

# PORTRAYING THE BRAND

“WITH the shift towards digital signage and animations taking centre stage at casinos along with

the progress that’s been made in both slot machines and video table games, monitors have become a huge part of how effectively a casino can portray its brand.”

Those are the words of Mike Sigona, global product manager at **SuzoHapp**, upon being asked by *InterGaming* what today’s casino operators require from a monitor. “To that end, the appeal of monitors to the new generation of players lies in how well they grab your attention.

“Monitors need to be high resolution, using technologies like Ultra HD and 4K, and high contrast, which then also raises the issues of processing power and heat management. It is a delicate balance to reach these ideal levels without incurring too high of a production cost that then gets reflected on to the customer.

“To go along with this idea of grabbing attention, unique designs and sizes are also important for casinos so they can stand apart from their competition.”

The VisionPro line from SuzoHapp is ideal for garnering attention. With a 4K and Ultra HD offering, its graphics capabilities are top of the line. “Our optional LED framing gives operators a way to pack that extra punch to really excite and draw in the customer. Additionally, many of our lines are fully customisable. We can work with operators to design monitors to fit their specific needs and offer new design ideas to get the innovation process started.

“At ICE this year, for example, we premiered our circular monitors which serve as a great introduction to the capabilities of our design team. As our team is constantly innovating, it is easy for us to react quickly to specific customer needs and designs, allowing for customers to get what they need right away.

“We have seen a big increase in demand for sportsbetting peripheral items and our latest products are centred on these smaller touchscreen monitors for sports betting

applications for use in kiosks and terminals.

“The challenge here is you need enough resolution to present data,



SuzoHapp’s Mike Sigona

high-response times for instant results and high dependability as it will be a frequently touched surface.”

Jim Foster, senior regional sales manager at **Elo Touch Solutions** told *InterGaming*: “Gaming can be a demanding market due to various factors. Operators need monitors to be robust, reliable, professional in look and feel and, of course, give the best user experience possible to the player in terms of touch performance.

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“As the original inventor of the touchscreen, Elo is well known as the premium brand in the market. Our touch monitors are best in class in terms of robustness and reliability. We have our own factory and design teams in Asia, with full vertical integration, allowing us to have a tight control on quality, which means we can supply the best in class products for gaming.”

Foster added that touch technology is constantly evolving. “The latest sensor technology is projective capacitive (also known as PCAP or PCT) and is the tech/experience consumers are used to with smart phones and tablets. Surface capacitive (SCAP/SCT) is an older technology still used in the gaming market, but is becoming less prevalent.

“Treatment of the glass is also evolving, allowing stronger, harder glass with less thickness, which reduces the weight of the monitor without compromising durability. We invest heavily into R&D and therefore remain as technology leaders in this space.”



Elo has the largest portfolio in the industry from 7ins up to 65ins and gaming is one of its core markets. Applications could include an open frame touch monitor integrated into a gaming cabinet, a point of sale device in a gaming hall, large format signage in a sports betting shop or even an android self-service kiosk used by customers to order food and drinks in a larger gaming establishment such as a casino. “With over 25 million devices installed globally, Elo is truly everywhere,” said Foster.

The monitor products of **Axiomtek** support tailor-made services to fit in the system, guarantees long-term supply and reliable quality and have high brightness and long backlight lifetime for the casino environment.

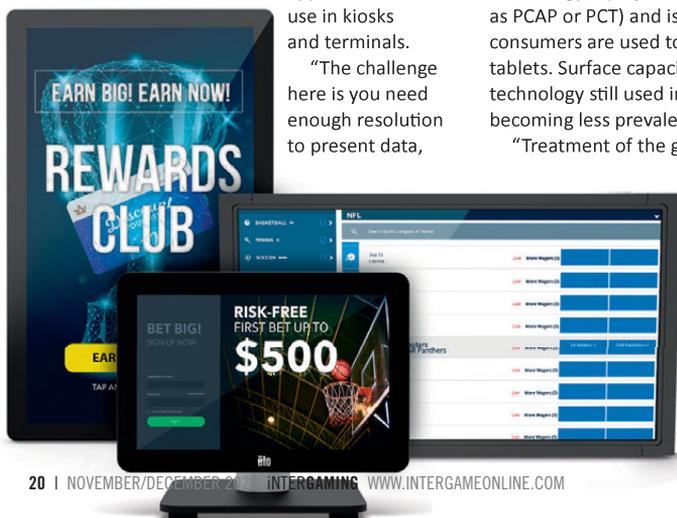
The company says: “Integrating Axiomtek’s long experience of the product design, we provide the design based on the user’s applications and reduce customers’ effort in system integration.

“Besides, Axiomtek offers a full range of tailor-made open-frame touch monitors to fulfill each customer’s requirements. There is display luminance from 250 to 1,000 nits and Axiomtek offers displays which are suitable for indoor, semi-outdoor and outdoor applications with high brightness. Our QLED series supports colour gamut up to 100 per cent NTSC to enrich the image in the display.

“For panel backlight lifetime we utilise a minimum 30k hours or 50k hours backlight lifetime panel to fulfill 24/7 operation. We also offer product longevity to fulfill industry applications. Our antimicrobial touchscreen solution means the products provide another option to maintain a high hygiene level on the public touchscreen surface. This prevents the touchscreen becoming a microbe breeding ground.

“So Axiomtek offers the full range of popular open-frame touch monitor sizes, which can be adopted with antimicrobial touchscreen as the main screen gaming applications such as slot machine, betting machine, virtual button deck and double-sided monitors.”

Thomas Jo, sales director at **Bestech**, told *InterGaming*: “There are some requirements on anti-viral function of the surface of touchscreens right now. It is very difficult to ensure effectiveness of anti-viral function, so some kind of anti-viral film is on test.” Bestech’s latest product is a touch monitor with LED lighting for the Indian gaming market. □



# FACING UP TO THE THREATS

“WHILE the world has certainly changed since Covid, especially in casinos, the biggest challenge

casinos face in security continues to be the threat of monetary loss via either game manipulation or the acquisition of cashboxes.”

These are the comments of Marc Aarts, senior sales manager at **SuzoHapp**, on the subject of casino security. “These issues, as concepts, have persisted since casinos have opened although the creativity and ingenuity of the perpetrators has certainly gotten more robust and advanced.

“For game manipulation, the solution continues to be to have more eyes on the players and while there are certainly effective monitoring programmes, it is difficult for those programmes to adapt as quickly as people watching the casino floor can.

“From a cashbox security perspective, however, the technology has really advanced to keep unwanted persons out. The ASSA Desmo truly sets the standard for any casino operator who insists on maximum security combined with maximum operating comfort.”

The ASSA Desmo is a patented lock construction based on direct drive pins (no spring operation), making it particularly suitable for many operations in dirty and hostile environments. False cuts on the pins provide resistance to any currently known method of picking.

“The ASSA Desmo system is the effective way to prevent unauthorised manufacturing, cutting and distribution of key blanks,” said Aarts. “It also requires the most advanced and precise key cutting equipment in the lock industry. And the ASSA Desmo is just the tip of the iceberg.

“Last year, SuzoHapp premiered the E-PRL or Electronic Reprogrammable Lock. The E-PRL combines all the high-level security features of the ASSA Desmo and adds a digital component to make operators’ lives easier. E-PRL Keys are programmed with a special code to unlock a lock which is done via Bluetooth.

“These keys can be tracked using our software to better find inaccuracies and are also able to be remotely and instantly reprogrammed and turned on/off in case of employee turnover or a lost key. This extra measure will give any security operator that extra peace of mind to know that



SuzoHapp’s E-PRL lock



Marc Aarts of SuzoHapp

they are protected in any scenario.”

*InterGaming* asked him if Covid-19 made these challenges more difficult or easier. “Covid-19 has definitely made these challenges more difficult,” he said. “To start, we’ve now added this extra security action that has to occur to every guest and that is access control. As casinos begin to introduce testing at casino entrances, these extra steps divert security attention from the floor where monetary loss could be had. As operators also spend more time ensuring proper protocols for Covid-19 are being followed, that attention is also diverted.

“Additionally, with the massive numbers of jobs lost due to closures and the virus, there is more need and more desire to acquire cash in any way possible. The increased likelihood of theft occurring now due to that need is the most unfortunate result of the virus as no one wins.

“SuzoHapp has quite a few options for these situations. Not only do we have a wide variety of locks including the ASSA Desmo and the E-PRL but for entrance and exit control we also are now providing access gates.

These access gates offer a mechanised way to

control capacity along with providing the extra security, so less bodies are needed to monitor the front door. By automating this process, there is reduced risk of conflict or bias allowing for a more pleasant experience for both guests and security teams.

“The biggest future difficulties for security are



the ones that we do not yet know about. The issue with these unknowns is that we, as creators and innovators, need to be able to stay ahead of the creativity that is being wielded against us.

“As manufacturers we have to be able to get creative and design and react quickly to any new way that people find to try to take from casinos. People will only get more creative as they are faced with our products that block them and as this Covid-19 situation continues, the desire to exploit from the casino systems will only increase.”

“One of the biggest challenges for casino operators is preventing the acceptance of stained and fraudulent banknotes,” according to UK-based **Innovative Technology**. “Gaming machines are just one example of where criminals try to launder stained or fraudulent banknotes by depositing dye-stained notes into machines. These machines can therefore pose a threat to the casino operator if they do not have the latest technology installed to combat this.”

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ITL has developed Spectral technology in its cash validation suite of products to ensure that stained notes are detected before they can be redeemed or “cleaned” by criminals and casino operators can greatly benefit from this technology.

“Another risk is underage gambling. ICU Intelligent Identification uses ITL’s own algorithms to instantly verify age and identify faces. ICU can therefore ensure compliance to prevent underage gambling and safeguard children, while allowing operators to prevent access to casinos to those who have willingly self-excluded or have been excluded.

“Many of our cash validation and recycling products now incorporate Spectral technology to help casino operators reject fraudulent notes. For example, the NV200 Spectral offers complete note image capture scanning 4.8 million datapoints to authenticate the validity of notes. The unit boasts 99 per cent plus acceptance of new and street grade notes and contains several security features to deliver outstanding fraud protection. The Spectral Payout module can be added to provide mixed denomination recycling capability with the highest level of security.

“We always need to be one step ahead of the fraudsters and as criminals get more and more inventive, fraudulent activities will undoubtedly become more advanced in the future. Security is and will remain a key focus for operators and it is essential that we provide the right products to ensure the risk of fraudulent transactions is reduced.”



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