



THE G2E HIT LIST

Industry executives and experts weigh in on the most innovative and exciting products they saw on the G2E show floor this year.

3M TOUCH SYSTEMS—MULTI-TOUCH DISPLAYS



Using its Projected Capacitive touch product as its base, 3M Touch System's new 10-finger multi-touch display monitors wowed vendors, operators and developers alike at this year's show. Using all 10 fingers, G2E attendees were able to use both hands to simultaneously tap, pinch, expand and rotate content displayed on a 22-inch durable glass-front display. It's a new and very unique technology. The potential of game development—and the potential to open new markets—using this platform is amazing. Imagine what just one creative mind could develop using its super sensory features!

—Keith Petri, President, Kristel Displays

SHUFFLE MASTER—THE I-SHOE™ AUTO



The i-Shoe™ Auto is Shuffle Master's latest intelligent shoe for blackjack and baccarat. It offers the casino executive a more secure option to the low tech plastic dealing shoe. The i-Shoe eliminates the possibility of card switching in baccarat, and can be utilized as a full accounting table game system. The i-Shoe is presently being used in conjunction with Shuffle Master's i-Table system.

—Bill Zender, Industry Consultant

LIGHTNING GAMING—VIDEO SCRABBLE



Easily one of the most recognized and beloved board games of all time, SCRABBLE has finally made its way on to the slot floor, thanks to Lightning Gaming. This video bonus slot machine engages players (and editors alike) with a simple two-draw system of game play. The object is to score the highest possible word using the official SCRABBLE tournament word list. Players get an initial draw of seven letter tiles and the best available word is highlighted. Then the player has the option of holding any of the tiles, then a second draw is initiated, replacing any tiles not held. The highest value word is calculated and compared to a payable to calculate the win. A bonus is initiated when the player uses all seven letters and scores on the payable. The best part about the game? It doesn't require spelling or vocabulary! Instead the game instantly reassembles drawn letters to form the highest possible word score and automatically provides word definitions. It's education and gambling combined—what editor could ask for more?

—Krista Reiner, Managing Editor, *Casino Enterprise Management*

CASINO DATA IMAGING— IGUIDE™ MOBILE MEDIA APPLICATION



Casino Data Imaging's iGuide™ isn't a new product, but its Mobile Media application is. It's marketed as a "direct channel to market, advertise, inform, and communicate directly to casino customers" on their smart phones, but what I really care about is not getting lost on the casino floor. This app shows headings like HOT SLOTS, DINING, ENTERTAINMENT and WHAT'S NEW, and a map of the casino will take you right to wherever you want to go. After a week at Harrah's, I still had trouble finding my way around, so this product is for me. Plus there's a cute kitty on the logo—how can anyone not like that? The iGuide seems to have tapped the right balance of usefulness and coolness for customers and ROI for the casino. I would definitely use this.

—Amanda Huggett, Associate Editor, *Casino Enterprise Management*

COLE INDUSTRIES, SUZO-HAPP, QUIXANT, ELITE CASINO PRODUCTS, INNOCORE, ETC.

These vendors offer component products such as monitors, motherboards, driver software, cabinets and bonus toppers that make it easier than ever to construct high-quality gaming machines on a much smaller budget than ever before. The canvas of expression these companies combine to offer make it possible for creative individuals to build reliable gaming devices that support entirely new types of gaming machines. For too long, our games industry has suffered from a lack of true innovation caused by the bureaucracy and fear of obsolescence of current products that plague every established manufacturer. Our industry has focused too long on providing more-of-the-same products that aim at the same core of known players. Only when we truly open our product lines to appeal to that 95 percent of adults that do not gamble on a regular basis and work to develop new players will this industry enjoy expansion. Innovation such as this requires risk, and that's something casino floors—oddly, of all places—are far too afraid of.

—John Acres, CEO, Talo Nevada Inc.

HYDAKO—4 WEAPONS

It might be hard to understand the company's sales reps, but Korean-based gaming supplier Hydako proved that incredible design and eye-catching graphics speak for themselves. Particularly impressive was the title 4 Weapons (they also spell it "4 Wepons," but who's checking?). The game featured a huge 2.2 meter tall cabinet and a 42-inch vertical touchscreen monitor with outstanding graphics supported by outstanding sound quality. To show off the graphic capabilities the game featured five major bonuses: Cyprinoid Racing, Crescent Blade Man, Swordsman, Broadaxman & Archer. Minor bonuses included variations of Broadaxman, Bow, Sword and Crescent Blade.

—Chuck Hickey, VP Slot Operations, Barona Valley Ranch Resort & Casino