

iView Systems



Martin Drew

No babes. No flashy swag. Yet iView Systems' booth, with its three simple flat-screens, proved

technology for security and surveillance offices. It was

that it's what is inside that counts. Welcomely straight-talking President Martin Drew took us through iView's integrated incident reporting software solutions and facial recognition

nothing short of fascinating. One of iView's monitoring programs provides what could be the answer to responsible gaming initiatives, both in implementation and efficacy.

Software tracking a single player's gaming over time alerts administrators to when that play has reached potentially "unsafe" levels. At that time, the property can schedule an intervention with that player. Facial recognition technology assures that the potentially troubled player can be tracked even if he or she fails to use a gaming card. Furthermore, post-intervention tracking by the system gives feedback on the efficacy of the

interventional measures themselves. This complete loop makes "responsible gaming" an attainable goal, instead of a hopeful mantra backed up by a sticker on a door.

Drew told us: "Casinos don't really want to be making money off these troubled players anyway. So the better able properties are to help their customers, the better off all will be." Drew also showed us a social graph analysis program that takes loads of incompressible data and "visualizes" it in graphic means that the human mind can more easily understand. "They're calling it 'dataveillance,'" Drew said. AS

Konami Systems



KONAMI

Konami Casino Management System (KCMS) was on display for G2E attendees this year. KCMS brings real insight into patrons while delivering 99.99 percent reliability. Constructed upon Fortune 100 architecture that is robust and reliable, KCMS stays online.

KCMS offers player tracking including time spent on games, spending trends and specific preferences. Of course, clearer insight into player profiles makes it

easier for operators to perform highly targeted marketing efforts.

New at G2E, Konami Gaming Inc. unveiled its KCMS Mobile application for the Droid line of smartphones. The KCMS Mobile application allows patrons to check their player's club points, change their PIN, check the KCMS LotABucks progressive levels, and redeem their points for player incentives such as buffet tickets. There is also an employee application that allows casino

employees to check which patrons are on their casino floor as well as the ability to validate tickets for patrons on the slot floor, all through the use of their cell phone. The new KCMS Mobile application is just another way that KCMS makes slot employees job easier and creates a better experience for its patrons. SKC

M3 Technology Solutions



M3t's G2E booth

The M3t booth was so busy every time we visited that we had to wait until after G2E to speak with somebody there about how the show went. As expected, M3t had an excellent show. Chief Operating Officer Dylan Waddle said, "G2E 2010 provided a successful platform for M3 Technology Solutions to showcase its Version 2.0 with

features such as a fully integrated cashier/vault, floor control center, cash access kiosks, etc." Waddle added that M3t will continue to maintain a string focus on "providing our customers with the most cutting-edge casino management tools in the industry." AS