AVP® game library, giving you the power to enhance the player experience by offering the most popular games.

## IGT Media Manager

IGT Media Manager enables you to refresh Service Window content with marketing messages that target the right players at the right time. Instantly deliver customized branded messages and applications to players on the game screen via the Service Window or at the game via sb NexGen® IIX displays. And with the ability to send messages to plasmas and AVP® digital top glass, you can create customized in-house billboards.



By using GSA-compliant protocols and a service-oriented Application Programming Interface (API) you can also create and deliver applications that differentiate the players' experience.



## IGT Analytics

IGT Analytics gives you the tools to make effective decisions that optimize the performance of your floor. IGT Analytics is the most cost-effective way to lift the reporting burden from your transactional system and gain robust analytical and reporting tools.

The module includes out-of-the-box reports available right from the desktop, so you can immediately pull the executive-level detail essential to running a successful operation. The tool also includes the ability to build detailed ad-hoc reports based on the specific criteria and unique needs of the operation. Export the data to Microsoft® Excel® to analyze it in a multi-dimensional fashion, instantly and easily.

## Service Window

The Service Window gives you unlimited opportunities to engage players and enhance the gaming experience with the following features:

- <sup>35</sup>/<sub>17</sub> Deliver targeted player messaging – during game play
- <sup>35</sup>/<sub>17</sub> Deploy custom applications that differentiate your property
- <sup>35</sup>/<sub>17</sub> Designed using G2S protocols for easy integration
- <sup>35</sup>/<sub>17</sub> Use Adobe® Flash® technology for dynamic content
- <sup>35</sup>/<sub>17</sub> Bank-by-bank, partial and floor wide implementation

The Service Window is available on all IGT games. Legacy mechanical reels will continue to use the sb NexGen® IIX. AVP® version 3.0 or newer recommended.



## Applications and Intelligent Bonusing

### Message Blast™

Give your communications a personal touch while increasing your ability to market to players. Deliver targeted and relevant communications and marketing messages directly to your club members at the game. Combined with Analytics or the Visual Slot Performance feature, hosts can identify and communicate with hot players immediately.

## Taxable Accrual

The Taxable Accrual application for IGT Media Manager offers players the ability to process their own jackpots via the Service Window or sb NexGen® IIx displays. No more waiting for handpays or completing multiple tax forms. Eligible players are able to continue playing in mere seconds after winning and accepting their jackpots.

## On Demand Suite

What if your players never had to leave their game? Improve your players' experience with On Demand solutions from IGT. Instead of waiting in lines, players access a variety of conveniences with the push of a button, leading to increased customer satisfaction and more time on device.

- <sup>35</sup><sub>17</sub> **Beverage On Demand:** Serve up increased customer satisfaction with Beverage on Demand service. Players order drinks right from their machine. Those orders include the player name and location and print out at assigned outlets. Update and customize your menu quickly and easily, and set pricing, happy hour specials and tax rates from one spot.
- <sup>35</sup><sub>17</sub> **Security On Demand:** Provide your players with easy access to contact casino staff for safety and medical assistance. Requests are sent immediately to your employees via SMS, email or printer, providing location and player information to quickly respond to guest needs.
- <sup>35</sup><sub>17</sub> **Valet On Demand:** Instead of waiting in line for their car, players request their cars from valet while still playing their favorite games. Requests are sent directly from the game screen to your valet employees via SMS, email or printout with use of the Service Window.
- <sup>35</sup><sub>17</sub> **Weather On Demand:** Is it raining outside? Stay dry and play! Give your players the latest weather to encourage them to stay for a meal or another turn at the machines. Other locations are available for guests to see what's going on at home or at another of your properties.



## Point Pursuit™/ Random Riches

Instantly reward loyal players while increasing play. Point Pursuit™ gives you the ability to immediately deliver random or fixed amounts of promotionally funded points, comps or Xtra Credit® non-cashable rewards for achieving specific point accrual levels.

## Team Challenge

Team Challenge™ is a Bonusing application where eligible teams of players cooperate and compete against other teams for promotional awards. Players opt in and are automatically assigned to a team. They slice cards to earn points, and the team with the highest points wins. Themes can be customized for stronger branding.

## Auction Action™

Auction Action starts with a high price that drops over time. Players click the “Buy Now” button to purchase, automatically deducting the cost from the point balance. The item is then available in the player’s account as a comp. This unique way of rewarding players extends time on device while players wait for the price to drop and clears your expiring inventory in a fun way.

## Big Game Hunt

Drive players wild over the latest and greatest games with Big Game Hunt, a new Intelligent Bonusing app. Players achieve milestones on individual themes based on coin-in. When all milestones are met, the player is awarded a prize. Big Game Hunt is a great way to show case new games or drive play to favorites.

## Lucky Seat® Slots

Lucky Seat® Slots brings a new element of mystery to the players’ club by delivering unexpected awards to members. You determine the percentage of carded players who qualify for the promotion, the timeframe and the type of award to deliver. When the bonus hits, awards are delivered to lucky players.

## EGM Interface Hardware

### IGT Universal Game Adaptor

The IGT Universal Game Adaptor provides the evolution in operator and player communication on the game screen of non-G2S EGMs that are connected to a G2S host, such as IGT Media Manager.

The IGT Universal Game Adaptor is a device that provides video and sound mixing capabilities that will allow the you to inject a custom player experience onto the gaming screen. The hardware in conjunction with IGT’s System Adaptor can provide personalized marketing content, advanced Bonusing applications and the ability to access point and club information using the monitor of most legacy video slot machines.

## sb NexGen® IIX

Keep players' favorite games and extend your investment by providing the Service Window environment across the casino floor. Provide a 21st century casino experience to the player with enhanced interfaces, targeted messaging and engaging Bonusing.

## IGT Tournament Manager

IGT Tournament Manager redefines and simplifies tournaments for operators and players alike. The integration of systems and machine technology simplifies everything from how players register, play in the event and receive scores. And by integrating with MLD® technology and proven IGT tournament themes, you can instantly turn slots into tournament games and reap the following benefits:

- 35  
17 Enhance the tournament experience and provide more entertainment value
- 35  
17 Real-time graphical display of scores on digital top boxes and plasmas
- 35  
17 Reduce labor and the lower total cost of running each event
- 35  
17 Integration with MLD® technology and proven tournament themes

