



take the next step

# lucision

## Lucision = Lucid + Decision.

**Clarity in your decisions is what we are about.**

We help you make the right decisions for your casino by visualizing the trends on your casino floor. Lucision founded in July 2005 by Russell Jurney and Harsha Padmanabha engineers from the gaming industry. We wanted to take advantage of advances in web technology and open source software to offer data visualization to the casino gaming industry at an affordable price. The days of dependence on static reports and Excel for visualization and analytics are over. eMpower product line consists of more agile, cost effective products for the back office operation of casinos. We offer software that is easy to use, through the familiar interface of a web browser.

Our first product is called eMpower™ Lite Reporting. eMpower Lite is a global reporting system for your slot floor. The key to eMpower Lite is simplicity. We provide clear visualization of the trends happening on your casino floor, at the desktop computer of the decision makers. In a market like Oklahoma, where casinos are operated based on revenue shares with vendors, assets on the slot floor are highly liquid. Decisions about floor space can be made on short notice: under-performing game machines can be removed to make room for better machines, for little or no cost. So in this market, clear comparisons of the performance of games from different vendors is especially important, because acting on these comparisons is so easy. Which is perhaps why none of the vendors provide them. Nobody wants an off month costing floor space in the casino. That's where Lucision comes in: as a neutral party, to help you evaluate offerings from different vendors.

The promise of eMpower Lite Reporting is this: We employ statisticians and user interface designers in the development of our software, and so we feel that if you have to be a statistician or computer scientist to use our products, then we have

failed as a company. In surveying the gaming industry in Oklahoma, we found that a common complaint was the reporting capabilities of the server-based systems are inadequate. A dozen or more static reports with mere numbers and no charts are not good enough. Management needs to be able to interactively explore the data to get the maximum value from the space on their floor. eMpower Lite brings statistical analysis to people who are not statisticians.

There are half a dozen reporting products on the market, so why another one? The answer is because most of these products cost more than half a million dollars for a typical casino and are extremely cumbersome to use and operate. Small and mid size casinos cannot afford such expensive investment. But they can afford eMpower Lite, and large or small, it is software that they will get a great deal of use out of. We hope to make all our products so accessible, as that is our philosophy of design.

Introducing



**Global reporting for your casino floor. Call 404 437 7597 today for a demo.**



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Innovative gaming solutions  
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