



Gaming Hospitality Solutions, Inc.

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Casino Marketing & Patron Kiosks

The purpose of this document is to compare kiosk based marketing efforts, using GHS PromoScript, with non-kiosk alternatives. Direct mail solicitation is at the center of most marketing efforts. Regardless of the offer there are two fundamental challenges, developing an offer than creates responses and actually measuring those responses. Measurement, not just counting responses or redemption, but providing the ability to report joins responses to patron gaming activity.

Offer development and patron selection is beyond the scope of this document, which focuses lottery style offers. An opportunity to win big for free is especially appealing to casino patrons and at the heart of gaming. Two criteria; the players' average theoretical loss per trip and the number of trips per month define the typical slot player. Taken together these two values express a patron's gross worth to a casino. Increasing either value, loss per trip or the number of trips, instantly makes a patron more valuable. Increasing the amount any individual player is willing to lose per trip is notoriously difficult. Assuming a players' theoretical loss per trip is relatively static increasing trip frequency is the key. Increasing trip frequency is precisely what GHS PromoScript delivers over and over again.

The goal of increased trip frequency is clear, how to achieve it is the question. Direct mail, as mentioned previously, is central to selective database marketing promotions. Kiosk based promotions are no different. A direct mail piece allows for the selection of a specific segment of your market and the ability combine one or more offers, i.e. couponing or overlapping events, with a kiosk based promotion. GHS PromoScript kiosks respond to either the casino players' club card or a special promotion card. While using a special promotion card increases the cost of a direct mail piece, it does provide a tangible incentive to participate.

Once the patron responds to a kiosk based promotion the "back-end" benefits of GHS PromoScript provide real cost savings during the operation of any promotion. These savings come in the form of reduced labor cost for the operation of a promotion and the automated collection of data for marketing analysis. A PromoScript kiosk is self-service. A patron can interact and even win a prize without consuming casino labor. No lines to stand in, no tickets to take or issue. No manual paperwork to complete. Since each kiosk (GHS PromoScript client) communicates with a server, over standard TCPIP sockets, each patron response is captured allowing for 100% reporting and measurement of each patron's play and worth. The importance of 100% data capture cannot be overstated. This data allows marketing analysis to support claims of increased trip frequency and patron enrollments while maintaining near-static trip theoretical. With integration to enterprise reporting tools ad hoc queries are supported.



A side benefit of the GHS PromoScript language is its ability to use and present HTML content to patrons at the kiosk. Quite simply this means you can leverage, reuse, your HTML content. As the name implies GHS PromoScript is a scripting language complete with its own syntax and verbs that allows non-technical users to create/define promotions designed to operate on a Windows PC. PromoScript also supports dynamic text replacement, in HTML content, allowing for customized interaction with each patron. GHS PromoScript integrates Microsoft's Media Player providing access to full motion video and audio in any compatible format.

Beyond promotions GHS PromoScript kiosks can provide patrons with a variety of services including: account balances, patron messaging, patron self-comps, patron coupon redemption, and reservations. Last but not least kiosks can act as billboards for upcoming events, or links to your own web site.

The GHS PromoScript application consists of four parts:

- 1) Kiosk Client software.
- 2) PromoServer software.
- 3) CMS Interface software.
- 4) PromoCentral Administration and Monitoring Software.

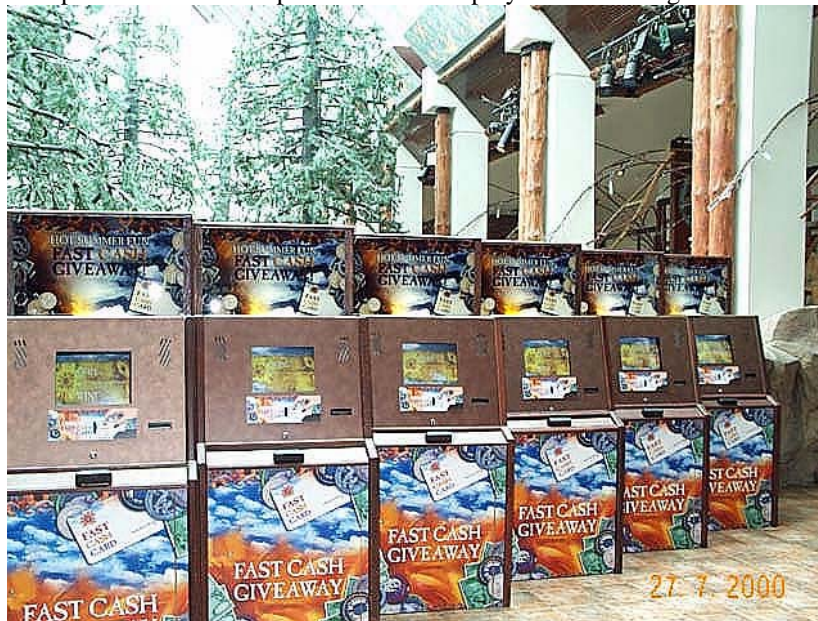
Kiosk Client Software: Win32 C++ application that provides the development environment, script authoring and kiosk operations. Features include script debugger, compiler, HTML help, local printer configuration and PC registry maintenance.

PromoServer Software: Progress RDBMS and 4GL-language application that provides promotions configuration and maintenance. This includes the business-rule definitions for patron participation, prize and odd definitions, optional entries and linked promotions behavior. The server application also supports the reporting and audit requirements for each promotion and patron.

CMS Interface Software: Each CMS interface is customized for the specific system (IGS, ATI, and ACSC). IGS interfaces operate in native Progress 4GL, ATI utilizes Visual Basic ADO links to Windows SQL Server and ACSC uses the defined GHS/ACSC interface (3.1.4+).

PromoCentral Software: Based on Microsoft Management Control Console and VB snap-ins. This product communicates with both clients and server providing remote monitoring and configuration access.

This picture shows a sample GHS Kiosk deployment at Mohegan Sun Casino in Connecticut.



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PromoScript®

PromoScript® by GHS refers to suite of products that, together, provide GHS customers with a flexible application/tool, limited only by imagination. The bundle includes PromoScript a C++ application deployed on Win32 clients. PromoServer a collection of Progress 4GL programs that provide communications support between clients and data servers (typically Customer Management Systems). GHSSB a Progress based application that allows the user to configure and control the behavior of PromoScript clients connected to PromoServers and PromoCentral a Win32 application that provides for remote administration and configuration of PromoScript clients.

PromoScript: (Kiosk)

PromoScript provides for the development and execution of promotional script files (.emwps). Promotional scripts are built with PromoScript verbs, a collection of 20 commands that allow the user to manipulate content (HTML or MPEG) and communicate with PromoServers. PromoScript supports touch-screen, magnetic stripe and bar code input. Printer support includes thermal slip and Boca™ printers. PromoScript allows non-technical users to create exciting kiosks that can leverage existing HTML content, eliminating or significantly reducing kiosk content development costs. The PromoScript language set is simple yet powerful supporting content display, user input, logical testing, conditional processing, printing and server communications. The remaining verbs or commands support administrative functions such as local log files, debugging and support for remote administration. Scripts are easy and quick to develop. A complete promotional script for an instant winner promotion can be developed in under one hour. The outlining of a promotion is very similar to creating a storyboard for a television commercial. One significant difference is the looping nature of kiosk content. Below is a narrative of typical instant winner promotion. The actual sample can be viewed on the PromoScript installation CDROM.

PromoServer:

PromoServer provide the communication link between the GHSCA application and Customer Management Systems. PromoServer currently supports IGS, ATI and ACSC CMS products. Typically, a single highly available defined port is used by an ID-Server. The ID-Server authenticates clients and directs them to the appropriate TASK-Server. This configuration enforces client-security, supports large-scale deployments and allows CMS and GHSCA application transactions to occur “close” to the data. PromoServer handles communication and parse XML style messages. A wrapper style program architecture is used to allow for customization based on user requirements or CMS product.

GHSSB: (Promotional Configuration)

GHSSB refers to an application that includes the configuration, maintenance, reporting and audit functions. Promotions can consist of any number of user-defined prizes, optional-entries or combinations of both. Prizes or awards are based on random chance against configured odds. All attributes of the promotion are user-defined including number of awards, the count of each award, the odds for each award and patron participation limits. Participation limits can be adjusted by day of the week and time period. Optional-entries can be generated from any number of sources, typically CMS rating data (slot, table or other ratings records). Entries can then be calculated based on factors including theoretical win, coin-in/handle, length of play, CMS points, account enrollment or even gratis.

The GHSSB is designed to support concurrent promotional activity. It is possible to have any number of active promotions.

Instant Winner: In this configuration, a promotional kiosk behaves like a “free-pull” slot machine. Patrons are identified through previously issued bar-coded or magnetic strip cards. A patron participates in a promotion by swiping their card. The promotional script author controls the content that is displayed before, during and after the patron swipe. Winning patrons obtain a prize slip that is used to redeem/claim their prize. When deployed with GHS Coupon Management Application prizes can be electronic awards redeemed through POS terminals. The number of times a patron may participate and the time interval between participation is user-defined. Participation can be play based. That is patrons can be awarded additional “swipes” based on any of the standard entry criteria (theoretical win, handle or length of play). Because prizes can be link to other promotions and entries non-winning patrons may receive consolation entries that can be used for second change drawings.

Grand Prize Drawings: In this configuration, the promotional kiosk provides patron information about the number of drawing entries earned over the promotional period. Drawing entries are earned/calculated by processing patron rating records and calculating the number of entries earned. Promotional configuration supports multiple qualification drawings, as well as, manual (alternative no-purchase) entries. Drawings can require additional patron gaming activity to “activate” earned entries. Activation rules are typically used to force a separate day of the drawing trip. Any number of winners can be specified and finally winners from prior drawings in the same promotion can be automatically excluded from winning again.

Points for Gifts: In this mode the promotional kiosk supplies patrons with information regarding the number of points (entries) earned toward gift redemption. Actual redemption of points for merchandise or gifts typically handled through the GHS Patron Catalog application. It is feasible, however, to use a kiosk as a self-service order station.

Plasma (Large) Screen Displays: A PromoScript client can be connected to a large screen display and used as a prize repeater, broadcasting or repeating, an instant winner at any number of remote locations. A related function is the ability to drive progressive style meters displaying total coin out.

Entry Configuration Options: Any single promotion may have from 1 to 999 entries types. Each entry supports accumulation based patron ratings attributes:

- 1) Length of Play: The factor is expressed as a decimal value representing the number of entries or part therefore per second of play. (i.e. 0.016667 results in 1 entry per minute of rated play)
- 2) Handle: The factor is expressed as a decimal value representing the number of entries or part thereof per dollar of handle/coin-in. (i.e. .01 results in 1 entry \$100 of handle)
- 3) Theoretical Win: The factor is expressed as a decimal value representing the number of entries or part thereof per dollar of theoretical win. (i.e. 1.0 results in 1 entry per dollar)
- 4) Points: The factor is expressed as a decimal value representing the number of entries or part thereof per CMS “point”. (i.e. 2.0 results in 2 entries per point)
- 5) Gratis: The factor is expressed as a decimal value representing the number of free entries.

Entry factors can be cumulative using one or more factors to calculate the number of entries for a given transaction. Since entries are generate from ratings detail they can be applied selective to gaming different gaming activities meaning slot play can generate different entries that table play. Or that one type of table game and is different from any other. In addition to the activity filters entries can be modified based on the day of week or hour of the day. This feature can be used to offer “double-entry” days or alternately it can be used to turn off entries a specified periods.

Reporting Features: Measuring patron value against promotional response has, historically, been difficult. PromoScript provides for 100% complete measurement of patron response and value for any PromoScript promotion. This is accomplished by creating patron response records the appropriate CMS system. This enables existing application reporting for all available group/response information. In addition to this valuable marketing information, GHSSB provides numerous on screen and reporting queries. Standard application reports provide key promotion statistics including daily information on total responses, instant winners, prize levels, entries issued and redeemed.

Other Kiosk Functions:

In addition to promotional events, a kiosk can scroll through HMTL or MPEG content acting as programmable billboards. Other commands, based on CMS capability, include:

- Available Patron Point Balances
- Comp or Coupon Issuance
- Comp or Coupon Redemption
- Patron Messaging
- Valet Parking Requests
- Host Messages

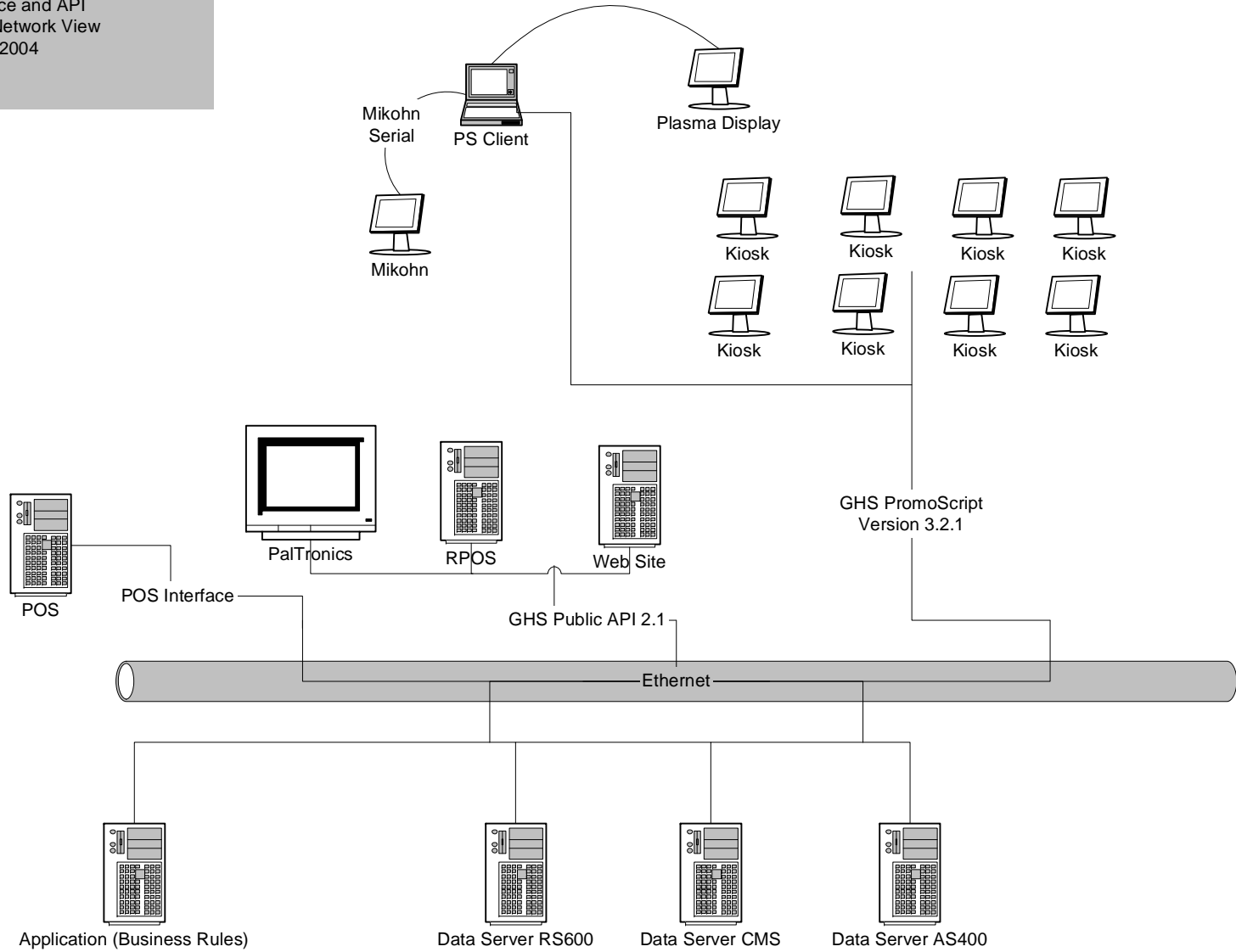
Deployment Considerations:

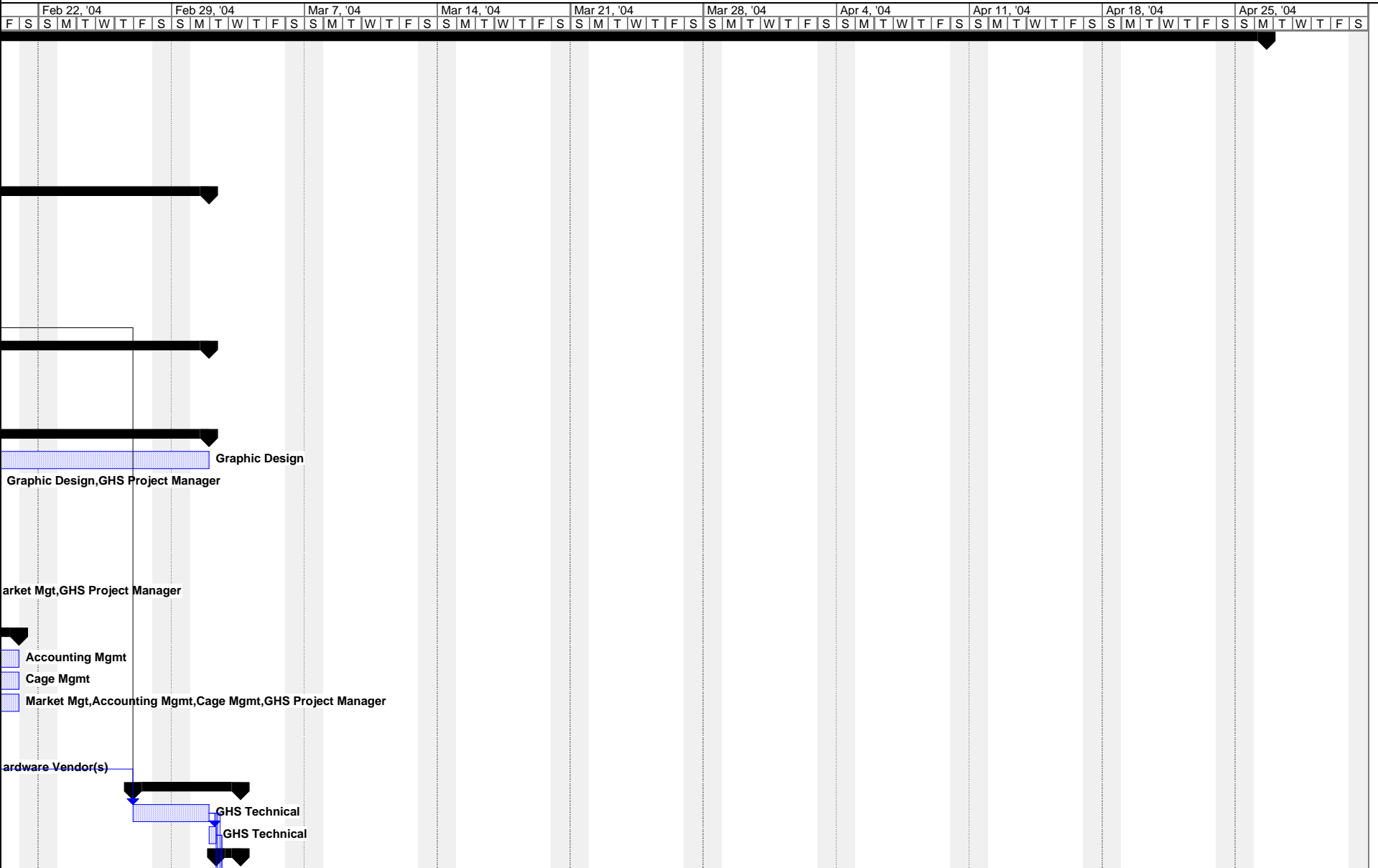
Kiosk clients and large screen displays all communicate with PromoServer via TCPIP. This means that each client **MUST** have a network connection supporting TPCIP communications with the RS6000 server actually executing GHS PromoServer.

The Win32 executable is very small less than 1MB. The size of the kiosk content, MPEG/HTML files and the speed of the network will determine if the content must be deployed to each kiosk or accessed from a server. In general performance is enhanced when the content is locally deployed.

The PromoServer application software requires approximately 150 MB of storage on the RS6000. Data growth is directly proportional to the size of the patron database and number of activity promotions. Typically we install and configure for 4.5 GB of promotional data.

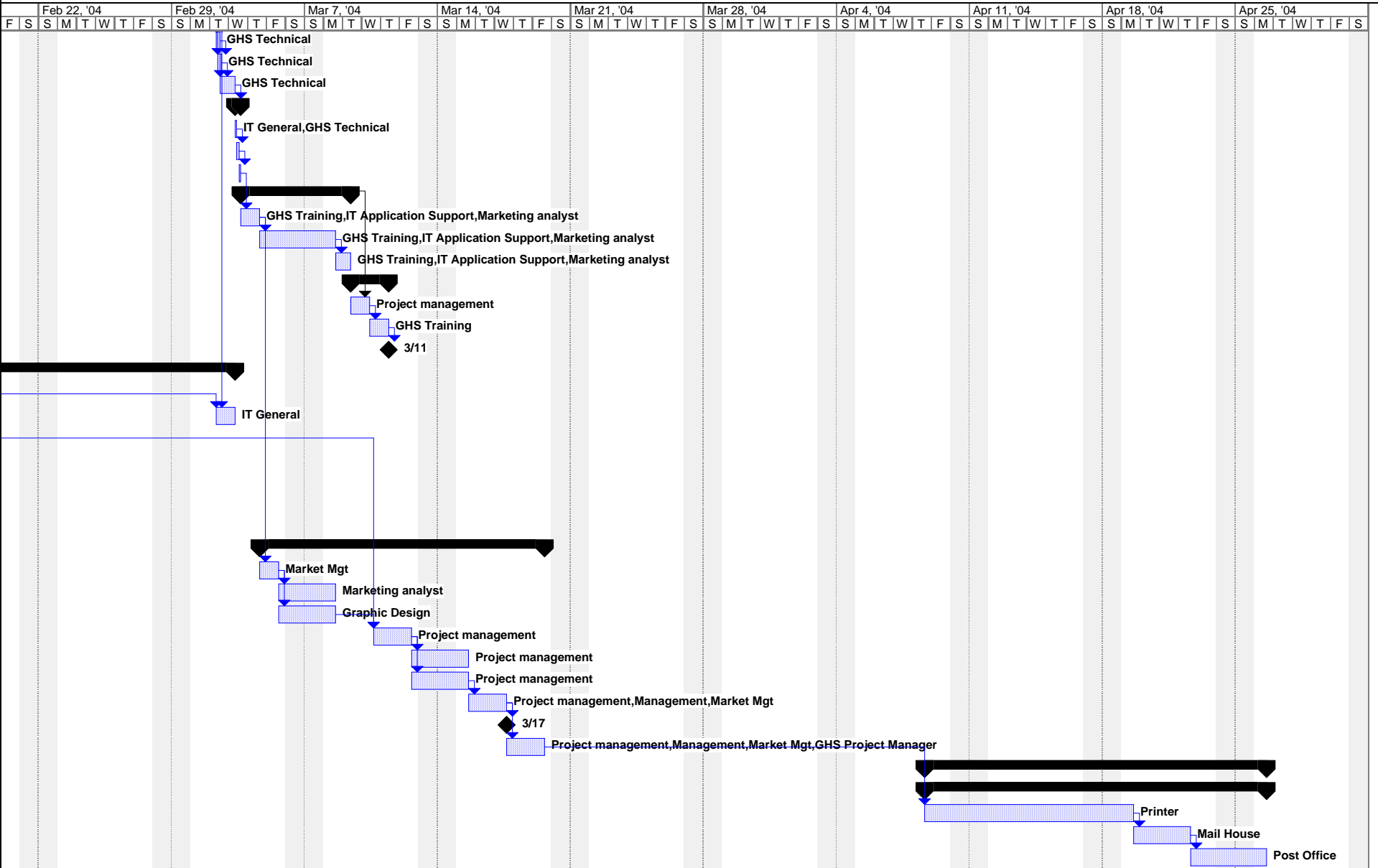
GHS Interface and API
Client Sever Network View
01/31/2004





Project: GHS Sample Kiosk Installation
Date: Tue 3/8/05

Task		Milestone		External Tasks	
Split		Summary		External Milestone	
Progress		Project Summary		Deadline	



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