

PUBLIC

# GAMING

I N T E R N A T I O N A L

World's most widely read Lottery-Racino-Gaming magazine • Video, Racino, Casino, Internet, Wireless, Online, Scratch-Off

To: Lottery, Video Gaming & Racino Executives  
Interested in Growth, Expansion & Added Success

Public Gaming Research Institute Inc.'s  
*International*

## MORNING REPORT

Your weekly supplement to  
*Public GAMING International Magazine*  
March 7, 2005

### SMART-TECH 2005

#### THANK YOU FOR YOUR PARTICIPATION

SMART-Tech 2005 was a great success with 150 government and industry executives sharing success strategies. Our thanks to all of you who were able to participate.

Our special thanks to our sponsors & exhibitors, to our keynote speakers, to our special guest speakers and to our moderators and panelists for your outstanding contributions to the success of the Conference.

And an extra special thanks to Oklahoma Governor BRAD HENRY for joining us to share his thoughts about the new Oklahoma Education Lottery.

Sponsors for SMART-Tech were:

Gold Sponsors:



JCM-American Corporation,



Scientific Games,

Silver Sponsor:



International Game Technology (IGT);



Bronze Sponsor:

GTECH Corporation;



Listing Sponsors: Bally Gaming &

Systems;



Cyberview Technologies, Inc.

### COMPANY ANNOUNCEMENTS

#### PA SELECTS GTECH FOR SLOT CENTRAL SYSTEM.

Pennsylvania Secretary of Revenue Gregory C. Fajt announced that he has selected GTECH Corporation to supply a central control computer system that will monitor slots gaming in Pennsylvania. Fajt said the Department will immediately begin negotiations with GTECH on a five-year contract. Fajt said



GTECH will be paid a percentage of slots gaming gross terminal revenues to supply and operate the central control computer. Although the cost of the contract is still subject to negotiation, he said the Department estimates that annual costs will not exceed \$6.3 million once all 14 slots venues are fully operational. The Department will pay some equipment costs up front, but Fajt said most of the payments to GTECH will not occur until slots gaming facilities begin operations. The central control computer system provided by GTECH will be capable of supporting up to 61,000 slot machines throughout the state. It will allow state regulators to monitor individual slot machines, in real time, to ensure the integrity of slots gaming and to ensure that state taxes on gaming are collected. The central control system will also:

- Use a widely accepted gaming industry protocol to facilitate the ability of slot machine manufacturers

to communicate with the statewide system. The system will be capable of supporting additional protocols if they become available.

- Support in-house and wide area progressive slot machines as approved by the Pennsylvania Gaming Control Board (GCB).
- Permit slot machine licensees to install independent player tracking systems and cashless technology as approved by the GCB.
- Not alter the statistical awards of slot machine games, as designed by slot machine manufacturers and as approved by the GCB.
- Provide redundancy so that each component of the network will be capable of operating independently if any component of the network, including the CCS, fails or cannot be operated.
- Meet all reporting and control requirements required by the Department and the GCB.

### **BALLY TECHNOLOGY GOES LIVE IN LA, NV, WA**

**AND WI.** Bally Gaming and Systems completed the installation of its Bally Systems/ACSC Slot Management System (SMS) at Sam's Town Shreveport in Louisiana and its CMS/400 multi-site module at Whiskey Pete's, Buffalo Bill's and the Primm Valley Resort Casino in Primm on the California/Nevada state line 40 miles south of Las Vegas. Additionally, the Potawatomi Bingo Northern Lights Casino in Carter, Wis., went live with the Company's SDS and Casino MarketPlace (CMP) casino-management and promotional software on Jan. 17, and the Skagit Valley Casino Resort became the first gaming facility in the state of Washington to install the Company's Casino MarketPlace product on Feb 1. The gaming floor at Sam's Town was converted to SMS through the month of January and all of the casino's more than 1,200 machines are now linked by SMS. In addition, a total of 700 slots are now offering the eTICKET cashless system. In Primm, the Primm Valley resort properties will also go live with both the CMS Kiosk and iCMS modules later this year.



**LA LIBANAISE DES JEUX CHOOSES OGT.** Oberthur Gaming has been awarded a two-year contract for the manufacturing of lottery tickets for *La Libanaise des Jeux* (Lebanon). OGT will also provide the Lottery with marketing support related to its instant tickets.

**ARISTOCRAT TO INTRODUCE CASH EXPRESS® HYPERLINK® IN NJ.** Aristocrat Technologies, Inc. announced that its Cash Express Hyperlink four-level progressive game was recently approved by the New Jersey Division of Gaming Enforcement for introduction into the second largest gaming jurisdiction in the United States. "This approval allows us to introduce Hyperlink to the New Jersey market and paves the way for additional approvals of

our other linked, four-level progressives – Million\$er®, Cash Express Penny Train™ and Jackpot Carnival™," said Gavin Isaacs, President of Aristocrat Technologies, Inc



### **EGC MOVES INTO MOBILE ARENA.**

Electronic Game Card, Inc announced that a separate company is being

incorporated within the Electronic Game Card group of companies to initiate Electronic Game Card's entry into the field of broadband gaming with particular reference to mobile phone games. Electronic Game Card's new company will investigate and undertake alliances with corporations involved in communications and hardware and software delivery mechanisms, and design in the secure manner essential for the successful acceptance of reward based games by the consumer and the promoter in the mobile arena.



### **GSA WELCOMES ROCKET GAMING SYSTEMS AS PLATINUM MEMBER.**

GSA is proud to announce that Rocket Gaming Systems has upgraded its membership in the organization to Platinum. Ron W. Harris, CEO at Rocket Gaming has been appointed to the GSA Board of Directors. Rocket Gaming Systems has been a member of GSA since March 2003. In addition to Rocket Gaming Systems, Belatra Co., Ltd. of Belarus joined GSA as a Gold Member and Standing Stone Gaming of the Oneida Indian Nation has joined as a Silver Member.

## **PEOPLE**

Virginia State Lottery Director **Penelope W. Kyle** was recently named president of Radford University. Kyle will leave her Lottery post, a position she has held since 1994, and begin her new post in June. Kyle, the first woman to be named president of Radford University, was unanimously chosen by the school's governing board.

**Michellene Davis**, a lawyer and veteran state policy adviser, has been nominated to be the next executive director of the New Jersey Lottery. Davis replaces Virginia Bauer, who moved to commerce.



Games Inc. has promoted **Tristan Smith** to the post of chief technical officer. Smith has been with the online gaming company for four years, most recently serving as technical director and focusing on development of the company's Lottery Online product, which would allow lottery tickets to be sold online.

## VIDEO GAMING/RACINOS



**PA SLOT LICENSES COULD BE ISSUED IN DECEMBER.** Members of the Pennsylvania State Gambling Board said they hope to issue the first slot-machine licenses to racetracks by as early as December, meaning that parlors could be up and running by the end of 2006. The state Gaming Control Board will have to complete major tasks before then, such as writing the regulations to govern the licensing process, and hiring most of the board's staff, including an executive director. By law, the board must first issue licenses to slot-machine manufacturers and distributors and casino suppliers at least three months before it can issue the licenses to racetracks. The board is authorized to issue 14 licenses to operate slots parlors. Each one will cost \$50 million. The initial batch of slots licenses would be strictly for horse racing tracks.

**KENO CONSIDERATION IN NJ.** (AP) Casino industry officials and the state of New Jersey have had preliminary talks about installing keno games in bars across New Jersey if legislators reject a proposal to place hundreds of video lottery terminals at the Meadowlands Racetrack, according to a published report. The lottery terminals have long been opposed by the casino industry, but casino officials haven't decided whether the bingo-style keno game would be an acceptable compromise. Acting Gov. Richard J. Codey included the lottery terminals in his proposed budget, and state officials say installing 1,500 to 2,000 terminals at the racetrack in early 2006 would generate about \$150 million in new revenue for the state.

**WV TABLE GAME LEGISLATION INTRODUCED.** Legislation to allow table gambling at West Virginia's four licensed racetracks was introduced in both the state House and Senate last week. If approved, officials at the tracks may petition their respective county commissions to put the matter before voters.

## LOTTERY NEWS

**NH SENATE APPROVES HIGHER PRICE POINTS.** Plans to raise the price of scratch lottery tickets recently advanced in the New Hampshire Senate. The Senate voted 18-5 in favor of raising the price of scratch tickets from \$10 to \$20 next year and to \$25 in 2007. The bill now heads to the House.



Wireless Information Solutions...

**NV LOTTERY PROPOSAL CLEARS HURDLE.** A proposal to create a Nevada State Lottery cleared its first Assembly committee by a vote of 7-4. To enact a lottery, the entire legislature would have to pass the Lottery resolution in the current session and in 2007 before it could go to a public vote in 2008.

**IL BREAST CANCER LOTTERY ADVANCES TO HOUSE.** A bill to create a lottery game that dedicates proceeds to fighting breast cancer cleared the Illinois Senate by a vote of 47-9. The bill now heads to the House.



**MN PROMO RECEIVES HUGE RESPONSE.** The Lottery's "Big Second Chance" promotion was a big one! Between January 17 and February 23, 2005, the Lottery received an estimated 269,000 entries for four drawings from which four lucky Minnesotans won a total of \$100,000. The huge number of entries received was a record for any Minnesota State Lottery mail-in promotion. Players entered the Big Second Chance promotion by mailing a minimum of \$5 in non-winning Scratch tickets to the Minnesota State Lottery. To be included in the weekly drawings, players were required to enter \$5 of non-winning tickets each week. For more information about the Big Second Chance promotion visit the Lottery's Web site at [www.mnlottery.com](http://www.mnlottery.com).



SCS designs and implements everything a State Lottery needs to offer its Players a comprehensive, flexible and state-of-the-art subscription services program.



**BIG UPSIDE DOWN.** During the California Lottery's 'Big Upside Bonus' promotion, each time a player buys from five to ten SuperLOTTO Plus® plays for one draw on a single ticket, they will automatically receive from one to three Big Upside Bonus unique eight-digit number(s) on the bottom of their ticket. Each of these numbers will then be entered into a second chance drawing worth \$40,000. The promotion runs through March 12, 2005.

**WHEEL OF FORTUNE IN TX.** One of the world's most popular game shows is now available as a scratch-off ticket at [Texas Lottery](http://Texas Lottery)® retailers across the state. The new \$2



Wheel of Fortune® instant game offers players a chance to win instant-cash prizes up to \$25,000. In addition, players with non-winning tickets can enter a Second Chance Drawing for an opportunity to win one of four trips for two to Hollywood and an audition to be a contestant on the television version of Wheel of Fortune. The four Second Chance Drawings offer a total of 1,820 Wheel of Fortune merchandise prize packages (455 per drawing), as well as the four Wheel of Fortune audition trips (one per drawing), which include a four-day, three-night trip for two to Hollywood, California.



**WA PRICE IS RIGHT PROMO.** Four lucky contestants

will be chosen at random to participate in the Washington Lottery's "Price is Right" promotion during halftime of the Sonics vs. Chicago Bulls game on March 11 at Key Arena. Contestants will have the chance to win fantastic prizes from the Washington Lottery and the Seattle Sonics. To enter, players must email the Washington Lottery and tell them what they would do with their Washington Lottery winnings.

**SHAMROCK SHUFFLE.** For every Pick 3 drawing from March 1 through March 22, the Illinois Lottery will hold a special Promotional Drawing (Shamrock Shuffle) with white and green balls. If the green ball is selected, the Lottery will hold a second Pick 3 drawing and will pay out on both sets of numbers!

**TX HONORS FATHER OF WESTERN SWING.** To honor Bob Wills on the 100th anniversary of his birthday, the Texas Lottery® issued the first-ever commemorative scratch ticket featuring the "Father of Western Swing," who pioneered sounds in the country music industry we all still hear today. The Bob Wills Commemorative scratch off game costs \$1 to play and features a top prize of \$1,100.



**VEIKKAUS REPORTS €248 PER CAPITA.** Finns spent an average of 248.10 euros per capita on Veikkaus' games last year (rounds 1-53) (vs. 239.30 euros in 2003, rounds 1-52). The increase can be explained by the jackpots in Lotto and the game reform in Fixed Odds Betting which made the game the third most popular of Veikkaus' games.



**FRENCH EQUIPMENT HONORED.** La Française des Jeux recently received the Golden Award for its "Espace Joueurs" (Player's Area, merchandising equipment) in the category "Culture, leisure & electronic" during the Gala Reception of the POPAI Europe Awards 2004. La Française des Jeux has worked in cooperation with the manufacturer "Marie Laure PLV". The POPAI Europe Awards 2004 is a European contest that recognizes the best designs of the year in the following areas: POP material, commercial architecture, store layout, merchandising, etc. The judging panel consisting of over 150 European professionals – major advertisers and retailers – awarded La Française des Jeux' latest merchandising equipment covering 13 judging criteria (aesthetics, design, innovation, technical design, quality/price ratio, etc.). This new equipment designed in collaboration with the retailers has already proved a tremendous success: more than 3,300 orders have been registered since the beginning of its marketing, in June 2004.



**VEIKKAUS ALLOWS BETTING ON MORE EVENTS.** Finnish lottery Veikkaus made a game reform to its Fixed Odds Betting product in mid-February. Players now have a chance to bet on events that were not previously offered in Fixed Odds Betting. The new events include, e.g., ski jumping, skiing, biathlon, and Alpine skiing.

## JOB POSTINGS

**PRO-LITE REPS NEEDED.** Pro-Lite, a leading manufacturer of LED signs is looking to expand its rep force to include contacting lottery agency offices. Interested parties can contact Larry Ferreira at 714-668-9988, ext. 113.



Please submit material for next week's Morning Report by Wednesday of this week to [Toddpgr2@aol.com](mailto:Toddpgr2@aol.com)