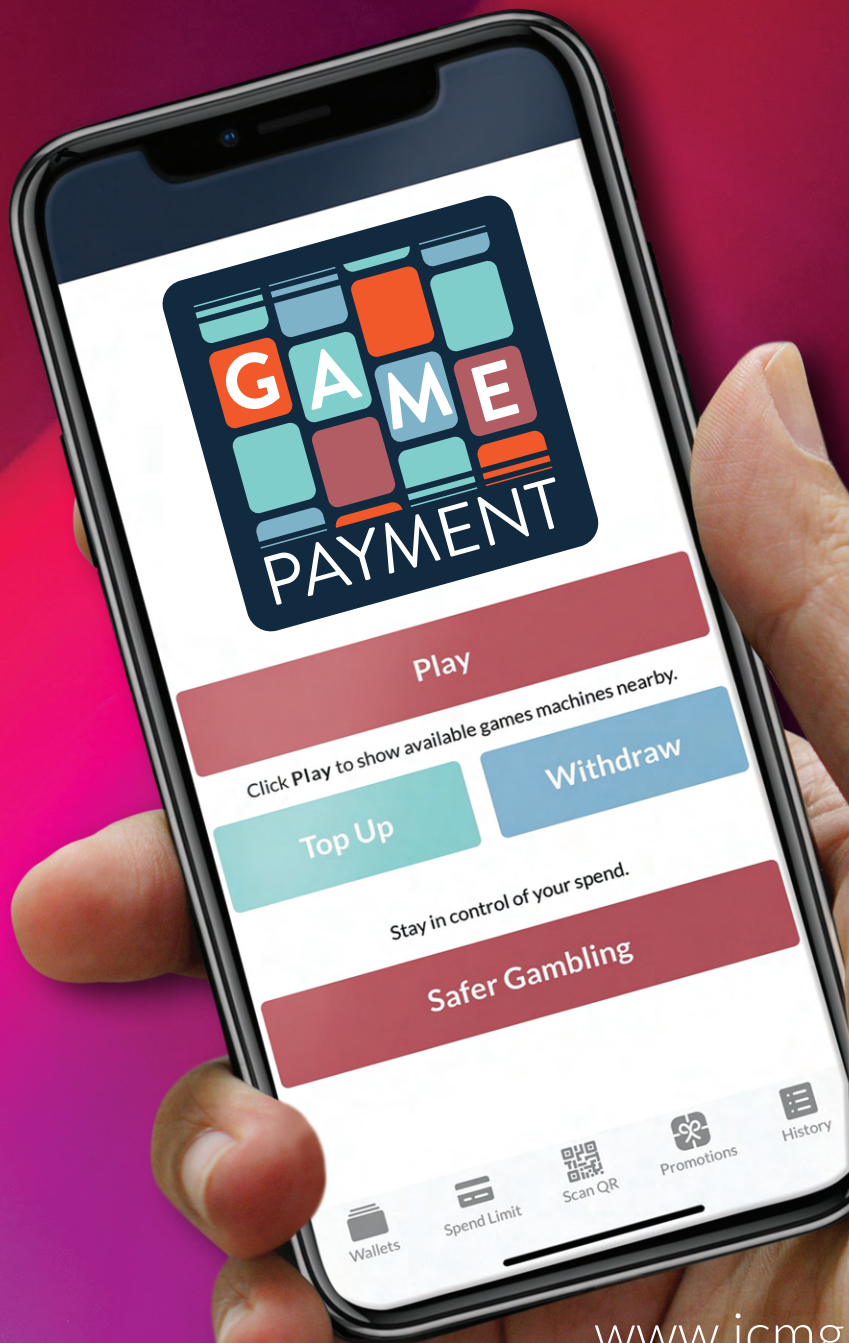# THE CASHLESS GAMING APP

www.jcmglobal.de

JCM GLOBAL

Developed by the industry for the industry

CHRIS HALEY

Managing Director

Dransfields
LOCAL SERVICE, NATIONAL STRENGTH

"I've seen other cashless solutions, but I've always been convinced that Game Payment was the right solution for us as a company.

Not only because it's backed by bacta and therefore 'non-partisan', but because it's been truly developed with the player and associated protection measures at its core.

We've been able to work collaboratively and provide input to a solution that works for the industry because it's been designed by the industry."

Game Payment Technology was founded in 2019 as a joint venture between bacta and Polar Moment, to drive the industry forward with **the only multi-machine cashless payment solution** available on the market today.

Bacta is the trade association for the amusement and gaming machine industry within the UK — trusted by the government and by the industry.
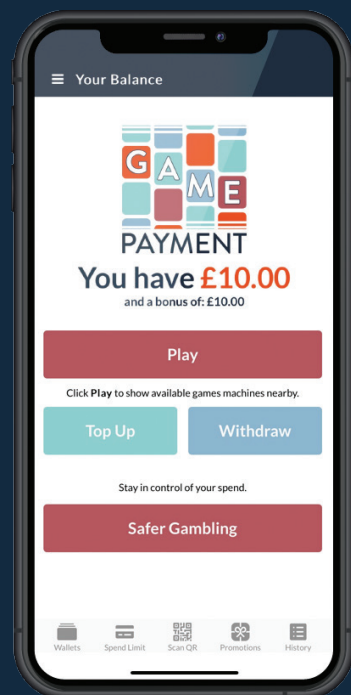
Polar Moment are specialists in card payments and have built some of the most important payment card processing systems in Europe – as well as the software that creates live subtitles for the BBC and many other television channels around the world.

This partnership brings together recognised, respected, trusted experts in both the gaming and payment industries.

The leading, secure cashless payment app for gaming

The Game Payment app allows businesses in the gaming, amusements, and entertainment sectors to accept electronic payments securely. The technology works across all machine types – for example...

☑ Gaming machines

☑ Grabber machines

☑ Virtual reality machines

☑ Pool tables

☑ Jukeboxes

A player can use one app to play on all the machines in a pub, club, or arcade, without the need for cash.

The app is simple to use, with a quick, hassle-free registration process. Players can sign up where they're playing with no need for lengthy document checks.

Security

GPT uses Barclaycard, one of the UK's largest bank-owned payments acquirers. Players' money is held in a client account with NatWest. The payment process is fully encrypted and we are fully PCI compliant. Game Payment Technology never has access to payment card details.

Our operations and processing are ISO 9001:2015 and ISO 27001:2017 accredited and are independently audited each year. We are advised by leading financial services and follow individual guidance from the FCA to ensure that we operate according to industry best practice.

Age Verification

Registered users of the app can choose to verify their age at sign-up. Over 18s can then use the app to play age-restricted machines. You can read more about age verification on page 10.

Responsible Gambling

The app includes features to help players manage their spending responsibly, for example, safe bet limits, session spend/time reminders, breaks from play, and transaction histories. There are also robust controls to prevent money laundering. You can read more about these on page 11.

Operating

Game Payment is easy to install in new machines or to retrofit. It provides reporting on machine revenue, profitability and much more. You can read more about Game Payment's reporting features on page 13.

Game Payment is the only multi-machine cashless payment solution available on the market today.

Trusted gaming machine solutions

Game Payment works with both analogue and digital games machines: we can provide a hardware solution for both types and a software-based solution for digital machines.

All of the communication takes place via encrypted dialogue. Machines fitted with an SLU do not need to be internet enabled to work with Game Payment.

Whichever solution you deploy, the player experience is the same.

Trusted by

TP-SLU

For ccTalk enabled gaming machines, our TP-SLU is a secure hardware solution, which is installed onto the machine as a peripheral. We supply a dedicated engineer's app, which helps to keep the installation time down to only a few minutes.

"It's innovative, slick, so simple to connect to a machine, add your money and play. It's easy to use, easy to understand and it's gone out there and it's been used – that's the proof of the pudding."

JASON JARRETT
Managing Director, AMS

Secure Software Unit

For digital gaming machines, our secure software unit is manufacturer-installed onto your machines and can be enabled and updated remotely. The gaming machine does not need an internet connection as a small Bluetooth low-energy dongle is used to communicate with the player's mobile phone.

GBG EFT protocol

Game Payment also supports machines fitted with the GBG (Gambling Business Group) EFT (Electronic Funds Transfer) protocol. This is a software-based solution, meaning operators can enable cashless play on GBG-enabled machines without the need to install hardware.

"The need for cashless payment solutions is long overdue, and Blueprint are delighted to be in a position to be able to offer our customers GPT's fully integrated and tested solution on our products."

DAVID PURVIS
Managing Director
BLUEPRINT

It works on a wide range of machines

No cash? No problem! Game Payment is the only multi-machine solution available today. Use it across your entire estate, including pinball machines, jukeboxes, and pool tables.

The solution is easy to install in new machines or to retrofit, in both digital and analogue machines.

Game Payment provides a single solution for your business, making it easy for your team to implement across sites, and simple for your customers to use.

THIS MACHINE IS
GAME
PAYMENT
ENABLED

"I was impressed with the pool table demo at ACOS, so much so, that we placed our order straight away.

The GPT team are outstanding and I've been encouraging all my fellow operators to get their orders in quickly!"

PAUL THOMAS
Managing Director
IVOR THOMAS AMUSEMENTS LTD

TQ-SLU

For pulse-based machines, our TQ-SLU is a hardware peripheral that allows a coin line to be pulsed.

Most amusement machines and many change and vending machines work this way.

TR-SLU

GPT's TR-SLU unit can GP-enable any machine that uses a pulse interface for enabling play, for example, pool tables.

This radical new unit can operate on mains or battery power. It has been designed to be extremely power efficient with a battery life of three years.

"We are delighted to announce that all NSM jukeboxes can be retrofitted with the Game Payment TQ-SLU solution. Cash payments are decreasing, and the Game Payment app is the perfect tool to keep customers selecting their favourite music from our jukeboxes, without having to have coins in their pockets."

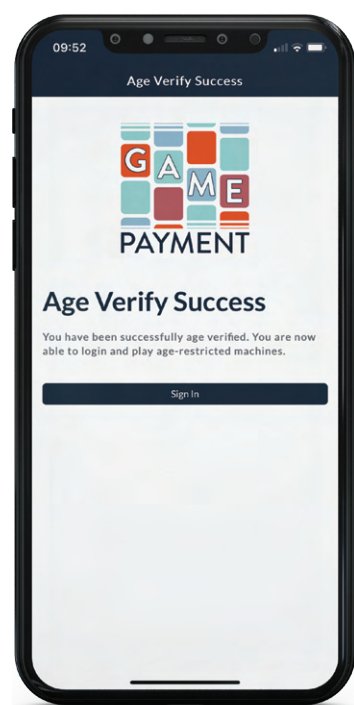**MARTIN AGABEG**
General Manager, NSM MUSIC

Age verification
Preventing problem play

The Game Payment app allows users to verify their age at sign-up. Only over 18s are permitted to use the app to play age-restricted machines, supporting the compliance needs of licensed businesses.

The app also provides proof of age-verification so staff can challenge players if they are concerned. Under 18s can use the app, but only on machines that are not age-restricted, like pool tables, juke boxes, and crane grabbers.

Game Payment uses Yoti's best-of-breed Age Scan technology for age verification. Its accuracy is far higher than any human's. Yoti uses an artificial intelligence technique called machine learning. This checks millions of facial images for data patterns to derive an extremely reliable algorithm.

There's no real understanding of characteristics that humans might (consciously or unconsciously) consider: wrinkles, crow's feet, stubble, etc. To a computer, it's just patterns of data.

Players just need to take a selfie, which is processed against the algorithm. That's it for most players.

However, if you're lucky enough to look young, you'll need to scan in evidence of your age, such as a passport or driving licence.

> *"We are delighted to have the ability to provide cashless payments on our gaming machines. We're also very excited about the age verification and social responsibility capabilities that Game Payment offers.*
>
> *The accuracy of this technology is far higher than any human can achieve. Providing greater safety and security to our end users is of paramount importance to us."*
>
> **QUENTIN STOTT**
> CEO, REFLEX GAMING

Safer gambling
Supporting responsible play

- ☑ Transaction history
- ☑ Gaming spend limit
- ☑ Spend reminders
- ☑ Take a break
- ☑ Close account
- ☑ Support links

Ⓖ GamCare **GambleAware®**

Game Payment Technology is fully committed to reducing harmful gambling.

The app complies with the 'Commission 2018 Cashless Advice' providing:

- a break from gambling or interruption in play before the player can access new funds to continue to gamble; and
- responsible gambling measures to support the player's self-control and awareness of their gambling spend.

Cashless payments on gaming machines allows effective controls that are not possible when cash is used.

Game Payment incorporates these controls and complies with all current UK gambling legislation.

The Game Payment system has been designed with robust controls to prevent money laundering and other illegal activities. Cashless funds are kept entirely separate from cash loaded into the machines and can only be withdrawn to the single debit card registered against the player's account. This card must be registered to the address on the players account.

GBG Game Payment also provides the option for affordability checking through a partnership with GBG plc, the leaders in identity verification for gaming. This can be used to protect players who wish to increase their spending limit.

Brand your wallet
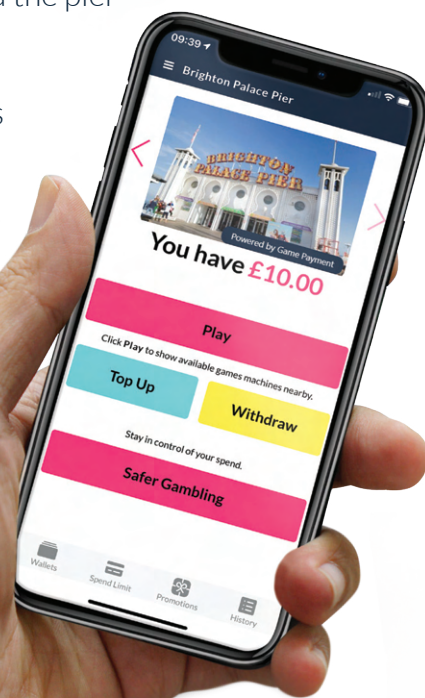## *Improving customer experience*

Game Payment includes the option for retailer or operator-specific branding within the application.

As an example, GPT has developed an operator-specific wallet for Brighton Palace Pier. Players select this wallet from within the Game Payment app and have the opportunity to make this their default wallet.

This wallet reflects the look and feel of the Brighton Palace Pier branding and allows the pier to offer specific promotions to their customers. These promotions can be configured to operate at set times or days of the week, and the pier can set the validity period.

The Brighton Palace Pier wallet is operated as a dedicated e-money scheme. Players cannot transfer funds between wallets and deposit limits can be set within each wallet - in line with our commitment to responsible gambling.

"The Game Payment app is breaking new ground in the amusements industry and we are proud to be the first family entertainment centre to partner with GPT on this. Our relationship with GPT has allowed us to collaborate closely, ensuring the solution met our needs and was easily implemented."

ANNE ACKORD
CEO, THE BRIGHTON PIER GROUP PLC

Software interface
Accessing real-time data

Game Payment Technology host an HTTP API, which allows operators access to their transactional data and configure their estate.

Access to the API is secured by operator-specific credentials and all API calls are then scoped to that operator.

The data is available in real-time from the APIs as they operate against the live system.

The API calls allow operators to:

- Create and update games machine records (including decommissioning them).
- Create and update the linkage between an SLU and a games machine.

- Create, disable and re-enable engineer accounts for the mobile engineer's app.
- Create and update gaming venue details so that they can be displayed in the venue finder on the GPT website and app.
- Get the details of their games machines that exist in the GPT system.
- Get the details of their SLUs.
- Get transaction details for their games machines.
- Get their settlement and invoicing details.

Developers can take our API and integrate it into their dashboard. For example, VMA Systems have done this with their GPT Explorer solution.

"At VMA Systems our mission is to provide the most advanced, industry-specific tools to power businesses in the gaming and amusement industry. Game Payment Technology's versatile API has enabled us to integrate the service directly into our products, providing our customers with real-time data analysis."

DAVID MIDDLETON
Founder & Managing Director,
VMA SYSTEMS

Our valued network
Building a strong relationship

Building long-lasting relationships is important to us at Game Payment Technology. We work with a vast number of manufacturers and operators within the gaming and amusement industry.

We know they need to have confidence in our products, as well as our service.

This tight-knit network allows us to share information and updates quickly in support of each other and the Game Payment equipment.

Here are some of the organisations we work with:

AMS · Dransfields · INSPIRED · NSM MUSIC
bacta · essex leisure · IVOR THOMAS Amusements Ltd · NOVOMATIC
BAR Leisure · GBG · KEEDAY · REFLEX GAMING
bob rudd · hart - marler leisure · Kossway · SEGA
BRIGHTON PALACE PIER · INSTANCE AUTOMATICS · LONDON PINBALL · VICTORY GAMING
blueprint OPERATIONS · MERIDIAN LEISURE SERVICES
fatCat · INNOVOO GAMING · TVC LEISURE

"To be a part of such an important step for the whole industry is an honour.

Seeing the app in action brought it home just how convenient it is for the player and equally how easy it is for any operator to use.

Going forward, I can quite easily see SEGA, and other manufacturers, installing the hardware at production stage to support this technology."

JUSTIN BURKE
General Manager

SEGA

GAME
PAYMENT

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App Store

GET IT ON Google Play

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