

external datasets, such as social networking and market data, will begin to seep into the analytics that drive the gaming businesses we have. These new sources of internal and external data present a wealth of opportunity that is first understood by gaining insight into the combination of these different streams of data. I forecast that in 2010, more operators will use Facebook to enhance the customer experience.

## Driving New Insights

To provide maximum potential from this data, the gameViz product will gain three new modules full of new analytical methods in 2010. These include visually centric methods of applying social network information to the gaming floor, web analytics to decipher and customize the customer interaction, and real-time analytics that overlay events onto a framework that provides tactical operations up-to-the-second decision agility.

## Locational Intelligence

Locational devices, such as GPS, are now ubiquitous, and this locational intelligence enables a new depth of understanding of customer behavior. Customers who sign up for locational

services can move into a world where the property reacts in an almost intelligent way to their presence—the offers can change depending on which door people entered by or which parking lot they used.

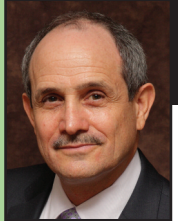
Our gameViz product is bringing locational intelligence and spatial information to nearly every aspect of the gaming floor. In 2010, we will continue to accurately geocode every slot machine to its specific latitude and longitude. This locational infrastructure provides the framework for both tactical management of locational services and the analytics of new streams of data.

## Decision Agility

This is a year to be prepared to react defensively and offensively to opportunities and threats, and it is a year where the history of player patterns and market responses is becoming increasingly difficult to map. At BIS<sup>2</sup> we are proud to be providing powerful new ways of looking at data and understanding data. The decision agility of these visually centric tools provides a way for operators to maintain insight into the results of their actions and plan new initiatives. ■

## GEORGE LEVINE

Executive Director, Sales & Marketing  
Casino Data Imaging



Since 2001, CDI's mission has been to stay true to its company core values while adapting to ever-changing market conditions and technologies. Customers appreciate a value proposition, and

that's indicative of CasinoCAD's record-breaking 2009 sales. Over the preceding 12 months, we nurtured a new engineering group, with teams based in Las Vegas, San Jose, Calif., and Mumbai. The programming disciplines and skill sets brought into the company, combined with their understanding of the casino industry, have enabled CDI to fine tune current programs and make leaps and bounds with new product developments. These are exciting times for CDI.

For 2010, our goals include expanding product sales further into international markets and partnering with technology companies that will provide added product value, continued CDI world-class client support, and a .NET platform.

Without a doubt, G2E 2009 was our busiest and most productive expo ever. In addition to showing our new CasinoCAD developments, we officially rolled out two significant new products: the iGuide WayFinding system and the Casino iGuide mobile phone application. Regarding the latter, cell phones have become an individual's third arm, with hundreds of millions of mobile phones worldwide and counting. Casino iGuide mobile media applications are direct channels to market, advertise, inform and communicate directly to casino customers. Casino iGuide is available now at the Apple iTunes store. Later this month, we will follow with Blackberry and new Droid applications.

Prior to heading to the casinos, existing and potential customers

will check their free Casino iGuide app to easily peruse a casino floor layout and view the latest offerings for slots, dining, entertainment and "what's happening now" at the property. Providing relevant real-time information with advertising banners plus SaaS programming makes iGuide a huge value for any casino. Having a dedicated and highly qualified engineering team ensures we tap applicable technologies and provide organic development processes so that iGuide continuously evolves to meet patron and operator needs. The end user will see relevant information not readily available elsewhere, have a rich experience, and want to use iGuide over and over again. The User Interface designed for the operator ensures a similar experience, as they can easily manage and keep iGuide up to date. This includes a WYSIWG (what you see is what you get) development mindset where, during composition, the user sees the end result. Our development will also allow "on the fly" updates via cell phone UI secured access.

The on-floor iGuide WayFinder is equally impressive, with an avatar guiding patrons to their favorite slot machine, table game, retail venue and more. The result is a rich and fun

experience for the patron. Our business plan includes direct sales, reseller distribution, and licensing the technology to other companies (e.g., digital display companies). The iGuide WayFinder and Casino iGuide mobile media applications include advertising windows, banner ads and product placement features. These elements guarantee a quick ROI, plus a potential profit center—again, a terrific value proposition for our customers. These are exceptional developments, and they are now being deployed.

As CDI products continue to evolve, our development teams will be providing ongoing updates, plus quality improvements. For 2010 and beyond, we will continue to create, listen to our customers and focus. ■

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