



## Intelligent Gaming Analysis Platform



### Flexible

- Based on player club card data from multiple casino management systems
- Automated tools for casino management system data import and access
- Integrates seamlessly into the iTrak environment

### Cost Efficient

- Client/server architecture provides a single centralized database for multiple properties
- Upgrade module for iTrak platform

### Social & Legal Responsibility

- Creates a complete responsible gaming environment for patrons and employees
- Identifies high risk patrons and normalizes interactions with them as part of good customer service

### Financial Sustainability

- Introduces a preventative based approach to problem gambling

### Comprehensive Analysis

- Based on a proven model of behavioural predictors rather than on an empowerment model
- Detailed trend analysis and risk indexes

Problem gambling is commonly recognized as the largest risk management issue faced by the gaming industry.

Casino operators and staff need to address problem gambling for a variety of reasons including both moral and business based. These include:

- Social responsibility
- Risk management
- Long term sustainability
- Insurance concerns
- Law suits and out of court settlements

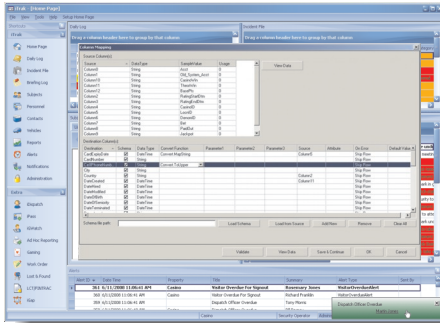
Consistency combined with an advanced set of monitoring and measurement tools, the iGap platform enables casino operators to continuously measure, evaluate and improve their approach to problem gambling.

The iGap (Intelligent Gaming Analysis Platform) delivers a complete solution to capture and analyse data relevant to problem gambling behaviour. The information collected is analysed to identify and classify player risk.

The iGap platform ensures that Casino operators are meeting a minimum duty of care for their patrons and casino operations. iGap uses the iGMind (Intelligent Gaming Measurement Index) algorithm to analyse and generate risk index's for player gambling behaviour. iGMind powers the iGap by performing in depth analysis on slot play in the gaming environment.

As part of the complete Responsible Gaming Program, the iGap platform delivers a prevention focussed problem gambling solution contributing to social responsibility, risk management, and long term gaming sustainability preservation casino revenue streams and industry jobs.

## DATA COLLECTION

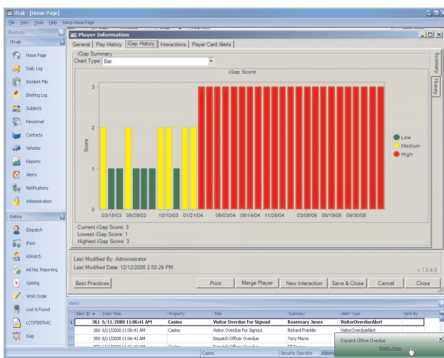


The iGap platform uses existing player club card data automatically generated by Casino player card management systems. The iGap data collection tool allows the operator to choose from available fields from the various CMS systems.

The iGap data collection tool allows for automated scheduled import from multiple casino management systems (CMS). These multiple player loyalty and management systems provide related data for player analysis.

This CMS data is then stored within the iGap platform and passed to the iGMind data analysis engine for analysis.

## DATA ANALYSIS

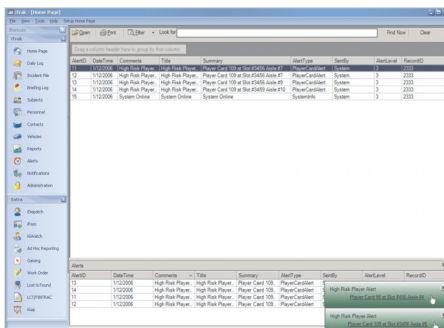


The iGMind (Intelligent Gaming Measurement Index) engine powers the iGap Platform by performing in depth analysis on slot play data.

The results of this analysis are issued as an iGap score, ranging from 0, a new patron with no history and/or not at risk and escalated to a severity based value. This score is also dynamic in both directions i.e. subject to escalation or reduction based on associated dependencies and actions.

This provides a normalized interface for data access to the internal and external databases. The internal iGap protected database holds all required patron data, linked from the CMS and other systems with additional forms and fields specific to iGap analysis and scoring.

## ALERT MODULE



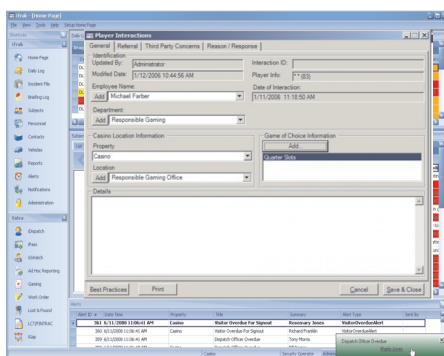
The iGap alert module displays real-time colour coded iGap alerts based on an individual's play within the Casino.

iGap alerts are sent to the iGap alert display, but can also be routed to generate email alerts, alerts to external systems such as Incident Management Systems, marketing systems for advertising holds and Casino Management Systems for players card holds etc.

Once an alert is selected by an authorised individual it is flagged on other operator work stations as being under review by that operator.

Once selected all alerts contain specific patron information, a graphical representation of the alert parameters and levels.

## PLAYER INTERACTIONS



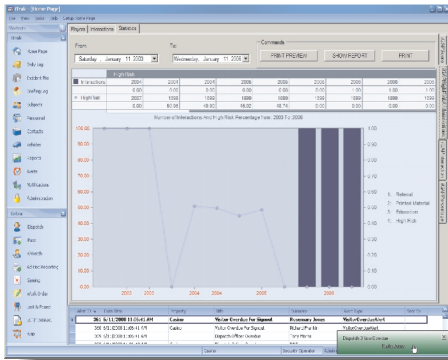
The iGap player interaction module provides tracking and responses for all player interactions concerning all issues related to problem gaming. The operator interface also enables manual assessment of prevalence to problem gambling based on other factors identified during the interaction.

The impact of all player interactions can be assessed by changes in the iGap risk scores for each individual, enabling patron programs to be modified and improved accordingly.

Specific material to address patron concerns can be printed out directly and any further recommendations, tutorials or referrals are tracked by each individual interaction.

This component of the iCare program is an essential tool for personnel manning Responsible Gaming information centers and ensures consistent response to all patron concerns in accordance with current industry accepted best practices.

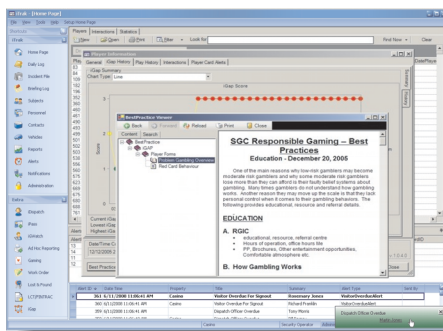
## iGMind



The iGMind (Intelligent Gaming Measurement Index) engine powers the iGap (Intelligent Gaming Analysis Platform) by performing in depth analysis on extensive slot play information. The iGMind algorithm provides the first automated, behavioural based problem gaming risk assessment model in the industry and is the result of extensive research and testing by a third party specialist research organisation.

iGMind automatically generates player risk scores based on extensive slot transaction data, these scores are updated on a regular basis as new data becomes available, enabling historical score trend analysis to be conducted for any player in the system

## BEST PRACTISES



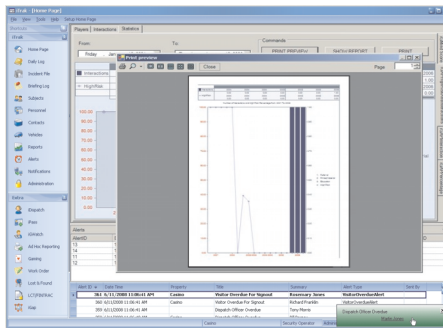
The iGap best practices system is accessible from player profiles and incorporates content from the iCare training program. In addition it provides extensive key word and topic searching. This system assists the users in providing a standard uniform response to any situation.

the operator or from other recognised sources, and include tools to enable simple rapid updating to current practices and policies.

The best practices interface allows casino operators to directly link and publish casino accepted code of conduct for its employees and provide step by step guides to problem gaming identification, intervention, and implementation.

The iGap best practices module can also be customized to incorporate policies and procedures developed by

## REPORT MANAGER



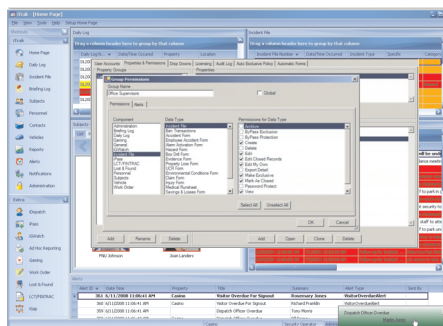
iGap's reporting module provides the ability to generate in depth player reports and statistics in addition to the individual iGap module synopsis reports.

These reports cover all areas of the iGap System and include detailed and in depth statistics for player history, betting history, administration and more.

Built using the Crystal Reports® Engine, detailed reports and statistics including graphs can be generated to provide an extensive array of statistical risk management reporting tools.

Print support includes export to Microsoft® Excel, Word and Adobe PDF for further analysis.

## ADMINISTRATION



The iGap administration module delivers complete administration and user management. It allows individuals to administer properties, permission groups and users on the iGap System.

Individual permissions can include create, view, edit, delete, mark as closed, edit closed records, archive, password protect, bypass protection, make exclusive and bypass exclusion.

Authorized users are able to maintain and assign user rights and privileges with respect to what they can do on the system and which properties they can access. Users can also belong to different permission groups allowing cross property roles.

Also included in the administration module is a complete audit log of user activity by time and date and detailed drop down customization for every module within the iGap System. These drop downs allow customization for each industry and installation.

**REQUIREMENTS****iTrak Client Software**

- Microsoft® Windows 2000
- Microsoft® Windows XP
- Microsoft® Windows 7
- Internet Explorer 5.5 or higher

**iTrak Client Hardware**

- Pentium III 800MHZ or higher
- 512 MB RAM (1 GB recommended)
- 100 MB available disk space
- SVGA Monitor capable of a minimum of 800x600 resolution
- Network Card (Networked installations)
- DVD-ROM Drive
- Mouse

**SQL Server Software**

- Microsoft® Windows 2000 Server
- Microsoft® Windows 2003 Server
- Microsoft Windows 2008 Server

**SQL Server Software**

- Pentium 4 2.0 GHz or higher
- 1 GB RAM (2 GB recommended)
- 350 MB available disk space
- SVGA Monitor capable of a minimum of 800x600 resolution
- Network Card (Networked installations)
- CD-ROM Drive
- Mouse

**Microsoft® SQL Server™ 2000**

- Microsoft Windows ® 2000 Server
- Microsoft SQL Server 2000 installed

**Microsoft® SQL Server™ 2005**

- Microsoft Windows ® 2000 Server
- Microsoft SQL Server 2005 installed

**Microsoft® SQL Server™ 2008**

- Microsoft Windows ® 2000 Server
- Microsoft SQL Server 2008 installed

\* SQL licences are not included in the price of the software.

**Recommended Additions:**

**iTrak Incident Reporting and Risk Management System**  
**iPass Visitor Management System**  
**iGWatch Facial Recognition System**

**Recommended Modules:**

**iD Acquire**  
**iGNet Intelligent Global Network**  
**Active Directory**  
**Best Practices**  
**Lost and Found**  
**Gaming**  
**Work Order**  
**LCT/Fintrac**  
**WSIB**  
**Importer**  
**OSHA**