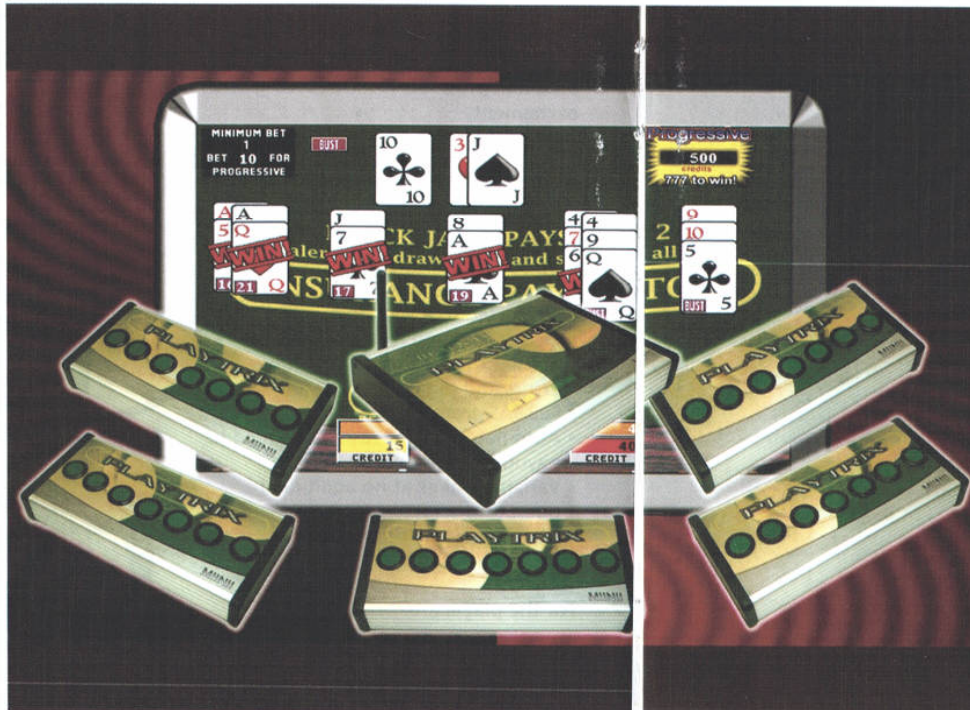


PLAYTRIX

PLAYTRIX RESEARCH IS A PRIVATELY OWNED CANADIAN COMPANY BASED IN MONTREAL. ITS PHILOSOPHY IS TO CREATE, BUILD AND DEVELOP UNIQUE, RELIABLE TECHNOLOGIES FOR THE GAMING INDUSTRY. ITS RESEARCH AND DEVELOPMENT TEAM HAS MORE THAN 20 YEARS' EXPERIENCE IN CASINO GAMES DESIGN AND PROGRAMMING AND HAS ACCOMPLISHED A PROVEN RECORD OF TECHNOLOGICAL ADVANCEMENT IN THIS FIELD. PLAYTRIX GAMES ARE SOLD UNDER DIFFERENT NAMES IN MANY COUNTRIES AROUND THE WORLD.

The company started 2007 off with the launch of MiiNii Blackjack at ICE in January, a five-player wireless blackjack game for the multiplayer market.

"The wireless part is completely new but the game itself is a proven technology and has been in operation with great success since 1996," said George Samaha. "At the time we penetrated the market by supplying the electronic boards to our customers and assisting them in building their own cabinets but since then, the demand for this game has grown and grown. The only draw-back was the fact that building these cabinets was very complicated,



both mechanically and electrically.

"This encouraged us to invent a wireless concept that is easy to use, ship and handle. The kit contains the main controller box, five remote controls and an owner/operator remote control. All these with their power supplies and chargers fit in a small box and the installation is a breeze, just connect the

controller box to a plasma monitor, TV or to a computer screen, give the handheld battery-operated industrial remote controls to the players and start playing."

Playtrix customers have enjoyed playing on the wired Vegas Blackjack game for over 10 years, during which time the company attempted to make changes to improve the product

lot of new customers as well. We have added the practicality of the wireless remote controls to the existing game without sacrificing the standard requirements for quality control. In addition MiiNii Blackjack uses the most advances, FCC and CE approved industrial frequent for its wireless technology."

Vegas Blackjack was originally designed for South Carolina in the US and operated there with success for a few years until the state laws changed. Playtrix also sold a number of the games to the Gauselmann group in Germany a few years ago where operation was also a great success. Presently, the company's main target markets include the US, Europe and South America with plans to move into Asia, United Arab Emirates and Africa markets where the MiiNii Blackjack may be used for amusement purposes as well as hard gambling.

As for MiiNii Blackjack, the market sectors are, according to Samaha 'immeasurable,' as technically it can be installed almost anywhere. "It is perfect for casino lounges and bars, arcades, restaurants, pubs and other similar locations," added Samaha. "We even had some customers who wanted to install it at home, but unfortunately for them the MiiNii Blackjack is neither intended or priced for home use."

"Traditionally there are more blackjack tables in casinos than any other tables, however electronic blackjack has never been as popular. We managed to overcome this by offering more to the players," said Samaha.

Casinos make money on blackjack tables even with the added costs of the dealer's salary and the casino expenses, but with Playtrix's MiiNii Blackjack, the players get some of this back as a progressive bonus is added.

"This was welcomed by the players and allowed them to overcome that long nonchalance they used to have towards electronic blackjack. We believe many casino games can be converted just like that. Making the games wireless means they can literally invade every public place you can think of. Just as multiplayer video racing games invaded the arcades, we are now ready to do the same with the most popular casino game."

InterGame

MARCH 2007 SPECIAL ISSUE

InterGaming

ANALYSIS

THERE ARE AROUND 5,000 MULTIPLAYER GAMES ON THE INTERNATIONAL MARKET. THE FIGURE IS SOMETHING OF A 'GUESS-TIMATE,' BUT IT IS BASED UPON A NUMBER OF REASONABLE SUPPOSITIONS. WE ARE TAKING OUT OF THE CALCULATIONS THE GROWING NUMBER OF 'PARTY-GAMES' WHICH ARE APPEARING ON THE MARKET, WHICH ARE EFFECTIVELY LINKED AWP MACHINES. WE ARE BASING THE CALCULATION UPON AN ASSESSMENT OF WHERE THE MACHINES ARE ALLOWED LEGALLY, AND WHERE THEY ARE A PRACTICAL PROPOSITION.



By that we mean that some locations are in countries where machines are taxed according to the player positions, or where locations are not limited by law to a number of machines/positions.

And what is a multiplayer machine? The essence of this editorial project is effectively, the multiplayer automated casino machine. That means in reality roulette plus a wide grouping of other games, dice, cards, horse racing, etc.

Between them, the Netherlands and Belgium have probably 500 multiplayer machines. The rest of western Europe will probably double that figure. Eastern Europe will probably double it again. Take in, then, the North, Central and South American markets, plus the units which

can be thrown in from South Africa and Australasia and then Asia.

It is fair to say that most Asians prefer to play table games 'live,' especially roulette and the hard-to-simulate in an automated fashion blackjack. That does not stop it being a substantial market on its own, however.

The Japanese in particular, have been adept at this particular science. Sega would claim to be among the forerunners of automated table game developers, particularly with its classic Royal Ascot, the huge horse racing game. But it is also fair to suggest that the majority of Japanese developers have not exploited their technological successes. Many of them have developed multiplayer games but they have confined their use

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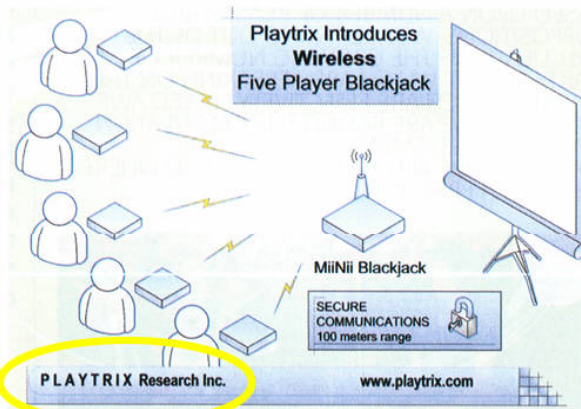
READY FOR THE NEXT STEP

...ANALYSIS

to their own, domestic market, where they have been used in conjunction with medals or token payouts. Why they have failed to take them to Europe and North America - Sega apart - remains a mystery. There is the view that the games in Japan are developed for a different player base with different attitudes and by itself does not travel well.

That is a somewhat spurious argument, but the developers in the West, high profile specialist companies like Elaut, Merkur, Amatic and Novomatic, are not going to complain. Nor are their competitors in North America, led by companies like Shufflemaster and Playtrix. The most prolific developers are of course the eastern Europeans. Slovenia, Serbia, the Czech Republic, Hungary, all have a concentration of multiplayer game producers. Names like Gold Club, Evona and Alfastreet are now regulars at international trade shows.

And where are the games going? It is a split between the street market and casinos. Again, it comes down to where the jurisdiction and economics will favour their use, because the costs are high - but the returns can be high too. A full-scale multiplayer machine can cost \$500,000 and you really won't get anything worth the name under \$30,000. But testimony to their earning ability can be seen in the little street arcades in the Netherlands and Belgium, where the circumstances particularly favour their use. The multiplayer game will dominate the floor, with a token scattering of other payout machines around the outside of them.



Slots arcades - in reality a casino without live tables - are another major location, mostly located in eastern Europe. Install casino slots and some multiplayer games and you effectively have a casino without the high overheads which come with live table staffing.

That emphasises the necessity for reliability. The early days of multiplayer games were littered with mechanical problems as each player position tended to have its own, separate drive. Now technology has moved on and the reliability factor is considerably higher. Remember pioneering Coinmaster out of the UK, arguably the first company to automate a live table game. It earned brilliantly, but reliability was one of the factors which led the company to eventually close its doors. Incidentally, the phoenix which arose from Coinmaster's ashes, Capital Gaming, also recently closed its doors.

But those early days were 20 years ago. Now there are 20 or 30

companies making multiplayer games - undoubtedly one of the problems for Capital. The market is fierce, the competition harsh and uncompromising and the quality of most of the top names' products high.

Multiplayer games, as the name suggests, are a group occupation, although it is perfectly feasible for individuals to play. They basically sit around a central console which acts as the dealer and bet against the outcome of the game. Visitors to any of the major casino trade shows will have seen some of the remote offerings now available, with game stations arranged 'theatre-style' around a giant monitor. Indeed, in a side-effect business to that, there are now installations which offer remote player stations to real, 'live' table games, but that's another issue.

You can play the simulated game from virtually anywhere, now - the technology exists. Why are the automated games successful? Probably because of two factors -

cost savings and player attitudes. An automated game does not need to take time out for the rest room, lunch breaks, to go home and sleep as a human croupier or dealer. It can work 24 hours a day without complaint and there are no union problems. Staffing hassle is therefore taken out of the game for the operator. And player attitudes? It is undeniable that players can be intimidated by dealers and croupiers - and by other players. It takes a strong personality to go to a live table when they are not local, not sure of the local rules, or just plain terrified of being 'shown up' by doing something which could cause them embarrassment.

An automated machine is impersonal. It doesn't obviously correct your mistakes. It doesn't illustrate and broadcast your errors. And you can keep your bets secret from the prying eyes of others.

This is a key area for the success of multiplayer games says one of the companies which started this type of game. Jens Halle at Novomatic: "If you look at the development of casino slots since 1990, you can parallel that with the growth of automated table games. It has taken time for the player to understand them and to appreciate their anonymity."

His company was a pioneer of the art of automated casino games. "Technology and innovation are areas in which we strive to remain the first. As the market has developed introduced a whole new line of technology and a new ethos of gaming, forming the link between table games and slots. The market is mature simply by the passage of time, but what took

years to develop in Europe will develop far faster in foreign markets like South America and Asia."

The jolt in Europe has been the news from Russia, a market which incidentally proved rich hunting grounds for Halle and his Novomatic colleagues - and for many of the other suppliers. The news that Russia is to confine its gambling to four distinct geographical zones from 2009 has instantly flattened it as a popular destination for machine makers of all denominations. They are instead casting their eye around for alternatives and currently much of their attention is on South America and to some extent Central America. The old problems of import duties and an ability to pay in hard currency remains, of course, but not to such a degree as to completely discourage the predators. Local assembly does much to overcome those disadvantages and Argentina, Colombia, Peru and the newly-enlarging Chile are proving popular destinations. Similarly, Panama has seen plenty of activity and outlying areas such as the Caribbean offer further prospects.

The newly opened market in Macau has led the revival of casino gaming in Asia, followed by developments in Singapore and the long-established market in the Philippines. These are more areas which are open to this type of game, despite the readily proved argument that Asians - and notably the Chinese - much prefer the live game to the simulated one. For all the live tables around, there is still room for automated games too.

From the arcade to the up-market

casino. Where is it going next, technologically? The answer probably lies in games rather than devices. If you ask a casino operator what he wants next from automated games, he will instantly demand a blackjack game. The most popular of all live table card games has been simulated, but not substantially throughout the market place. It is a few years now since the Star Games blackjack made its impact in casinos, but it was not to last. Why? Probably because it didn't offer varieties.

After all, the main successes of poker in card tables came from varieties, such as Texas Hold 'Em and Caribbean stud. What is needed is an intriguing and exciting varieties of blackjack. As Halle pointed out: "If you go back to the Las Vegas casino shows of the mid-1990s - it was World Gaming Congress and IGBE in those days - the latter show in particular was the forum for the newcomers; the mad inventors, those who were convinced that they had found the new game based on the old game. The little guys shone with their ideas and many of them were varieties. We need blackjack with a twist and we have a game to sweep away everything else in automated games."

Does he say that with tongue-in-cheek? Is there something in the extensive R & D department in Austria's Gumpoldskirchen? They tested market reaction with a prototype poker in London this year. Is there a blackjack lurking in there? And don't rule out the other developers too; there are plenty of them and they have the capability to rock the market.

It is only a question of time.

Playtrix Introduces
Five player Wireless blackjack
MiiNii Blackjack

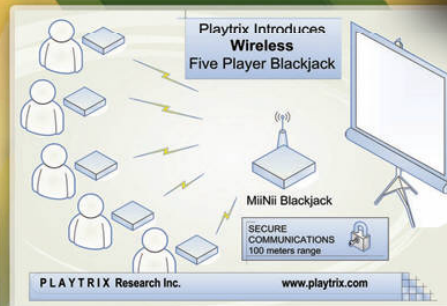
Black Jack Be comes Wire less At ICE

Still using trucks to
move your blackjack tables?

Casinos, arcades, bars, restaurants, pubs, cruise ships, busses, trains, and more. Up to five people can play. Installs in minutes.



MiiNii Blackjack



MiiNii Blackjack : Five Player Wireless Blackjack.

We are very proud to be the first to introduce this state-of-the-art technology to the gaming industry. The game itself has been in operation, with great success, in many countries since 1996. We added the wireless practicality to it. MiiNii Blackjack uses the most advanced FCC and CE approved industrial frequencies for its wireless technology. The remote controls work reliably from a distance of 100 meters. Built tough for many years of trouble-free operation. Connect it to a large monitor or plasma TV, give the wireless remote controls to the players, and start making money today. Installs in minutes and replaces a real blackjack table.

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