



BEST OF THE BEST

BY MARIAN GREEN

Bally Technologies and International Game Technology were the big winners in Casino Journal's Top 20 Most Innovative Gaming Technology Products competition, garnering the most votes from the hundreds of attendees who turned out for May's Gaming Technology Summit at Green Valley Ranch in Las Vegas. Bally took home the Platinum and Attendee Choice awards for its iVIEW Display Manager. IGT grabbed the Gold Award for its AVP Dynamic Game Menu and the Silver Award for REELdepth. The awards were presented at the show at a luncheon on May 21. The Top 20 winners were selected by an independent panel of experts. All received plaques honoring their achievements.

PLATINUM AWARD/ ATTENDEE CHOICE AWARD



iVIEW Display Manager — BALLY TECHNOLOGIES

Bally's iVIEW Display Manager empowers casino operators to deliver content to players at the gaming machine in new ways.

With iVIEW, marketing messages are not limited to just the iVIEW SmartScreen display. This intelligent controller allows casinos to present messages on the main game screen, the top game display, even the overhead display, with picture-in-picture capability. Operators also can present systems content on the displays of most manufacturers' slots through the iVIEW processor rather than the game processor, which would require separate regulatory approvals and complex development and integration efforts.

What also makes Display Manager such a breakthrough is that it enables game and systems content on the same display — without interrupting play. And it allows operators to choose where on the game they want to present systems content. They are not limited to the player-interface device.

Derik Mooberry, Bally's vice president of system sales/Western Division, said iVIEW Display Manager offers operators a new avenue to put marketing, bonusing and other media-based events in front of players.

Bally's recent acquisition of Coolsigns adds even more value, he said. "Coolsigns will also be able to control content in that area as well, so when I put my card in what I see dynamically in terms of what pops in the window on the primary game screen can be configurable by the casino, so you could have two different players playing side by side receiving different content on their windows, based on who they are. That's very powerful from the casino's perspective."

The technology also enables the streaming of video so a customer can play his or her favorite game while watching a sporting event or other programming simultaneously.

Another big reason why Display Window has been so warmly received is that it is "backward compatible," Mooberry said.

"This gives you the same feature in games [an operator] bought five years ago," he said, noting that Bally has even added the features to a decade-old game. "So the concept of putting a window on a game doesn't have to be unique to a brand-new machine."

Our Top 20 judges gave it rave reviews, one calling it a "home run".

"I would recommend the product," said another. "It builds on the iVIEW and takes it to the next level."

Gaming Technology Summit's attendees agreed and gave it a decisive thumbs-up, awarding iVIEW Display Manager the show's very first "Attendee Choice" award.