



# TRIBAL CASINOS LEAD THE RACE FOR NETWORKED FLOOR TECHNOLOGY

## BALLY'S NETWORKED FLOOR OF THE FUTURE CONNECTS SYSTEMS, ENHANCES CUSTOMER SERVICE, GAMING EXPERIENCE FOR PLAYERS

Tribal casinos have demonstrated incredible growth during the last decade, especially in guiding the gaming industry's path toward new technologies and innovations.

Rather than following in the footsteps of Las Vegas and Atlantic City, tribal casinos are now fast becoming the proving grounds for systems, games, and high-speed networked gaming floors.

"Almost all server-based applications have been installed in or prepared for Native American casinos," said Buddy Frank, Vice President of Slot Operations for Pechanga Resort & Casino in Temecula, Calif. "The tribes believe in spending now to have a functional infrastructure for the future."

One of the innovations currently being implemented is Bally's Networked Floor of the Future™. The system extends Bally's system solution with technology for use on high-speed gaming floors, such as Bally Download Configuration Manager, a server application that allows casino operators to view, examine, and manage their floor configuration from a central location. Pechanga, Viejas Casino, and Seminole Gaming are among the properties working with Bally to move the concept forward.

"The tribal casinos are, without question, on the cutting edge of gaming technology," said Derik Mooberry, Bally's Vice President of Western Sales. "Their willingness to be among the first casinos to implement the latest technologies continues to strengthen their place within the gaming industry."

### Looking at the Networked Floor of the Future

Bally's Networked Floor of the Future is starting to create a stir. It allows gaming operators to implement incremental technology phases that will drive more gaming play, better asset management, and an improved overall player experience. It's a process of evolution – not revolution.

According to Lyle Bell, Senior Vice President of Information Technology for Seminole Gaming, many slot and floor systems out today communicate from the game to a

central system using a slow-speed link. The only information sent back is for slot accounting and player tracking. "Bally's Networked Floor enables operators to tie disparate systems together," he said.

Frank concurs, and notes time as a significant advantage to a high-speed networked floor. Before, changes to games had to be completed one machine at a time. Now, with a push of a button, he can change content on 3,500 iVIEW interactive displays in minutes.

**"The last thing we wanted was a manufacturer telling us how to design our network. When Bally approached us, they listened to what we wanted and gave us products that incorporated those wants." – Buddy Frank, Vice President of Slot Operations, Pechanga Resort & Casino**

Madhukar Sathnur, Director at Viejas Enterprises in San Diego, Calif., said the ultimate goal of networked gaming is to enhance the experience for players. "We now have options to download customer player points to the slot machine and bonusing modules that award cash to our customers as part of a promotion or random reward."

### The Nature of True Partnerships

Frank appreciates Bally's customized approach to testing the networked floor technology.

"The last thing we wanted was a manufacturer telling us how to design our network," he said. "When Bally approached us, they listened to what we wanted and gave us products that incorporated those wants."

The same process is also true at Viejas.

"We continually give Bally feedback, which helps them refine the product," Sathnur said. "Bally then asks what additional features we want to see and tailors them to fit our business."

"Bally is creating a path for its customers that supports networked gaming," Bell said.