

# InterGame

THE OPERATORS' NUMBER ONE CHOICE

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is back



**Touchscreen  
technology**  
Revolutionising  
design

**Pushers  
and cranes**  
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## FutureLogic integrated into JCM's DNA

JCM Global's acquisition of FutureLogic forms a key part of the company's future plans, Tom Nieman, vice president of global marketing, said.

At G2E Las Vegas last month, the company was presenting its latest product, DNA, or Dynamic Network Applications. A peripheral component management system, DNA brings together JCM's suite of products.

"JCM has key core competencies – validation technology; printer technology, which encompasses both Nanoptix and FutureLogic products; and digital media technology," Nieman said. "The big story coming out of our booth at G2E is all of these technologies can be connected with DNA. DNA acts as a sort of sub-highway, because it doesn't have to go through the back-end systems that connect EGMs in casinos. DNA is total peripheral management that gives operators a way to move data to peripheral devices. Now with DNA, operators can download new versions of software, upload metrics performances, even create event alerts. DNA really gives the operator a big operational efficiency tool that just happens to be handheld as a phone or tablet."

The FutureLogic acquisition, aside from giving JCM access to a number of new customers, gives the company several "systems-centric" products, such as PromoNet, Table Xchange and Tickets2Go.

"These types of system-oriented products were on our development roadmap and now with the acquisition of FutureLogic, we obtained finished, name-brand versions, already through regulatory approval, saving us enormous amount of research and development time. We'll be able to add those features onto DNA right away, creating an even more powerful system."

## OpenBet brings new wagering products to G2E

BETTING software firm OpenBet exhibited at G2E Las Vegas following its successful entry into the US market with its latest digital solution, OpenBet Promote.

"Promote is the perfect product to complement the Vegas experience; like everything in Vegas it is bigger and better, providing customers with an enhanced almost 'cinematic' gaming experience," said Gareth Scott, retail sales director. "Promote is designed to deliver a platform for operators to showcase any number of live feeds alongside prices, results, RSS feeds and, importantly, marketing messages to help drive revenue. Promote can be tailored by event and by region to provide a flexible and differentiated product for operators."

OpenBet also showcased its suite of retail products designed to provide "the ultimate" live betting and gaming experience with its BetNow and cashless gaming products for retail environments. The OpenBet cashless gaming and BetNow terminals allow consumers to wager instantly from wherever they are within the gaming environment, providing an accessible gaming experience. OpenBet also showcased its new wallet, designed to enable customers to enjoy a multi-channel offering, wherever and whenever they choose to play.



JCM Global's Tom Nieman



## Ongoing challenges for independent LBOs

INDEPENDENT bookmakers in the UK are facing a number of key challenges, the BOS Bookmakers Trade Fair, held at Wolverhampton Racecourse in October, revealed.

The event, which brought together suppliers and service providers from across the industry, including gaming machine manufacturers Inspired Gaming Group and SG Gaming, also included a lively Q&A with Conservative MP Philip Davies.

This gave many independent bookmakers the opportunity to address issues such as the discrepancy in licence fees between large, national LBO operators and their smaller, often family-run peers.

One topic that raised a great deal of interest was the ongoing furore over fixed odds betting terminals, which many of those assembled believed had been unfairly targeted by the mainstream press and politicians.

Davies revealed that new FOBT research is due to be published and suggested that the controversy surrounding the machines "definitely hasn't gone away."

Further restrictions on the machines could be introduced with a change of government, he added.

## Quality comfort the key for PST

PRESTIGE Seating Technology has been supplying its furniture to UK licensed betting offices for around two years and was on hand to present its latest designs to the industry at the BOS Bookmakers Trade Fair in October.

PST was exhibiting in partnership with design service Rufus, a company that promotes "retail anthropology," in other words the mechanics of a retail environment, to enable locations to make the most out of their space.

Furniture forms a core part of this, Rufus' managing director, Ian Wright, explained, noting that comfortable furniture can increase dwell time in a venue, which, for bookmakers, can mean improved earnings – sometimes double-digit growth.

This, combined with strong customer service, can make a location far more inviting and create an environment in which customers are more willing to stay. One of his company's new concepts is a Y-shaped divider that stands around a gaming machine to offer greater privacy to users, but also enabling them to still have a clear view of the location.

PST, said the company's Stephen Treharne, has been completing projects for some of the industry's leading names, such as Coral, Betfred and Stan James, and at the show in Wolverhampton it was showcasing its manufacturing capabilities with its range of seating, leaner rails and tables, the latter two featuring betting slip holders.

"PST chairs have quickly become the favoured chairs of the betting industry," he said. "Three or four years ago the industry bought budget products but they soon realised that premium gives better value. Betting shops needed a comfortable chair with a low life cost. Cheaper chairs fail and can cause accidents."

PST's chairs are highly durable and will last a long time, he said, but if damaged through a deliberate act of vandalism, for example, the company can replace the failed component as part of its service.

This was the second year that the company has exhibited at the event and, as a testament to their quality, its chairs were found throughout the show floor on other exhibitors' stands.



Stephen Treharne