

PromoNet[®] 2.0

promotional couponing

Target Audience



BOOST REVENUE

- Proven to increase gameplay
- Increases net win per machine

CONTROL COMP COSTS

- Automate management of comps
- Reduce un-earned giveaways

DIRECT PROMOTIONS TO ACTIVE PLAYERS

- Identify and target specific player types across your casino floor

ENHANCE PLAYER EXPERIENCE

- Reach players at slots, restaurants, retail, hotel and more with personalized rewards
- Whether a player is carded or uncarded, they're getting awards you know they've earned

WHAT IF YOU COULD MANAGE YOUR PROMOTIONAL SYSTEM BETTER?

WHAT'S THE BENEFIT OF LINKING AWARDS TO SLOT PLAY?

PROMONET 2.0, a patented technology, is a breakthrough product because it delivers the right promotion to the right customer at the right time. PromoNet 2.0 allows operators of all sizes to identify high-value anonymous players, direct promotions to your most valuable players, enhance player experience, and maximize results using business analytics.

PromoNet is the field-proven solution to increase amount of play and decrease un-earned awards. Plus, you can control the level of compensation with accuracy and accountability.

FEATURES

PROMONET 2.0 is field-proven at major casino operators on the Las Vegas Strip. Real world performance data shows an increase in handle of 20+%, net win per machine is boosted by 30+%, and reduced unearned comps by 25+%. When players are receiving a comp it's because they've earned it. From major casinos to local bars, PromoNet can scale to any amount of machines to craft the promotion you've always wanted.

With PromoNet you can set the level of play necessary to earn a comp, freeing employees to focus on their regular duties instead of making decisions about comps. Managers can make changes as needed based on measurable results.

HIGHLIGHTS

■ Maximize Results

- PromoNet is equipped with business analytics so the operator can identify which promotions are the most effective for which types of players, at which time of the day, empowering you to maximize ROI.

■ ID Anonymous Players

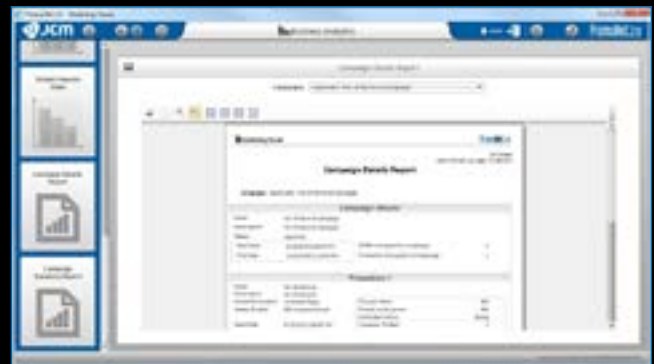
- PromoNet identifies valuable players, targets both carded and uncarded players, links promotions to game-play and delivers promotions exactly where and when they are needed, helping to increase your player base and future marketing potential.

■ Manage Player Behavior

- Identify lower performing machines and use promotions to drive more attention to those areas. Incentivize new player signup by giving awards to register. Keep them as active carded players by creating random awards for carded play only.

■ Enhance Player Experience

- PromoNet keeps players on-property and actively playing by personalizing each player's experience, delivering targeted offers and allowing players to redeem, exchange or accumulate coupons, or progress through game play.





DESIGN

Promotion rewards, triggers, and schedule are outlined as desired

REFINE

Daily reports are available to determine effectiveness of promotions

PromoNet^{2.0}

PROMOTIONAL COUPONING PROCESS

ASSIGN

Promotions are assigned to any machine or target group

REDEEM

Location for coupons to be redeemed are assigned

EARN

When trigger conditions are met coupons are printed immediately



HARDWARE: REQUIREMENTS

PromoNet Primary Server

- Dual Core 64 Bit 2GHZ+ Processor
- 8GB of RAM
- 100GB Hard Drive
- 3 Network Interfaces (3rd interface is optional for remote support)

PromoNet Data Repository Server

- Dual Core 64 Bit 2GHZ+ Processor
- 4GB of RAM
- 1TB Hard Drive
- Network Interface

PromoNet Workstation

- Single Core 2.0GHZ+ Processor or Dual Core 1.5GHZ+
- 1GB of RAM
- 1GB Hard Drive
- Network Interface

PromoNet Capable Printer (GEN2U or GEN5)

SOFTWARE

PromoNet Primary Server

- Microsoft Windows Server 2008 or later

PromoNet Data Repository Server

- Microsoft Windows Server 2008 or later
- Microsoft SQL Server 2008 or later
- Microsoft Internet Information Services 7 or later

PromoNet Workstation

- Microsoft Windows XP/Vista/7/8 or Server 2003 or later
- Microsoft .NET Framework 4.0 or later
- Windows Presentation Foundation if workstation OS is Windows XP or Server 2003

PromoNet Dual-port Printer Firmware

SYSTEM COMPONENTS

Hardware

- PromoNet Network Adapter (PNA)
- Desktop Redemption Terminal (DRT)
- Game Specific SAS Cabling
- Player Card Reader PromoNet Adapter (optional)

Software

- PromoNet Primary Server
 - PromoNet Server Service
 - PromoNet Web Service
- PromoNet Data Repository Servers
 - PromoNet Server Service
 - PromoNet Database
- PromoNet Workstation
 - PromoNet Marketing Studio
 - PromoNet Online Monitor
- PromoNet DRT Application

EGM

- PromoNet qualified game
- Available secondary SAS port
- SAS version 5.1 or later

