The acquisition of Cadillac Jack has been in the works for a long period of time. It’s a very transformational event for both AGS and Cadillac Jack. The two companies grew up together in the Class II space, so we affectionately think of each other as cousins. It’s just a very complimentary deal. Both companies are stronger together, and so we’re very excited about that.

If you look at what has happened to AGS over the last year or two, we have made so many tremendous strides. We announced the acquisition of Colossal Gaming last year. Since then, Colossal Diamonds, our big 8 ft x 8 ft cabinet, has been doing extremely well in both the Class II and Class III tribal market. The progress we’ve made over the last year has been just tremendous.

We are also excited about our table games business, which we didn’t have last year at NIGA. John Hemberger, our VP of Table Products, has done a phenomenal job taking business that didn’t exist in August and getting it to where we are now. We’re showing a good portion of table products here at NIGA. So it’s a really exciting time for us.

Cody Herrick, Product Marketing Manager
Ainsworth
www.ainsworth.com.au

This year at NIGA, we’re most excited about showing some of the new brands and product lines we have coming out, a continuation of products that have done really well for us, such as Sweet Zone. We have new products on the SL32 box, such as Sound of Music and Showgirls, and Ultimate Choice on our upright cabinet.

In the next twelve months, we’re going to continue to expand our product line. We are opening a new production facility in Las Vegas. Ground was broken on that six months ago, so that’ll be completed around this timeframe next year, and we’ll be starting to do game design out of the U.S. for the U.S. market.

Matt Wilson, SVP Sales & Marketing Americas
Aristocrat
www.aristocrat-us.com

It’s a landmark show for us since this is the first time we’re demonstrating VGT and Aristocrat as a combined booth and as a combined entity. Tribal gaming has been a very important part of our business for many years. Both Aristocrat and VGT built organizations partnering with the tribes. If you think about the Aristocrat side, we have a very large presence of games and also systems installed with our Oasis 360 across tribal gaming in North America. If you think about Southern California, we’ve got 30% of this marketplace. It’s a huge market for Aristocrat, and we’re serious about tribal gaming. That’s why we went and bought a $1.3 billion Class II company. Things that are important to our customers are important to us. So, that’s really exciting. From a product standpoint, we’ve come a long way since G2E. We debuted a lot of product at G2E that was a long
way from commercialization – things like the Behemoth, a big 84-inch mega machine, and the Double Arc and the Single Arc cabinets. A lot of the things that we showed at G2E are now on the verge of getting approved and into the marketplace. The biggest thing for us in the next month will be Big Bang Theory. That’s a huge brand and one of the number one shows on television right now. Sons of Anarchy is a fantastic product - that’s about to be approved and then the Britney Spears game, the Behemoth and Arc products. We have such a diverse range of products that can cater to every player’s needs and every customer’s need.

What we like about the acquisition of VGT is that it wasn’t predicated on massive cost synergies. We didn’t have to fire salespeople or marketing people. We really bought it because of the complimentary synergies between our two businesses. Aristocrat is a phenomenal video, Class III provider. VGT is a phenomenal stepper, Class II provider – so those things are very complimentary. We bought a great business – there’s nothing wrong with VGT and their operating model. The customers love them, and so it’s been a light touch in terms of integration. The VGT brand carries a lot of value in itself, so we’re not here to make VGT become Aristocrat. We’re just here to support them from an infrastructure perspective and share the skillsets that we have.

One of the exciting things on the VGT product here is the WAP. We’ve added a life-changing jackpot element to VGT. That’s a product they’ve had on their roadmap for many years, but didn’t have the infrastructure to deliver. Six months later, we’ve been able to demonstrate a WAP product and we’re going to bring it to market quickly.

Gina Lanphear, Sr. Director of Marketing Cadillac Jack
www.cadillacjack.com

We are so proud to support NIGA and to introduce our Indian gaming partners to the diversity of products on display in our booth. I’m most excited about the variety of cutting edge game cabinets that we are showcasing this year. As you look across our display, you will see our popular Genesis Halo, along with five variations of the Stratos cabinet.

We are also thrilled to be launching our newest cabinet – ICON. ICON conveys an ultra-stylized approach to modern gaming through the seamless integration of light, sound and ergonomic design for a truly immersive player experience. Subtle but impossible to ignore, ICON’s dynamic lighting entices the player and is a focal point of the gaming experience as the lighting enhances the newest game effects, features and anticipation.

We are showcasing some of our newest PowerXStream games on ICON – Gold Dragon Red Dragon, Serpent Queen, White Buffalo II and Stallion of the Skies.

We have expanded our Stratos cabinet series with fresh enhancements, a variety of new games developed specifically for Stratos and stunning, themed dimensional facades. Stratos was already quite impressive, standing eight feet in height, and now it’s even more so as it sports the beautiful custom dimensional graphics around its 32” high definition vertical top monitor. Two of Cadillac Jack’s new game themes for Stratos – Peter & Wendy: Hooks Revenge and Fire Wolf: Howling Boost – incorporate the popular PowerXStream pay mechanic, along with scatter-initiated Free Spin Bonuses. Both games feature a quad-level Turbo Boost progressive with progressive boosts that escalate rapidly.

Knute Knudson, Vice President IGT
www.igt.com

As a result of GTECH acquiring IGT and the deal closing, GTECH will delist from the Milan Exchange, IGT will delist from the New York Stock Exchange (NYSE), and then we will relist on NYSE as one company. We will be domiciled in London. GTECH will be taking the IGT name, which is
good news to IGT and good news to our customer base and in our markets. There will be major offices in Rome, Providence, Las Vegas and Reno, NV. We’ll have four divisions: IGT North America, IGT Lottery, IGT International, and IGT Italy. In terms of how IGT North America is going to be organized, most of our infrastructure transfers into this new space to be managed by new bosses. The new Senior Vice President of North American Sales for IGT is Nick Khin.

Nick has been immersed in the industry for many years. He was formerly a senior executive at Aristocrat and has been a senior executive at IGT for several years. He’s out of the finance side of the business and knows every aspect of it. He’s fascinated with our main product, which is games. You take that financial and business knowledge and then that specific industry knowledge of games and pack it up in a really nice guy who tribes already know and like. What it’s going to mean is a new emphasis on the customer and on games. We’ll be maniacally focused on delivering good games and good service to tribal customers throughout Indian Country.

In addition, some of the Spielo and GTECH infrastructure will integrate into our infrastructure and also report to Nick. There will be other announcements in other areas, including who is going to handle R&D and game development, studios and marketing. There will also be announcements on compliance and in other parts of the company outside North America.

We are unveiling our second generation of Dungeons and Dragons, and launching it at NIGA to give Indian Country a preview of what’s to come. That has resonated very well with people at the show.

Konami has always been about how to deliver more to every floor of every customer that we have. That’s why we say “get more from your floor.” Through the next year, you’re going to see some big things from Konami. First thing is our expanded facilities will be opening up. We’ve doubled the size of our building. That’s going to allow us increased R&D, manufacturing, service, and it’s going to allow us to expand our team and deliver innovative, new products. Konami has always put R&D and product first. This year, what you’re going to see is this new facility and a whole host of new products coming out – hardware and software – that are really designed to give more to every floor.

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Tashina Wortham, Steve Walther and Matt Reback of Konami Gaming

TournEvent is always one of our leading games that we have a great intro into casinos with. This year we’ve got the big Texan HDX and some new MPX machines that have some new game content on them that the customers really like this year. On the payment side, we’ve got our jackpot device and we have the NewWave software – the compliance software – that is just such a necessity for casinos. These days, you can’t not be concerned about compliance – not having that software can put you at a big risk.

Wendy Colosi, SVP Sales & Marketing at GCA Multimedia Games
The Multimedia team has done a great job this year on new signage – we have a new TournEvent signage that’s really impactful for customers playing that game. We also won an award this year for the Apex V signage package that goes over some of our devices, which was very exciting.

Rick Meitzler, President
Novomatic Americas
www.novomaticamericas.com

We just launched 68 games for tribal gaming and we’re just starting to get our Dominator platform out. The VIP is the same base platform – a big presentation, large machine that we typically see at about 2x house average. We’re looking forward to getting that out in the next couple months, followed by our Curve platform, which will be released this summer.

This year is really our foundation year. We’re trying to put together the right mix of games and find out what markets we fit best in. We’re still learning a bit about the American market – bringing in the European mentality for games and fine-tuning it to the U.S. market. In about twelve months, we hope to be launched, have that research done and know the direction that we’re going to go and push hardest towards, whether it’s machines, tables, systems and all the different pieces that we have in our business.

Gary Green, Senior Consultant to CEO
Ortiz Gaming
www.ortizgaming.com

At this show, the Match Mania game is finally out. This is a lotto style game that is just taking the country by storm. Tribes are loving this game.

The company sees itself as an innovator. You look at the Ortiz cabinets – for years I’ve been calling them the iPhone of cabinets – and there are more and more of them out there. Within the next year, the number of placements on floors will increase as the company becomes larger. In the next year you’re going to see very exciting things from Ortiz.

Dean Ehrlich, SVP Global Gaming Ops
Scientific Games
www.scientificgames.com

If you take a look at the Scientific Games umbrella, we have three different divisions – lottery, interactive and gaming. Within the gaming division, we have the brands of Bally, WMS, and Shuffle, and they all have their verticals and their dedicated, allocated resources for product development –
all of the different things necessary to continuously come out with creative and unique hardware and content. It’s much easier to think of the company in smaller digestible bites than as this gigantic glow of companies coming in at a warp speed.

The acquisition of Bally has gone well and very quickly. The acquisition took place November 21st of last year, and most of the integration, especially from a resource standpoint, is fairly complete. The headquarters of the company has already moved to Las Vegas. Now we operate the business and manage the ebbs and flows. As far as the major parts of the integration, such as the process of moving our manufacturing from Waukegan to Las Vegas – all of those things will take a while to get finalized, but the plans are in place and we’re moving towards that. By summer, our manufacturing will be done out of Las Vegas. The commercial team presence from a salesperson standpoint is complete. The product development side is very much locked and loaded and the same amount of studios are there focusing on products. We’ll continue to spend well north of $200 million a year to develop products. Things have moved quickly. Looking back at when the deal closed and where we’re at now, it’s moved along much faster than I ever would have anticipated.

For the tribal market, we are especially excited about the product bandwidth we provide. On the WMS side – our premium products have been absolutely stellar with a great pipeline of forward-looking content. On the Bally side, we’ve got two new hardware platforms that are coming out. We’ve got the V27/27 cabinet that just recently hit the market and Wave continues to do extraordinarily well. When you look at each of the verticals, it’s just a constant flow of content that’s coming down and has continued to be supported, and tribal customers are going to get the benefit of one-stop shopping for all of their solutions, whether it’s backhand player tracking, the Bally brand and its robust pipeline, WMS and its robust pipeline or Shuffle in terms of tables, electronic table systems and proprietary table games. A customer can come to us and come up with a whole solution that can cover the majority of their floor. That’s exciting.

James Starr, VP Midwest Sales
VGT, an Aristocrat Company

www.vgt.net

We just launched our wide-area progressive (WAP) here at NIGA. This is the first time we’ve ever had a Class II WAP. We’re going to put it out on our best recognized brands, such as Mr. Money Bags, in a dollar denomination, and we’ll roll it out in July. The combination of recognized brands and the WAP technology will drive incremental revenue to operators, so we look forward to launching that product, which has been our main focus here at NIGA.

We’re going to continue to put together brand extensions on our core product and extend the 3-reel and 5-reel mechanical market in Class II. We’re going to continue to bring out more progressive-type products, both local-area and WAPs, but we’re also going to be focusing more on video content. Being owned by Aristocrat now, we have access to their studios to create video Class II content. So, you’ll start seeing a wider product portfolio coming from VGT.