

## G2E Preview: Spotlight on the Game Floor

The annual Global Gaming Expo (G2E) is an exciting opportunity to preview the latest games and products introduced to the market. In this issue, we talk to several of the leading game manufacturers about the gaming trends they see in Indian Country and get a glimpse of what they plan to exhibit at this year's event. Here is what they had to say...

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Danny Gladstone



Ainsworth continues its tremendous success across Indian gaming casinos with its max bet link progressive product Players Paradise. This four-level link progressive penny product offers multiple configurations of both 40 and 50 lines, available in a combination of dual screen

A560 and overhead signage or in the Super A560 providing a very unique presentation and ultimate operator flexibility. Indian gaming slot managers are very excited by the performance of Players Paradise and are certainly interested in the whole range of link progressives and A560 cabinet options now hitting the market.

World of Jackpots™ is the first of its kind in the industry, not only offering different game titles, but more excitingly, offering players many different overall jackpot themes to choose from and opening a new universe of jackpot marketing. World of Jackpots™ features the Super A560™ technology, which features not two, but three large LCD screens to incorporate multiple progressive levels, a host of themed attract graphics, eye-catching game interactive LED lighting and importantly the ultimate flexibility for operators by eliminating the need for expensive overhead signage. And this is just the beginning, with many more new progressive World of Jackpots™ brands due for release in 2012 and beyond!

Ainsworth's vision for the future of the industry lifts off at G2E 2011, America's premiere gaming event. Shooting onto center stage are Ainsworth's brightest stars, beginning with the unbelievably exciting A560 Mega Top™ Players

Paradise Platinum™, the dynamic OLED button panel, and "World of Jackpots™" featuring a kaleidoscope of unique jackpot brands and games. This stunning lineup of product innovations must be seen to be believed; come and see "A Galaxy of Options™".

Ainsworth is set to expand their hugely successful Game-Plus™ range with 25 new standalone games including two, three and four-level stand-alone progressive brands: Double Shot Deluxe®, Triple Shot™, Double Hit®, Super Game™, Play 100Lines™ / Play 50Lines™ an all-new High Denomination game range and the revolutionary ante-bet product Hot Reel®.

The Asian-inspired Dragon™ link progressive product makes its debut at G2E as a market first concept with scatter combinations not only triggering free games, but providing a double tranche of excitement by simultaneously revealing any one of three potential big-time progressive levels.

Another feature of the show will be the action-packed Jackpot Zone™, one of Ainsworth's new max bet link progressive themes in the World of Jackpots™ range. Jackpot Zone features a whole new jackpot experience as players accumulate zone points with every five-of-a-kind prize during free games.

Ainsworth's ultimate range of stacks and wilds explodes out of this world with a huge new array of Play 50Lines™ / Play 100Lines™ titles coming to AGE 2011. This amazing line up of new games is not to be missed. And that's not all, Ainsworth's new Play 50Lines™ / Play 100Lines™ range offers two lines for one credit bet across all games. With so much on display at G2E 2011, A Galaxy of Options is truly at your fingertips!

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There is a renewed interest in Class II even in markets where Class III is also authorized. We believe it is a result of three factors: improved Class II product offerings which



Paul Lofgren



are more appealing and earn more; the significant economic advantage of no state taxation; and lastly, but just as important, a level of independence from state government control and hedge against potential tax increases to compacted products.

We have several products in the early patenting stages, so I am not at liberty to discuss in detail but our customers will enjoy new products that encompass player loyalty, methods of delivering game content and new play features.

Our product offering for the Illinois market is the most comprehensive market solution I have ever witnessed for a start up jurisdiction and will incorporate our innovative Illinois Bonus Club loyalty program. The AGS 95 plan not only offers the operator with a great multi-game platform but an integrated solution for all aspects of their operation from cash management, player retention and performance management.

We will be showcasing a variety of products at this year's G2E. Our new Road Runner platform will be formally introduced and delivers game content with high performance efficiency and rich content and its architecture allows AGS to provide a stream of new products on a consistent basis. Our product offering will be centered around the new robust Roadrunner platform that delivers rich content, propriety game play characteristics and secondary top box mechanical features.

Our new "Lock & bump" feature provides players with frequent and exciting awards while stimulating their senses with anticipation and will be shown on new titles, Evening in Paris, Golden Panda and Tropical Hideaway. We will also introduce several innovative secondary feature games that will encompass new ideas with the proven success of mechanical elements and we will have a wide area progressive game in Diamond Lotto Deluxe.

Pay it Again Poker is an exciting new poker product on our first multi-game format that handsomely rewards players for hands that repeat within a prescribed period. This adds much needed attention to mid-level prizes and rewards extended play. Expert and novice players alike are attracted to this new play concept. We will also introduce product extensions to some of our most popular games, including Royals Reels and the King's Chamber, Melodie and the Cool Catz and American Celebration.

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Nick Khin



Our customers tell us their players enjoy gaming adventures that offer great graphics, sounds and an enjoyable entertainment experience for their investment. That makes sense, because our Tarzan Lord of the Jungle game continues to be

one of the popular games on most slot floors across North America for months. In systems, the trend is to driving revenue by engaging players, and we worked closely with tribal customers in developing our nCompass business intelligence tool. nCompass gives operators a total view of players so operators engage players on a very personal level.

Viridian Hybrid™ with Active Reel Technology™, is a stunning new line of games with the potential to feature a five-reel stepper base game, a full-screen video, and a three-reel stepper bonus, all in the same game! The magic is made possible with Aristocrat's innovative LCD with Reel Windows™ and electronic Shutters, providing the capability to block individual reels and symbols.

Interactive LCD Programmable buttons bring the game to life at the player's fingertips as various messages are incorporated such as "good luck," coin showers, and more. nVision is a breakthrough in business intelligence, gathering meaningful performance information and providing analytical resources and toolsets that are customizable and can grow as demand for information evolves and grows. Alive, "Aristocrat Live Network," fuels Aristocrat's Internet gaming offering, unique because it enables U.S. operators to get a head start by establishing an online, free-play casino linking to their physical casino, generating player loyalty across both mediums.

At this year's G2E, Aristocrat will be showing Ultra Spin™, a series of bonus bank games with free games and progressive and/or credit awards bonuses. Stormin' Jackpots™ are games that contain bonus features and can be configured as either non-progressive or as a standalone progressive.

Cash Express Gold Glass™ features new Gold Class and multiplier wheel features, high frequency base games, bonus and jackpot features and a five-level progressive.

Zorro™ is back in Zorro: The Legend Returns™ and in Zorro: The Mask & The Rose™. The Tarzan Lord of the Jungle™ line expands with Tarzan the Adventures Return™, with incredible, all-new features, and a new Tarzan link. Mission: Impossible™ features a wide area progressive with a \$250,000 top award and with three local area progressive jackpots and six bonus features. Jaws Bounty Hunter™ features a new chair, enhancing the audio experience.

The extremely popular Mega Pay™ category is expanded with More Pearls™ and Rise of the Incas™. In Reel Tubes™, reels also act as tubes that fill to lead players to additional bonus games. This unique series launches with Mad Professor™ and Pharaoh's Prize™. Oasis 360™ is updated with the bonusing engine nRich™, business intelligence tool nVision™, and the content-delivery solution nCompass™. Alive™ is Aristocrat's live area network, with several downloadable games at G2E, server-based solutions and online casino technology.

## Jean Venneman, VP, Product Management Bally Technologies

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Jean Venneman



The trends we're seeing in Indian gaming are similar to the trends we're seeing in a lot of gaming areas. This is not just in the U.S., but globally as well, which is the continued focus on video product. The multi-coin, multi-line video continues to show a lot of strength in

the market. With numerous manufacturers coming out with interesting, innovative concepts for how the player can wager, and different twists in the bonus rounds. So there is definitely a lot of new product and excitement on the casino floor these days. And all manufacturers have raised their game in the types of products they're giving to the market, which is obviously beneficial not only to operators but to our

players, who are seeing more and more choice.

Just in the last year we've introduced a whole new suite of cabinets called the Pro Series, and with that came some technological advances we will continue exploring, such as our iDeck, which is an LDC display in the panel where the traditional buttons used to be housed. With this display, we not only can show flexible button configurations, but we can also show additional information for the player. In the bonus round, they can see where they are in the bonus, how many spins they have left, and what their bonus credit amount is.

We're also doing more with player interaction, where something that the player does on the iDeck will interact with the game. A great example is in the Betty Boop's Love Meter game. In one of the game's bonus events called "How Hot Are You?" the player puts their hands on the iDeck so that their "love temperature" can be taken. Then the bonus round reflects what sort of bonus they receive based on their hand reading. That type of interaction is the direction we're heading with a lot of our developments.

Another technological advance we're excited about is our Pro Curve cabinet, a curved LCD that has all the flexibility of displaying video, but is curved like typical spinning reels. Players can have that stepper experience with the curvature, but also enjoy all of the increased animation and interaction offered by actual video slot.

G2E attendees will see Bally's latest games, systems, mobile applications, and server-based solutions, including more than 300 games for every major gaming market in the world. Grease™ is inspired by the 1978 American musical film about two love-struck teens in a 1950s high school. This bonus-rich game is Bally's first double-play game, featuring two 25-line games, enabling the player to play two games at once as well as fully utilizing Bally's iDeck™.

Betty Boop's Fortune Teller™ offers an unprecedented 15 bonuses at any bet. There are two progressive jackpots available at any bet, and a top wide-area progressive, available at max bet. This game features the U-Spin Fortune Wheel, where the player is able to touch, slide, and spin the interactive bonus wheel.

Bally's Elite Bonusing Suite™ (EBS) adds dramatic new levels of excitement and anticipation to the game-play experience. When used with the iView DM player-user-interface, the EBS applications deliver floor-wide, interactive promotions, second-chance-to-win events, and the ability for casino operators to reward players with innovative player-bonusing applications – all without interrupting base-game play. These interactive solutions enable players to spin wheels, select and root for their favorite contest-driven car or horse, get instant rewards, and participate in instant floor-wide slot tournaments.



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Chris Korpi



In recent years a greater diversification of slot products, supplier mix, and gradual trending from Class III back to Class II can be found in Native American casinos.

With this movement and our continued focus on research & development, Cadillac Jack consistently generates top revenues and a loyal player following with our innovative games.

Attendees at the 2011 G2E will be the first in the industry to see Cadillac Jack's hottest new video reel products featuring: persistent multipliers, natural paylines, and Class II/III progressives. All new products will be showcased on our Genesis™ cabinet, allowing the enhanced rich content and functionality of the games to be experienced to the fullest.

The persistent multipliers found in the Hot Streak series will keep players on the edge of their seats as they watch the multiplier grow with each winning spin. Look for Hot Streak, Sultan's Dancers™, and Fiesta of Souls™ at G2E. The Hot Streak multiplier is achieved during the base game when any active payline results in a win. The multiplier payout rewards players on a "Hot Streak" with a pay multiplier that increases with each successive winning spin up to x100.

Connect to Win is Cadillac Jack's new series that incorporates natural payoff algorithms to make wins more intuitive. This unique feature frees the player from needing to study numerous non-intuitive paylines, thus making the winning experience easier to understand.

Operators and players have experienced an exciting evolution with Cadillac Cash™, the company's successful Class II wide area progressive. With the retirement of its legacy titles, conversion to the Genesis cabinet and inclusion of Mega Strike™ the company's inaugural multi-level progressive, game play has been at a frenzied pace. At G2E, Cadillac Jack will introduce Operation Jackpot, the newest multi-level progressive for Class II and Class III markets.

The ultimate spy game is at G2E and can be found alongside other popular Cadillac Cash themes. Operation Jackpot is a rich content WAP/LAP combination, with four local area progressives and one top award linked to Cadillac Jack's wide area progressive. Highly anticipated by Cadillac Jack's Class III operators and being showcased at G2E is the company's launch of its Progressive series of games for the Class III market. Multi-level progressive titles Mega Strike and Operation Jackpot are the premiere games being highlighted.

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Jack Saltiel



We see a stronger purchase market for Class III content as more established gaming venues look to refresh their gaming floors.

In addition to the Class III replacement market we also see a renewed interest in new Class II machines as these products continue to evolve and produce ever-increasing revenues and market share without the encumbrance of compact oversight and compact fees.

Eclipse will be introducing new products based on Finite Deal game technology for those markets where it is mandated, such as video lottery. Finite Deal game technology at Eclipse has evolved to the point where, just like Class II, our new Finite Deal games are indistinguishable to the player from a traditional, fully random, Class III game.

At G2E we will show our wide area progressive system in Class II format with our custom interactive bank signage. This exciting gaming package offers a variety of features not common with other wide area games, such as multi-denomination, and multi-theme with improved odds for jackpot hits when betting at higher denominations. We call this feature "Player Advantage." The games contain multi-level jackpots, and a top jackpot prize paid in cash!

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## Knute Knudson, VP Native American Development

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Knute Knudson

Indian Country is seeing the continued expansion and acceptance of server-based gaming including IGT's sbX™ system. In the near future, gaming trends in Indian Country will focus on the possibility of legalizing Internet gaming in the US. Tribal interests will be competing with the interests of states, offshore iGaming interests, and commercial operators in determining who, if anyone, can do what in the case of Internet gaming.

The expansion of gaming to the online space will include features that are found in land-based casinos, such as accounting, tracking, bonusing and wide area progressives. As these features become more accepted and gaming moves fluidly between an online and casino experience, there will be even more of a need to use analytics to develop rich and unique online and property-based experiences.

Also, as more states plan to legalize gaming, tribes will exist in an even more competitive environment. Tribes must continue to be creative and innovate by offering distinctive, value-added experiences to their players.

New at G2E this year is Big Buck Hunter® Pro on IGT's Center Stage™ Series family of games. Fitted with innovative mechanical gun hardware, this game is based on one of the decade's most popular arcade games and debuts a new interactive casino gaming experience. From the Systems leader, IGT will introduce its Intelligent Bonusing™ applications including Point Pursuit™, Team Challenge, Message Blast™, Auction Action, Game Pulse, Big Game Hunt and Application Concepts. IGT's Core Products will bring the industry's first community play five-reel slot, Fast-Hit Progressives™.

In IGT's booth, G2E attendees can Expect More from exciting casino, online and mobile games to a total Systems solution. IGT's games lineup includes more brands from pop culture including Breakfast At Tiffany's™, Atari® Centipede® and Mexico's Huevocartoon®. Also joining the blockbuster list are Sex And The City™ Fabulous, Twilight Zone® in 3D, The Jokers Heist and Ringling Bros.™ Riches. New Wheel of Fortune® games include Wheel of Fortune® Triple Extreme Spin™ and Wheel of Fortune® Wild Getaway™. The Center Stage™ series expands with Texas Tea®.

IGT's booth will include an extensive lineup of three-reel,

single payline games, including Haywire Multipliers™, Blue Blazes® Win Zeros!™ and Classic Sevens® OnCore Progressives™. Additional Core games will include The Mighty Atlas™, Vivaldi's Seasons™, Wolf Run® 2 Into the Wild, Voodoo Vixens™, Sky Pilot™ and Mount Fortune™. IGT's Video Poker offerings include Build A Wheel Poker®, the first-ever dynamic video wheel used in a video poker bonus. IGT will also launch the Universal Slant cabinet for Video Poker featuring a custom poker button panel.

Systems products will include IGT's Service Window, sbX™ server-based experience, IGT Advantage®, IGT Casinolink™, IGT Analytics, Universal Game Adaptor and Intelligent Bonusing™ applications. With more than 10 years of experience in legalized online and mobile gaming markets, IGT will display its latest offerings including Star Trek™ and Monopoly: You're in the Money, Cleopatra®, Da Vinci Diamonds™, Kitty Glitter™ and Cats™.

## Mick Roemer, Sr. VP Sales Multimedia Games

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Mick Roemer



We have noticed a trend back towards Class II. It seems that when state compacts allowing Class III games were passed, a lot of tribes took advantage of that to add a large number of those games to their floors. As time has gone by two things have happened – the economy has

tightened, leaving players with less money to spend on their favorite games, and allowing the Class II games to catch up to Class III in terms of looks, bonus features, and overall playability. The financial and revenue benefits of Class II games to tribes have always been there, and now that the product is, too, the pendulum seems to be swinging back in that direction, leveling out casino floors that were heavily Class III over the past few years to now offer a good mix of Class II and III games.

Multimedia Games is proud of our flagship product, Tourn-Event™, and we continue to expand on the capabilities of that system with more features and functionality in our 4.0 version, debuting at G2E. We are really focusing on player experience with TournEvent 4. This newest release will feature a new base game, Crazy Carnival® that takes players through wild reel spinning action - not to mention a proprietary surprise feature

that will allow a player to jump from any ranking in the round – even last place – straight to first. The system will also feature a new and improved user interface and the ability for operators and players to participate in team tournaments. This should get players even more involved in the game as they are able to team up with their friends or loved ones to win it all, together!

In addition to TournEvent 4.0, Multimedia Games also will premier its High Rise Games™, with five innovative new game titles, at G2E this year. The High Rise cabinet features the largest top box in the industry. With a 37” LCD screen placed vertically, there is no need for additional signage when these cabinets are placed on a casino floor. Colored LED lights around the bezel add to the cabinets’ attractiveness as well as highlight the game featured on each one. New titles to look for are MoneyBall™, White Hot Progressive™, and Jackpot Factory™. We’re also debuting some old favorites, revamped to maximize the player experience on the High Rise – One Red Cent Deluxe™ and A Girl’s Best Friend Deluxe™. Full of progressive jackpots and innovative bonus features, these games are visually stunning and really fun to play. We expect they’ll become a staple on every casino floor.

## Candace Lucas, Executive Director of Marketing Operations

### WMS

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We have seen that G+Deluxe is striking a chord with American Indian players, because of the highly detailed reel symbols, Big Win Celebrations, high volatility and line configurations.

Highlights from WMS’ showing at G2E this year include: Battleship™. Straight from the classic Hasbro game, WMS brings Battleship to life. Teams compete to sink ships in three unique overhead bonuses. Randomly triggered communal bonuses play out on three overhead screens, pitting two Navies against each other in one of three communal battles to sink the most ships for additional bonus rewards. This larger-than-life slot adventure will liven slot floors like never before, thanks to a combination of WMS’ award-winning Sensory Immersion, Community Gaming® and Experience Design technologies on banks of stunning Bluebird xD™ cabinets.

The Cascading Reels™5x4 family builds on the player-popular Cascading Reels series with a fourth row of symbols, Dual Cash Progressives, two Free Play Progressives and Fixed Free Play Awards. Cascading Reels 5x4 games are available in two unique flavors, the Invaders! Series and Ancient Magicke™ Series.

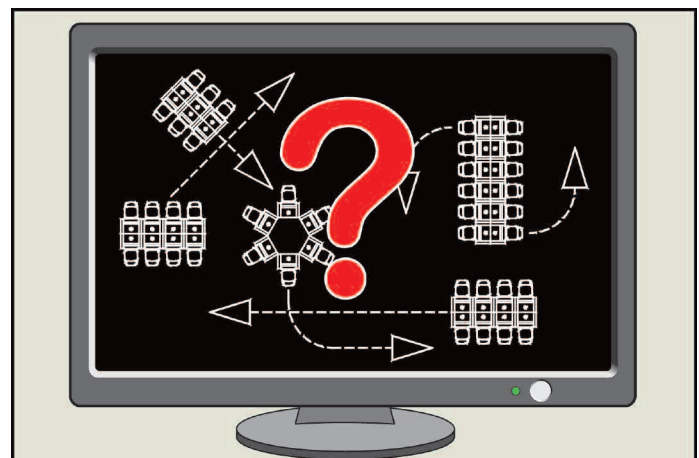
The Wizard of Oz™: Journey to Oz is WMS’ largest adventure from The Wizard of Oz brand yet! This exciting communal slot is packed with player-favorite technologies,



Candace Lucas

including Collaborative Gaming®, Bose® 3Space® Surround Sound Gaming Chairs, a Wide Area Progressive and our first 1024-ways base games. The excitement kicks into high gear when the Bigger Event® triggers and Glinda the Good Witch spins the large community wheel on dual 52” overhead screens, awarding credits or 1 of 5 special character bonuses!

Monopoly™ Party Train® takes numerous player-popular mechanics from previous Monopoly slots and enhances them with additional features. Available in Mechanical and Video base game versions, Party Train introduces the Mooove Feature that can randomly take players around the Monopoly board for free spin enhancements, bonus triggers and more! Enter the Free Spin Bonus to find your bonus enhanced with extra spins, two Wild Reels, extra dice rolls or higher available multipliers, depending on your location around the board. All aboard! ♣



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