

InterGaming

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COMMUNITY GAMING



GETTING PLAYERS CONNECTED

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FOCUS: LATIN BINGO
REPORT: IGE LONDON
NEWS: SENTOSA OPENS

COVER STORY: COMMUNITY GAMING

RECORD Q2 RESULTS FOR WMS

US
REVENUES UP BY SIX PER CENT

WMS announced record results for the fiscal second quarter ended December 31, 2009.

The company reported that total revenues increased six per cent to a record of \$188.9m, with gaming operations revenues up 20 per cent. Net income rose to \$26.5m during the quarter and new unit global shipments increased by 32 per cent.

"WMS' record fiscal second quarter results again highlight the value of our

distinctive culture of innovation, emphasis on creating differentiated products and focus on simultaneously advancing our operating execution," said Brian R Gamache, chairman and chief executive officer. "Our expanding portfolio of innovative products offer high player appeal, consistently generating high earnings performance for our customers that is driving strong growth in our gaming operations business and overall increases in WMS' share of the casino slot floor."

WORKING TOGETHER

UK
INDUSTRY CONSIDERS IGE FUTURE

UNCERTAINTY over the future of the IGE show in London after 2012 prompted several manufacturers to discuss what the best possible move for the industry will be.

James Boje, managing director of IGT Europe,

told *InterGaming* that it is important that members of the industry work together in order to find a solution, noting that there are



James Boje

a number of options should Earls Court no longer be a suitable venue for the show.

"We are talking to each other to work out what's best for us and the customers," he said. "We as manufacturers

need to work together and obviously make the right choice that will suit the industry. There's no point having one or two breakaway manufacturers."

INTERBLOCK ADDS MEGASTAR 8

SLOVENIA
ANOTHER INSTALLATION

INTERBLOCK has installed its third gaming machine at Fallsview Casino Resort in Ontario, Canada.

The company's eight-player electromechanical roulette, Megastar 8, was installed in a high-limit gaming area at the casino, adding to another Megastar 8 and a Dicester 8 sic bo machine already operated by the casino.

"Based on the great performance of two Interblock machines we have decided to install an additional Megastar 8, this time near our high-limit gaming area; offering our high-limit players even more variety and

excitement," said Bill French, director of slot operations at the casino.



ATOMIC Gaming, Atronic's distributor for Africa, has installed Stargate SG-1 in a number of venues across South Africa.

Based on the popular movie and TV show, Stargate SG-1 is a video slot game with five distinct bonuses that summon recognisable features from the Stargate SG-1 series.

The first bank of machines was installed on Wild Coast Sun's newly refurbished gaming floor on Atronic's e² Slant cabinet. Shortly afterwards, Carnival City installed a bank of Stargate SG-1 machines, complete with signage featuring a 54ins HD LCD screen. Additional machines were placed at the Golden Horse Casino in Pietermaritzburg, as well as Emperor's Palace, Sibaya and Boardwalk Casino.

"We have been monitoring the performance of Stargate SG-1 since the machines went onto the floors in South Africa, and in some cases the performance is double the area average, which is also what we are seeing in Europe," said Gerhard Reiter, Atronic's product manager responsible for Africa.

HAVERMAN PROMOTED

US
JCM APPOINTMENT

JCM's sales manager, Kip Haverman, has been promoted to director of sales for North America.

Haverman has nearly 20 years of experience within the gaming industry, having worked for JCM for nine years. He was most recently western regional sales manager.

In his new position, Haverman will oversee the company's sales efforts in North America and will direct the sales team across the US and Canada.

"We are thrilled to promote Kip to this new position," said Mark Henderson, JCM's vice president of sales. "In his time with JCM, Kip has proven himself to be an invaluable part of the JCM team, and has served as a mentor for other sales representatives. Now in his new position, Kip can extend his expertise and knowledge to the entire North American team, and that will be very good for JCM and our customers."

GSA FOCUSES ON G2S

US
EDUCATIONAL CAMPAIGN

THE Gaming Standards Association has announced that it will not add functionality or support to SAS Version 6.02, choosing instead to focus on helping operators and manufacturers migrate to the G2S protocol.

To achieve this, the organisation is running an educational campaign throughout 2010 to provide assistance to casino operators.

"The SAS protocol, developed in the early 1980s, has been great for the industry; however, moving forward GSA and its membership have elected to no longer enhance the SAS protocol," said Peter DeRaedt, GSA president. "The Game to System standard, that replaces SAS, provides the growth and expandability that will be the driving force for innovation in the industry."

STRONG INTEREST

SLOVENIA

Elektroncek concentrates on US

DUE to the depressed state of the market in Europe, Slovenia-based Elektroncek, manufacturer of the Interblock range of electronic multiplayers, is concentrating on the US market right now.

Company founder Joc Pececnik said at IGE: "We are very optimistic about the US. Our parent company Aristocrat has been able to help us out on the legal side but we have handled sales there ourselves. We have our own team in place, but we

have made use of Aristocrat's licences in some areas."

Being seen for the first time in London was Organic Island, the company's multi-terminal multigame set-up. "We have had a lot of interest in this product from the larger casinos," said Elektroncek's Aljosa Krupenko. "Many wish to site it between their slot and live gaming areas because it is a product which has elements of both."

The company was also highlighting the Euroblock Star



Joc Pececnik (left) and Aljosa Krupenko of Elektroncek

roulette, a unit for customers with smaller budgets.

It is competitive in price because it has just one computer rather than a separate one at each play station.

The operator can set different stake levels for different times of the day.

"This is a game that is suitable for the markets in South America and eastern Europe and the arcades market," said Krupenko. "We have had a lot of interest in this product during the show."

EUROPEAN PRESENCE

US

CardLogix raises profile

BRUCE Ross, CEO of US-based smart card specialist CardLogix, said he preferred IGE to his domestic G2E show in Las Vegas.

"For us this is so much better, simply because the smart card concept is accepted in Europe more than it is in the US. "As Europeans have much more knowledge when it comes to smart cards than their counterparts in the States, there is a lot more activity over here as a result."

The company, which was attending its second IGE, provides its products to a wide range of industries, but in gaming it now works closely with slot machine manufacturers to develop products alongside them.

CardLogix's Roger Bushong is the company's main representative in the gaming field. "There is a momentum beginning to build," he said. "We are now finding that we are being approached by people in the gaming industry who are interested in customised smart card solutions."

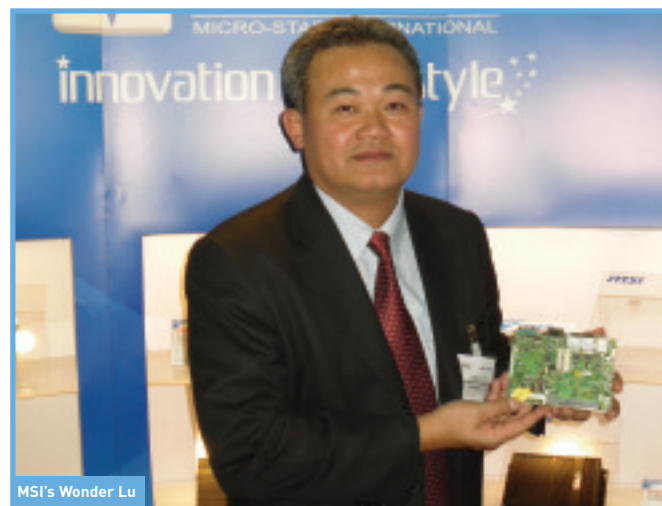


CardLogix's Roger Bushong

A GROWING BUSINESS

TAIWAN

MSI reports lower attendance



MSI's Wonder Lu

TRAFFIC at the MSI stand was lower than in previous years, reflecting the current climate, the company's Wonder Lu said.

"Over the last two days we've seen half the number of visitors compared with last year, which has been a reaction to the economic crisis last year," he said. "Maybe next year will be good."

MSI has developed a number of solutions for the gaming industry, delivering high performance

graphics for games. The company presently works in a number of industries, with gaming becoming an increasingly important part of its overall operations.

"It's a growing part of the business and we expect to see further growth in the future," Lu added. "Basically we put three parts together; gaming, amusement and arcade. We have good quality systems in place to work within lots of industry fields."