

Gaming Informatics



Grant Stousland

President Grant Stousland says that he's lost weight—lost weight from his IRIS®

Component Tracker that is. "We found that having people swallow this really big pill was a bit of a roadblock for our system," he says. "While the demand was there, it was just very hard to institute so much change so fast."

To slim down, Stousland and team took IRIS back into the

shop and stripped off the program's fat. The result? Stousland took the install time for the Iris program from nearly one year down to a mere three weeks. He said this new leaner IRIS program avoids the "install fatigue" of the original, while losing none of the functionality. It's also less expensive and creates far less "culture shock." The full component tracking syncs with testing labs and imports from slot accounting

systems as well as offering all the history, standards and project management bells and whistles expected from IRIS. Gaming Informatics is seeing tremendous success with its new IRIS, with recent moves into numerous tribal casinos in California, Arizona, Missouri and Iowa as well as pending adoption in Pennsylvania. AS

Gaming Support and Digital Display Group

Gaming Support and Digital Display Group joined forces this year, both in business and in their shared booth. Though each company showcased their own products, the standout solution was the joint effort of Jackpot Junction XL.

The companies were first brought together in 2005, when a major, unnamed operator suggested they collaborate. Lance Hutchinson, vice president of Alpha Video (Digital Display Group's parent company), explained: "We came together because we were trying to get into the gaming data side and our expertise was in digital signage. [Gaming Support was] trying to work more into the digital signage market and their expertise was in gaming data. So we said, look, we kind of have different strengths. Let's partner together and make a system together. And that's the system we call Jackpot Junction XL ... built on the best technologies from both vendors."

And the primary objective of this collaborative technology is to increase the

perception of luck and winning for casino guests by making every win known across the casino floor. The more wins a player hears about, the more likely they are to believe winning is a common occurrence, thus creating a customer who is more likely to return.

Some of the components of the Jackpot Junction include digital signage, a Jackpot Navigator and Bonus Boxes. A

Bonus Box houses a physical prize that a player can win after hitting the jackpot on the machine the box is

attached to. Players can actually see what they're playing for, whether it be cash or high-tech goodies like iPods.

"Bonus Box has been through a couple iterations," said Gaming Support's CEO and General Manager Don Baugh. "We've made several enhancements to it, it's cleared quite a few regulatory hurdles, and now we're ready to roll it out. We expect to

Jackpot Junction works through the strong communication between its parts. "Everything we do has an Ethernet connection, so it's a very easy implementation to put in a progressive or put interfaces in machines," Baugh stated. "All our equipment talks to each other. Bonus Boxes will trigger jackpot celebrations; our navigator will trigger jackpot celebrations. It all interconnects nicely."

And Digital Display Group's superior signage options can get the word out easily, since the company's system is meant to carry across all areas of a gaming operation—not just the slot floor. "Our strategy has been to look at all the areas that use digital signage and really solve all the problems so you can use one system, rather than three or four," Hutchinson said.

The interconnectivity these two companies are working toward also allows the Jackpot Junction to communicate with many different slot vendors across the floor. All in all, it sounds like a great collaboration. TH

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start doing so early 2011. There's a lot of value to the product in increasing slot revenue for the operators."