

the tables...counterfeit chips are on the rise. We have been hit all over the world. So the goal is to give more choice to the casino to track the chips.”

Gabout says that the “new” trackable chips are not actually new. “It sounds new, but we are already supplying five million chips in 14 different countries in 40 casinos. But it’s new here for the US...the new Wynn Resort was a major breakthrough for us.”

GPI also displayed its offerings for layouts, cards, tables, and dice. Gabout said that the chips currently represent about 50 percent of GPI’s worldwide business.

Glory USA showed its full line of gaming products, including the SK10 Casino Kiosk. The single platform device offers multiple configuration capabilities including player points, tickets and bill breaking. “Where we see major growth coming is in that kiosk,” said Rick Friese, Senior Vice President. “It has two primary functions—first, to handle tickets from a patron standpoint for redemption purposes, and secondly to do bill breaking. This will affect the operation’s entire marketing ability to do point redemption.” The product marks a major move by Glory to move the industry into a self-service venue, providing in-house promotions, drawings, resort marketing and general information, all on a single platform.

Glory also displayed most of its compact counters, tabletop processors, coin sorters and wrappers for cashier booths or cash rooms; the company also offers advanced communication systems and an array of practical peripherals.

Elo Touchsystems displayed its latest model of touch computers, which resemble the company’s flat touch screens but incorporate a full PC inside. The main benefit, according to Mike Sigona, Elo’s international marketing manager, is its quiet operation. “You can put a couple hundred of them in a bingo hall, and it’s absolutely silent,” he said.

Sigona says the company is receiving more and more requests for larger monitors, and Elo is poised as a major provider as screen applications migrate from digital signage applications to integration into the actual games. “They’ve reached a certain price point,” Sigona said. “It’s not mainstream, it’s specialty games. But prices are dropping, so it’s only a matter of time.”



Laurent Gabout,  
Gaming Products  
International



Rick Friese,  
Senior Vice President,  
Glory USA



Steven Abramovich,  
Vice President of Sales,  
Elo Touchsystems

Steve Abramovich, Elo’s VP of sales, elaborates. “We are ahead of the market a little bit,” he said. “It’s a transition. As the population ages, you’re dealing with people now who grew up with Nintendo and PS2. And they’re not satisfied with the standard play buttons. The video applications give you much more flexibility. So we are seeing that trend: the buttons are still there. But clearly as the population ages, the touch screen is becoming more and more popular.”

Abramovich adds that as the goal for game manufacturers focuses on content, the video display a touch screen interface gives them an opportunity to create more challenging and interesting content in the game itself.

**Hitachi**

Hitachi displayed a small unit that may fill a big need. “We think there is a market to replace VFDs,” said Phil Watters of Watters & Associates, manufacturers rep for Hitachi. Specifically, Hitachi’s 3.5 inch full color display allows operators advertise the calendar of events in the casino, do player tracking, and also display promotional video, all right on a standard player tracking bezel. “The card fits into the VFD slot right behind the screen,” said Watters. “A typical casino operator can convert his whole (single machine) system over for, say, three hundred bucks. And they use the same signal coming from the back room. The system takes whatever the VFD was getting from a serial signal, converts that to a color display and it downloads serially into the card.”

The product is the result of a partnership with Boundary. “Our idea here is that you get a high tech look at the casino,” said Watters. “Plus the operator’s got another place to advertise. We focus on keeping cost of ownership to the casino as low as possible, but provide the best display possible.”

CashCode arrived from Canada with its new FLS (Front Load Standard) unit, for all

fixed and multi-width currencies up to 85 mm such as the 50-pound note in Great Britain. Mike Kameka says the validator and the cassette is a hybrid of high-impact plastic for a lower price point and steel for the greatest durability. The FLS provides a specification of 2.5 seconds from bill insertion to stacking, and a universal sensor set designed for new and upcoming bill security features.

Gary Platt Manufacturing was busy as always, displaying its latest X-Tended Play Seats®. The concept features contoured and die molded foam and wood on the seat back at the lumbar support and on the seat; contours were developed through careful study of human anatomy and through actual seating in use at the casino. The “waterfall” design at the base of the seat, for example, includes no hard corners and encourages gaming customers to sit with their feet in front of their knees.

The end result is more time on device—which translates into a larger bottom line for operators.

Mars Electronics International brought a souped-up version of its no-risk free trial on its gaming bill acceptors, complete with a NASCAR auto simulator. “Two things are important,” said Phil Wesel of MEL. “The bill acceptor must protect against losses. And the bill acceptor must improve your bottom line.”

Wesel said that the MEL bill acceptor provides “fewer pit stops” through reduced



Phil Watters and Mark  
Savage, Watters & Associates