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Bally Technologies offers innovative solutions for the entire casino floor, from the most cutting-edge games to the most powerful systems solutions. The backbone of the future of our games and systems solutions is our Networked Floor of the Future, which encompasses not only networked gaming technology, but also our philosophical approach and vision to networked gaming.

When it comes to networked gaming, Bally's approach has always been evolutionary rather than revolutionary. While we always help our customers innovate, many of the best and most important ideas come from our customers. The idea of dictating solutions or creating largely

disruptive technologies is not the way we choose to add value. Having more than 32 years in the systems business and having installed our systems on more than 100 Ethernet floors, we understand the challenges that casinos face when implementing high-speed networks.

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In challenging economic times like these, an evolutionary approach is more important than ever. Gaming operators must be able to enhance the return on previously invested capital while also having the ability to add new networked technologies that provide cost savings, operating efficiencies and unique new ways to deliver marketing, promotions and reward programs that attract and retain players. Unless you are opening a new casino, it is not practical, efficient or cost effective to consider anything less than a gradual implementation of these technologies. Today, our Display Manager technology is live and running and is backward compatible on any manufacturer's game that supports open connectivity. Right now, our Download and Configuration Manager is pushing marketing content to the point of play in seconds to thousands of games and can do dynamic revenue management on GSA-G2S-compliant games.

Bally Technologies' networked solutions suite is unprecedented and gives customers the widest choice of options to protect current investments while migrating to the Networked Floor of the Future. Modular application designs that run on UNIX™, iSeries® and Windows®-based platforms allow customers to pick what they need to meet today's business and computing needs, while enabling scalable growth to meet the needs of tomorrow.

As the leader in systems, we have developed more interfaces to other systems than any other gaming manufacturer and understand the differences between integration, interfacing and interoperability. This led to the development of the Bally Integration Gateway to make it even easier for our customers to connect their enterprise technology together with Bally products.

What enables our customers to move quickly and on games from any manufacturer is that Bally and several other manufacturers are committed to having a robust system-CPU embedded in the game. This allows for dramatic enhancements without massive disruption to business, in-place systems, and most importantly, very profitable and popular games.

While a single-CPU networked-based architecture may be technologically ideal for some, the reality is that forcing virtually all network-to-game communications through a proprietary game-board processor is highly disruptive and not proven to work in the current gaming environment. All network services must pass through a single gateway to and from the system, multiplying compliance and approval issues.

Bally's system-CPU approach allows peripheral management and downloading, rich-media content downloading, bonusing and many other functions to be implemented and deployed at will without regulatory and compliance encumbrances that come with game approvals. Bally's CPU architecture supports SAS and G2S; maintains associated equipment status; supports dual-port peripherals; and via the robust network, connects the operator to the customer at the point of play.

This simultaneously avoids many intellectual property issues and proprietary roadblocks. Perhaps most important is that the Bally system-CPU architecture guarantees gaming operators that their legacy SAS games can be used on the Bally Networked Floor of the Future as they migrate to newer G2S products—one more example of Bally's philosophy of helping customers preserve and extend their return on previously invested capital.

Some of the exciting new Bally network-gaming innovations that are available today or nearly ready for launch include:

- The award-winning iVIEW Display Manager™, which allows gaming operators to present systems-driven content on the player portal through the iVIEW processor.
- Bally Biometric Recognition, a cutting-edge solution for identification of casino patrons.
- Bally Power Card™, bringing the capability of stored value that has reinvented retailing to your casino.
- Other exciting new features coming soon include iVIEW Media Management™ tools such as live camera feeds, peripheral downloads and iVIEW TV, which allows players to watch TV and live events directly on iVIEW SmartScreen displays.

When it comes to network gaming, customer feedback played a key role in Bally's decision to acquire Planar Systems' CoolSign digital signage business for the gaming industry. The acquisition extends Bally's network gaming offerings to include marketing and media communications to the players in the form of CoolSign networked or standalone digital displays, available in a multitude of sizes, that allow casinos to quickly and effectively communicate gaming and nongaming messages to customers throughout the resort or enterprise.

Bally also recently partnered with Cisco Systems as its preferred provider of high-speed Ethernet networking for casino-floor environments. Many Bally Systems customers already use Cisco networks for their mission-critical back-of-the-house network management. This partnership ensures a much smoother, more seamless implementation for Bally Systems customers looking to move to the Networked Floor of the Future.

The next five to 10 years of gaming will be some of the most challenging and exciting years ever. We look forward to what we will deliver to our customers and their players that will create unique value propositions and sustainable competitive advantage.