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Late Breaking News, Compelling Ideas, Just Plain Good Stuff for the Gaming Industry!

Expand your casino floor space without using a construction company

An introduction to on-property gaming via WiFi

By Guest Contributor Rob Gallo, Raving Partner, Online Casino Gaming

As a casino operator, you know that maximizing your floor space with revenue-producing games is one of the most critical components to maintaining a successful casino business. But sometimes it is a guessing game as to where each machine should go on the floor. Maybe you move a bank of machines nearest to the elevators, and put it over by the entrance of the buffet. You gather the data for a few weeks, and decide that they were better off where they were, so you move them back.

Now what if you could expand your floor space without having to spend a penny on architects to design it, a construction crew to build it, and the "pardon our dust" signs while you remodel? Then imagine putting your best customers in front of their favorite machine every time ... the solution is simpler than you think. It's On-Property Gaming via WiFi for mobile devices.

Let's look at an interesting scenario. John and Mary come to your property, and head right to the casino floor in order to play their favorite games. After a few hours, they're hungry, but they don't want to leave their machines. Each reaches into their

pocket, pulls out a smartphone, connects to your On-Property Gaming WiFi, and can continue playing the same game that they were just sitting in front of on their mobile device as they head to the buffet. After lunch, John decides that he is going to sit by the pool. As he is not the type to read a book, but he has his iPad, and wants to play some blackjack ... now he can! In short, you are expanding your casino floor to wherever your customers are while they're on-property.

Since the machine is virtual, it can theoretically be considered as one machine, which is accessible by many devices. If the system is designed properly, this means that you will be able to stay under the maximum number of games threshold. There are some technical specifications that would need to be in place for compliance purposes, but in simple terms, it would be a closed network system that would not allow surfing out on the Internet. In essence, it would only allow access to the game servers that host the virtual casino games on-site.

Cantor Gaming is already doing this in Nevada through its casino partners while you are on-property, and more software companies are beginning to see the light in this area and will be following suit. With a mobile phone in everyone's pocket these days, it is just a natural progression to make them all mini casinos. Think of it as a new age innovation that's similar to having Keno available at the buffet, but replacing the crayons and paper with silicon and circuit boards.

The Raving Flash! Report is compiled weekly by Christine Faria, Raving's VP of Marketing, and is designed to be a "quick read" covering everything from interesting casino promotions to gaming news. See our archived reports and newsletters by clicking here. Got an interesting promotion or news item? Contact Chris at 775-329-7864.