

Q. What differentiates Bally CoolSign from other media management solutions?

A. The significant differences between CoolSign and other media management tools are that CoolSign is developed and licensed specifically for the gaming industry and can legally display gaming data such as progressive values in many jurisdictions. The other is that CoolSign is the only media management solution to be fully integrated with Bally Systems for a complete 360° media management solution of a gaming operation.

Q. How many people do I need to manage the system?

A. You can manage with as few as one person or up to teams of people. The versatility of management is amazing.

Q. Does it matter what Bally System I have before I install CoolSign?

A. No. CoolSign can run in conjunction with any Bally System or even a competitor's system. A benefit to existing Systems customers is that Bally continues to integrate unique gaming features that other solutions cannot possibly attain.

Q. How can we best leverage this technology to further improve the effectiveness of our marketing, branding, operations, or internal communications?

A. CoolSign's vast integrations with Event Management Systems, SMS Messaging systems and other vendors as well as in-game integrations can provide your communications to remote locations like metro transit sites to exterior signs to interior signs and in-room TV channels.

Q. How do I integrate this tool in a way that complements my overall organizational strategy?

A. CoolSign can display your brand and message to any point on a casino, hotel or remote location. Whether your strategy is for current promotions, retaining your local customers or drawing in remote customers, CoolSign can complement and affect it for you.

Q. How many messages and displays can I have running at one time?

A. It is possible to deploy and centrally manage a system with hundreds to thousands of displays deployed throughout the largest casino property and to remote sister properties in the same or

different states or countries. Each display can have many different regions and formats for scores of different messages to be displayed. And regardless of how large a network grows, an easy-to-use interface makes it possible to simultaneously manage thousands of devices on the network, including content, data sources, Player Nodes and LCD displays. Simply choose what messages you want to go where, and when, and to whom. All you have to do is fill the proper criteria and CoolSign will do the rest.

Q. How committed is Bally to the CoolSign product? How large is the development staff?

A. Bally is dedicated to making the CoolSign product the best in the gaming industry. Our development team is focused on taking the product to new levels. We have 15 dedicated to development of CoolSign, plus a support staff of over 100.

Q. Can I schedule changes for my marketing messages or does someone have to monitor the system at all times?

A. You do not need to have someone constantly monitoring the system. Simply schedule when and where you want your messages displayed and CoolSign will do the rest. You can create schedules months in advance. You can also create content that dynamically populates its values from external sources eliminating revisions to frequently changing content like menu boards.

Q. How long does it take to be trained and up-to-speed on CoolSign?

A. Users are comfortably utilizing CoolSign after only a few hours training. Bally delivers training, content development and technical support services to help reduce complexity, avoid pitfalls and maximize the power of your digital media system. CoolSign provides a very user-friendly GUI and doesn't require a technical background to use.

Q. Can I repurpose my existing marketing content or do I need to create new content?

A. Yes, you can import your existing content into CoolSign whether they are static or animated in most any standard file formats.

Q. What is the Way Finder?

A. The CoolSign Way Finder is the built-in function of an interactive touch-screen kiosk to provide your guests with information on your properties. It allows you to provide detailed location and descriptive information for areas such as restaurants, spas, showroom events, convention areas, restaurants, game locations, etc.

***For additional information and answers to your questions,
please call your Bally Systems sale representative at 866-316-1777
or visit BallyTech.com/CoolSign.***

