

## MCM Electronics



Bryan Blake, MCM Market Segment Manager and Kiki Schockling, MCM Marketing Manager.

MCM Electronics, a market driven, customer focused electronics distributor offering a broad range of quality electronic and related products, brought many of its most popular products to G2E. Over the past year, MCM has focused on its global business locally and

appropriately for each of its customers. MCM highlighted many products at their G2E booth, but one of the most exciting was the Rapport337 in their Defender Security™ line. With its Multi-function CCTV tester and a 2.5" color LCD monitor, the Rapport337 is an innovative, portable, hand-held tester that combines six primary functions into a single, easy to use device. The 2.5" color LCD monitor helps adjust camera focus and angle and the video signal generator can display both color bar and raster to adjust color, brightness, and contrast. MCM Electronics plans to continue its focus on providing exceptional customer service in 2007 and is committed to offering the highest quality electronic products with the best personalized service in the industry. MCM Electronics is an InOne company.

## 3M



Kelly Devin, Marketing, 3M.

3M's focus this year was the MicroTouch™ Capacitive TouchSense™ System. "We're doing development for a company called Immersion, and so we've combined that tactile feedback with touch screen input. The system provides the game developer a whole suite of options,"

Kelly Devin, marketing, said. With this new technology, a player receives both audio-visual and tactile feedback. 3M maintained contracts with a few OEMs to bring these products to G2E. Unicum specifically developed a game that features the new technology for the show. "I love 32—it reminds me of the old light saber from *Star Wars*. There are lots of ways you can combine all of these effects into different game play to make it unique for each particular OEM," she added. 3M also described other hot trends. "Screens had been standardized at 19 inches, but we are seeing a move to 23 inches and larger. We are seeing some multi-player trends in table games that utilize a touch screen," Devin said.

## Las Vegas Gaming Inc.



Steve Crystal, President, Chief Marketing Officer

Las Vegas Gaming Inc., better known as LVGI, made quite the statement at G2E with their newest technology PortalVision, a multimedia delivery system that can be integrated with current video slot machines. PortalVision has four different aspects of the multimedia system. They are: AdVision, SlottoVision, WagerVision, and PromoVision, each unique and designed to benefit both the customer and property. A few unique features include: allowing players to make a sports bet, play a variety of lotteries, showcase mini advertising billboards, and numerous other groundbreaking, revenue generating capabilities. Another bonus, no upfront capital required for equipment and systems when you decide to install in your current video slot machines. "With PortalVision you could push a button and order a drink on the slot screen and within a matter of minutes the server will come with your drink," Christa Myers, VP marketing, said. "Or maybe your slot floor is dead, and you want to generate more play. You can send out a message saying there will be a slot tournament in ten minutes." The possibilities are really quite endless with PortalVision.

## FutureLogic



Nick Micalizzi, VP of Sales and Marketing, FutureLogic.

Demonstrating trust and faith in FutureLogic, IGT named the Universal printer as its default printer until 2008. "Our printer goes into every single one of their games unless someone asks for something else. We look at that as a real honor," Nick Micalizzi, VP of sales and marketing, said. FutureLogic also announced its venture into the Asian market with Dan Turner's appointment and a sales and service office in Macau. "Outside North America, the competition is different, but our sales and market share are climbing. We have good traction in Asia and South America. In Europe we are very strong, and like everyone else, we're still waiting for the Russian market," Micalizzi noted. FutureLogic also released ProMatrix, a promotional couponing solution. "Not only are we producing a voucher out of a slot machine, but also a coupon to reward and track customers." ProMatrix allows operators to design promotional campaigns. For example, an operator could set up a trigger of two hours or \$200, and the machine would print a coupon that would provide a player with a complimentary coupon.

## Lucision



Russell Jurney, CEO, Lucision.

Lucision, manufacturer of the innovative eMPower lite™ recording, which makes econometric performance reporting software for slot machines, looks to ease of use as its main business goal. The company wants slot managers to be able to use the system without having to call the standard IT guy at all hours of the day. Lucision's largest market is medium and small casinos that can't afford a data visualizing system. "Right now regression analysis is the hot trend in our market segment. A lot of people are doing the 'what' and 'why.' As far as I know, no one has delivered it yet. We are working on that as well," Russell Jurney, CEO, said. "We will have our topographical system out by then, so customers will be able to map out their whole floor and be able to manage their casino from a map. This will allow them to look at play density."

## Slot-Tickets



Team Slot-Tickets.

Slot-Tickets™, a high quality ticket manufacturer, designs and customizes tickets for all TITO coin-less slot machines, and offers a variety of high quality ticket services at a reasonable price. This year's G2E reflected the company's loyalty to innovation, brand quality, and customer service. "Our focus for the show is—as always—to meet our customers face-to-face. High quality, color printing, is hot in our segment of the market, along with more promotional tickets. We have the capability to print high quality color graphics on both sides. We have always had that ability; it's only now the properties are realizing the value of this printing process," Tom Mitchell, Slot-Tickets CEO, said.

## Mariposa Software



Javier Saenz, VP, Information Solutions, Mariposa Software.

Many changes were reflected at this year's G2E, one being the recent Mariposa software merger with IGT. A main benefit of the business deal is that Mariposa will continue on with its existing business ideology, but with all of IGT's wonderful resources, it will be able to enhance the suite and grow