



Frequently Asked Questions about iVIEW Display Manager

Q. What is iVIEW Display Manager (DM)?

A. Bally's iVIEW DM is an extension of its iVIEW™ player-communication network. iVIEW DM is a technology where iVIEW content is displayed on the main game screen or the top monitor of the machine. This award-winning technology allows gaming operators to present systems-driven content such as player account information, Bally CoolSign® media content, and directed marketing messages right onto the main game screen or top screen. iVIEW DM turns most machines that have video displays using industry-standard protocols into a new delivery system for customized marketing at the point-of-play.

Q. How does it work?

A. iVIEW DM takes the iVIEW video signal and the game's video signal, mixes them, and presents them on the game screens. It then remaps the touch-screen so that players can continue to interact with the game as well as with iVIEW content presented on the game screen. iVIEW DM is able to mix standard game content along with content such as marketing messages, player account information and bonusing applications. It then displays this content on any of the game screens without any interruption to game play.

Q. Does this require changes to the Game OS?

A. No. By using a "System-CPU" approach and by not touching the Game CPU, Bally has ensured that no changes to the game's OS will be necessary. All content displayed on any of the game screens is channeled through the Bally System-CPU and not the Game-CPU. Bally's System-CPU architecture supports both SAS and G2S protocols. It also maintains associated equipment status and connects the operator to the customer at the point-of-play via the reliable Bally network.

Perhaps most important is that the Bally System-CPU architecture guarantees that your legacy SAS machines can still be used on the Bally Networked Floor of the Future™ as you migrate to newer G2S products. This is one more example of Bally's philosophy of helping you preserve and extend your return on previously invested capital.

Q. What machines is iVIEW Display Manager compatible with?

A. Generally speaking, iVIEW DM is compatible with all machines that have a video monitor.

Q. Do I have to buy new machines to support iVIEW Display Manager?

A. No. Unlike other vendors, Bally's iVIEW DM solution works with all your existing games. Most games that have a video monitor can take advantage of iVIEW DM. Bally believes in protecting customer investment.

Q. When can I buy it?

A. iVIEW DM is commercially available today for SDS® and ACSC™ customers.

Q. Does this mean my iVIEW displays go away?

A. This depends on some specific deployment applications you may have in mind. For example – Players may feel that entering their PIN numbers onto the main game screen may be too risky (PIN numbers may be required for certain transactions). The iVIEW display could be used to alleviate this concern. You may also want to have some pervasive marketing information displayed on the iVIEW display at all times. Using this display could be a way of keeping these messages front and center with the customer. All existing customers wishing to deploy iVIEW DM onto their casino floor can buy an upgrade kit that is fully compatible with their existing iVIEW network.

Q. What functions are available on iVIEW Display Manager?

A. All current iVIEW functions shown on the iVIEW display are now available through iVIEW DM. Bally is continually working on new applications that can be used to enhance the player experience with iVIEW DM for example: iVIEW DM can display content onto the game screen much the same way as television stations display a station watermark or show animated clips of upcoming shows along the bottom or in the corners of the screen. iVIEW can also show player and marketing information on windows that can be configured to pop-up or be permanently visible. The positioning of these windows can be configured by the operator as needed for example: Left, Right, Top, Bottom or split-screen can also be adjusted with a hide button so players can choose to keep windows visible or not. Bally CoolSign media management is also able to deliver additional content to iVIEW DM.

Q. I have stepper machines. Will iVIEW Display Manager work with steppers?

A. iVIEW DM can be installed on all steppers that have top-box monitors. For steppers with no monitors, iVIEW displays can still be used to show player account information and marketing messages.

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

