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SuzoHapp's stand at ICE London

LET'S MAKE IT CLEAR...

DIPLAYS are everywhere in casinos, both as providers of information for customers and a means of communication and promotion for the operator.

The range of products available continues to increase and the technology behind them is becoming increasingly sophisticated. The latest products from **SET-Production** are the new roulette LCD display Cyclops-Simula and Cyclops-Slim, which now come with a completely new look, new graphics and animation and new hardware and software.

"We significantly improved the game recognition and 'realsim' (simulation of the live wheel) technology," said the company's Salim Belalani. "Actually this model existed in our products range and with its new coming it retained unchanged the name only."

"The previous generation of Cyclops roulette displays was developed back in 2008. Since that time the SW was improved repeatedly but the product generally has not undergone significant changes. Thanks to the ongoing progress in the IT technologies, the market is changing rapidly and, accordingly, the expectation and requirements of our clients are also changing. This was the main reason behind the development of these new products."

"Nowadays IT technologies allow developing multifunctional and sophisticated signage products quickly enough. With this in mind it's not a problem at all to build a showy and glistening display. However, that would be an easy and erroneous approach to solve this task."

"Our vision is that a roulette display should do its job quickly and clearly without distracting the player from the game. The graphics and animation should be calm and smooth. All game stats should be presented in an easy and understandable way. On top of that such product should be simple to configure for everyday use and suitable for continuous and non-stop work 24/7. Our new roulette display was built to suit



Mike Sigona of SuzoHapp

the atmosphere of the live tables area."

Their main advantages are: fast auto calibration when switching the wheel; easy configuration; extensive wheel stats with appropriate analysis of its condition; no controllers under the table (all hardware is hosted inside the display); and high reliability and stability (designed to operate 24/7).

"On top of that this new product will be well accepted by the players thanks to the clarity and simplicity of the displayed information, smoothness of animation and understandable game stats. As already mentioned, these new products will replace the existing ones. Thus, the new products are the result of the evolution and transformation of the well-known Cyclops displays."

"One of our main goals in their development was to create an advanced and professional product with maximum functionality and performance along with the ability to operate

stably 24/7. For this reason all popular operation systems were 'out of the game' due to the fact that these OS were developed for multitasks purposes and, as a result, the use of such solutions may lead to poor performance and/or higher prices."

"Instead, we have developed our own platform which consists of system on module hardware built over an ARM processor and our own real time OS (RTOS) Multex, which we have been using in lot of our gaming products since 2002. Such an approach allowed us to achieve our main goals and release a perfect product."

For **G-Digital**, the company's digital signage software is the base of all its products. "G-Digital is a flexible, easy-to-use, user-friendly and robust software solution that can be used, with proper set-up, to drive contents on winning number displays, jackpot displays (jackpot media control) or simple advertising displays," said the company's Ljubo Benko.

"So, we can say that our latest product is always the last set-up for a specific customer, where we customise content on displays according to their needs and requirements. Regarding hardware for winning number displays, we recommend our own high-resolution displays (1080 x 2560 px), single or double-sided."

"But, thanks to the flexibility of G-Digital software, we can adopt also to other resolutions of displays, like full HD, which is commonly used. In that case, the customer can combine their old hardware with the flexibility of G-Digital and get an attractive and cost-effective solution."

"In order to get data for roulette winning number displays, we can connect to in-rim wheel readers and get data from there. Of course, the customer has to get the permission of wheel producers to use their communication protocol, which is the intellectual property of the producer. If the in-rim reader is not an option we can use our own wheel-recognition software, using a camera on the top of the display."

"We are in the final testing procedure of our

/// DISPLAYS

second version of wheel-recognition software and I can say it's a quick, robust and reliable software solution with pieces of artificial intelligence and self-learning processes used to eliminate most of the disturbances caused by the environment in order to get a quick and reliable result.

"Our basic idea was to use our G-Digital software solution also in the gaming industry in order to offer customers flexibility and custom-made content solutions. I have been working in the gaming industry for almost 30 years. I believe I know a little bit about the customer's needs and requirements. But, what is more important, myself, as well as my colleagues, can listen to customers, understand them and together we build a content set-up which matches their needs and requirements. We don't offer a ready-made solution; we build it together with the customer.

Developing and improving our G-Digital software is a constant challenge. We follow basic requirements since we started to develop it in 2008, keep it simple (user-friendly), stable and flexible. Our customers, not only in the gaming industry but also in many other industries, can confirm we do so.

"On the other side, each project is unique and a new challenge. We try to do set-up as much as possible according to customer requirements, which needs some effort from both sides, but the results are amazing. We have many happy customers."

Using G-Digital software customers can manage from one point contents not only on winning number displays but on all displays around the casino. "I didn't mention before, but it is important: on all displays, including winning number displays connected to the network there is always some space for showing adverts or important information. All content on displays can be managed with a few clicks from the office.

"G-Digital is a universal digital signage software solution. Our customers can put on the same network winning number displays, jackpot media, advertising displays all around the casino, displays in the restaurant, hotel, etc. Adverts, as well as different information, can be shown on all of them and they can be managed by the same marketing team."

This year at ICE London **SuzoHapp** showed more products than ever before in its expanding VisionPro family - a 23.6ins true round LCD panel and a new 4K/UHD 43ins LCD, both with LED frames. Also there was a new fourth option of LEDs in addition to the Front, Edge and Halo designs.

"We displayed more stretched panel choices and new Narrow Border monitors, where the PCAP border width is less than 1cm on three sides and 1.5cm on the bottom," said the company's Mike Sigona. "All technical details on the VisionPro monitors can be found on our new



The Cyclops from SET-Production

/// "ALL CONTENT ON DISPLAYS CAN BE MANAGED WITH A FEW CLICKS FROM THE OFFICE" //

website at this shortcut: suzohapp.com monitors.

"From Elo Touch Solutions, we showed new models including the EloPOS all-in-one family for betting and lottery shops, a new 13.3ins monitor combining video, power and touch in a single cable, plus the range of sizes on offer from 7ins to 65ins interactive digital signage.

"Each product is developed either to meet a market request, offer a solution to a previous technological constraint, or simply to offer something exciting and different. Each year we review potential new product designs and technological advancements that might make them possible, especially in LCD panels and PCAP touchscreens. Our engineering schedule takes into consideration launch dates for important shows like ICE and G2E and we work backwards from there.

"When designing completely new products, there are always unexpected technical challenges along the way. But these are the fun kinds of problems to solve. When the products are

shipped under the tight deadlines and go on display at the show, we all feel pride in the accomplishments and enjoy the positive customer reactions.

"Product improvements allow our customers to attract more players and increase their satisfaction. Other features allow more functionality in less space, improve performance, differentiate from competitors, or simply lower costs. The market is very competitive and customers come to our stand each year to see what is new on offer that can help their bottom line.

"The monitor products are only a portion of the 50,000 products we offer to the gaming, sport betting, bingo and lottery markets. Our people have extensive knowledge of customer needs as well as a wide breadth of experience in the industry making us uniquely suited to support our customers and simplify their sourcing.

"Our new website suzohapp.com/oem is an additional resource for OEMs on all the complementary products including printers, scanners, cash and cashless handling, buttons and decks, mechanical parts, power supplies, switches and locks."

Dejan Tomic of **Future Gaming** told *InterGaming*: "There are several areas that we have been working on. The main jackpot content has been given a new contemporary look with features like dynamic odometer colouring. A new periodic jackpot game has been introduced giving fixed awards at a random time spot in the day and these games may be created in complex time and date configurations. Another area is the content offered on the player tracking displays at the slots which can now show player details, jackpots, campaign announcements, ads, etc.

"The world trends towards increased information availability in all aspects of life and we are putting huge effort into following this. Displays are the best media and if cleverly used may attract players, especially by offering personalised information like earned awards, promotions, jackpot hits, etc.

"It is all about creating database structures and links between many different functions of the system. A huge amount of data is monitored live which stresses the software engines that run in the back, but computing hardware is nowadays extremely powerful, allowing content to flow without latency.

"Complex player campaigns and messages may be created with ease and full control. It is vital for the operator to be able to reach the player in time and inform them of all the incentives that are available. However, the marketing department is more important now than ever before.

"Great weight was put on developing a system which is capable of moving big chunks of data from one end to the other in real time and without delay. This was built into the foundation of the system core and so adding the media superstructure did not encounter big obstacles.

"We must improve our development platforms constantly as they follow general IT progress and although it is both expensive and time consuming it pays for itself in the end, making it possible to create complex data structures in fractions of the time. Combining this with advanced hardware makes all this possible." □