

# POKER MACHINES FROM IDEA TO PLAY



**Claire Mileto – Game Design Lead - Aristocrat**

\$\$\$\$\$\$\$\$\$\$\$



\$\$\$\$\$\$\$\$\$\$\$





\$\$\$\$\$\$\$\$\$\$\$\$



**Analyst? Early Adopter? Follow The Leader? Salespersons Friend?**

# **Class III Gaming**

**No Skill  
Random Outcome  
Spinning Reel  
Games of Chance**

# What We Don't Do



# The Balancing Act











**REPEAT**



**PLAY**





# REPEAT



**PLAY**



# There is no “i” in Team

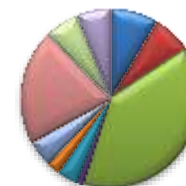


# 2015 US Segmentation View

	CORE			ENTERTAINMENT		JACKPOTS			LINKS		STEPPER
	New	Brand Ext	Multi game	For Sale	FTB	0 - 10%	10% - 20%	20+%	Proprietary	Licensed	Stepper
2014	<ul style="list-style-type: none"> <li>Mega Reel Power (3)</li> <li>Jester's Fortune</li> <li>Super Feature (3)</li> <li>Collect &amp; Go Wild(2)</li> <li>The White Wizard</li> <li>The Red Empress</li> </ul>	<ul style="list-style-type: none"> <li>Pompeii Legends</li> <li>Wicked Winnings Legends</li> <li>Wonder 4 Gold</li> <li>Buffalo Deluxe Clone</li> <li>Timber Wolf Deluxe Clone</li> <li>Brazil WS</li> <li>50 Lions Deluxe</li> </ul>	<ul style="list-style-type: none"> <li>Players Choice Diamond Edition</li> </ul>	<ul style="list-style-type: none"> <li>Sky Rider (2)</li> <li>Temple of the Tiger (2)</li> <li>Storm Queens (4)</li> <li>Red Moon (2)</li> <li>Moon Maidens(2)</li> <li>Pearl Warriors (2)</li> <li>Gorgon Sisters (2)</li> <li>Diamond Dynasty (2)</li> <li>Magic Flower (2)</li> <li>Winning Window (4)</li> <li>Power Pays (4)</li> </ul>	<ul style="list-style-type: none"> <li>Flash Dance</li> </ul>	<ul style="list-style-type: none"> <li>Wonder 4 Jackpots</li> <li>Jackpot Streak (2)</li> </ul>	<ul style="list-style-type: none"> <li>Gold Pays (2)</li> </ul>	<ul style="list-style-type: none"> <li>Quick Fire Jackpots (4)</li> </ul>	<ul style="list-style-type: none"> <li>Cashman Takes Flight (3)</li> <li>CEGC (6)</li> <li>Dragons on the Lake (5)</li> <li>Good Fortune (3)</li> </ul>	<ul style="list-style-type: none"> <li>The Walking Dead</li> <li>Batman 1966</li> <li>Big Bang Theory</li> <li>Tarzan of the Apes</li> <li>Can Can Paris</li> </ul>	<ul style="list-style-type: none"> <li>Star Shot (2)</li> <li>Rolling Stones (1)</li> <li>Stormin' Jackpots (1)</li> <li>Power Hits (1)</li> <li>2 x Licensed product (Tapitio , Pan Am)</li> </ul>
Total	11 titles 13%	7 titles 9%	1 titles 1%	28 titles 33%	1 title 1%	3 titles 4%	2 titles 2%	4 titles 5%	17 titles 20%	5 titles 6%	5 titles 6%
Competitors	<ul style="list-style-type: none"> <li>WMS making a clear attack on ATI core share through introduction of Blade content, 32 unique titles being developed in "core" segment in 2014</li> <li>Bally also competes well in the core space with games such as Locking Hot Zone.</li> <li>IGT has strong games in the core space such as Cleopatra and Miss White.</li> <li>Konami's China Shores continues to perform well</li> </ul>			<ul style="list-style-type: none"> <li>IGT competes in this space with High 5's Super Stacks games</li> <li>Aruze has entered this space with their range of Ultra stack Games</li> <li>Bally has now released a range of stacked symbol High 5 games</li> </ul>		<ul style="list-style-type: none"> <li>Bally is doing well in the jackpot segment with Quick hits, and Hot Shot Progressives</li> <li>IGT has responded with Fast Hit Progressives</li> <li>Ainsworth Quad Shots products are starting to perform well</li> <li>Multiple manufacturers are introducing Bolt on progressives</li> </ul>			<ul style="list-style-type: none"> <li>Bally's Cash Wizard is still performing well</li> <li>WMS Willy Wonka, and Monopoly series have been very successful</li> <li>IGT's Wheel of Fortune games are competing well consistently</li> <li>IGT deploying multiple variations on Hyperlink</li> </ul>		<ul style="list-style-type: none"> <li>Bally Quick Hit stepper</li> <li>IGT's Red Hot 7's and Double Double Deluxe</li> <li>WMS Diamonds of Dublin</li> </ul>
Trends	<ul style="list-style-type: none"> <li>Unique reel layouts, Wild multipliers, Wheel features, wild hot zones, expanding symbols, large number of free games.</li> <li>Entry bet around 40-60 credits.</li> <li>Raising the bar in terms of game quality with enhanced graphics, sounds features, wheels</li> </ul>			<ul style="list-style-type: none"> <li>Stacked symbols, low volatility, high feature frequency, heavy animation, strong realistic artwork, multi play, wild mechanics.</li> </ul>		<ul style="list-style-type: none"> <li>Max bet required to trigger progressives</li> <li>RTP in the higher range of 10%-20% or 20%+</li> </ul>			<ul style="list-style-type: none"> <li>Strong competitor performance coming from mostly licensed product</li> </ul>		<ul style="list-style-type: none"> <li>7's artwork</li> <li>3 and 5 reel steppers</li> </ul>

Total= 84 Games

USA 2015 Portfolio



- Core (New)
- Core (Brand Ext)
- Entertainment (For Sale)
- Entertainment (FTB)
- Jackpots (0 - 10%)
- Jackpots (10 - 20%)
- Jackpots (20%+)
- Links (Proprietary)
- Links (Licensed)
- Stepper

# Segmentation Trends from G2E Gaming Show

CORE GAMES ONLY - Global Segmentation - Class III product only							
Manufacturer	Low Line	Mid Line	High Line	Ways	MultiPLAY	Multi game	TBD
Ainsworth	9.59%	13.70%	57.53%	5.48%	0.00%	13.70%	0.00%
Aruze	17.28%	46.91%	30.86%	0.00%	0.00%	0.00%	4.94%
Bally	7.86%	58.57%	17.14%	12.86%	1.43%	0.00%	2.14%
Cadillac Jack	7.50%	12.50%	35.00%	20.00%	0.00%	0.00%	25.00%
IGT	15.38%	24.79%	29.06%	20.51%	10.26%	0.00%	0.00%
Incredible Tech	5.56%	5.56%	83.33%	0.00%	0.00%	0.00%	5.56%
Konami	12.37%	38.14%	23.71%	11.34%	0.00%	14.43%	0.00%
MGAM	0.00%	8.33%	91.67%	0.00%	0.00%	0.00%	0.00%
WMS	3.06%	11.22%	78.57%	1.02%	0.00%	6.12%	0.00%
<b>Grand Total</b>	<b>10.79%</b>	<b>32.90%</b>	<b>39.14%</b>	<b>8.58%</b>	<b>1.82%</b>	<b>3.90%</b>	<b>2.86%</b>

Note: filtered GTECH as a lot of the data was missing

CORE GAMES ONLY - Cost to Cover Trends- Class III product only						
Manufacturer	<40	40-59	60-79	80-99	\$1+	TBD
Ainsworth	12.70%	49.21%	1.59%	0.00%	34.92%	1.59%
Aruze	59.26%	35.80%	0.00%	0.00%	0.00%	4.94%
Bally	40.71%	52.86%	0.00%	0.00%	5.00%	1.43%
Cadillac Jack	15.00%	75.00%	0.00%	0.00%	0.00%	10.00%
IGT	25.64%	45.30%	7.69%	5.98%	15.38%	0.00%
Incredible Tech	11.11%	83.33%	0.00%	0.00%	0.00%	5.56%
Konami	27.71%	63.86%	7.23%	0.00%	0.00%	1.20%
MGAM	8.33%	91.67%	0.00%	0.00%	0.00%	0.00%
WMS	10.87%	76.09%	0.00%	0.00%	9.78%	3.26%
<b>Grand Total</b>	<b>31.66%</b>	<b>54.94%</b>	<b>2.17%</b>	<b>0.95%</b>	<b>7.58%</b>	<b>2.71%</b>

Please note: This are very preliminary results only, we are still editing and modifying the database. Please only use directionally

# 2015 Global Strategy

*Global approach, creating global games deployed globally.*

- Defend the core
- Fast Follow \*new
- Evolution of Brand Extensions \*new
- Launch Portrait \*new
- Grow Multigame \*new
- Create new Brands
- Identify and attack segments “ripe” for share taking
- Links and SAPS
- Entertainment For-Sale Segment
- Grow US RR footprint
- Globalize licenses \*new
- Create new segments through innovative game mechanics
- Increase average bets \*new





# ANZ Objectives

- Attack the core through a balanced risk portfolio.
- Position E-Series as incremental across all venues...multi-game value add.
- Establish a beachhead in the SAP segment.
- Cultivate the link segment and align requirements with other regions.
- Define a clear content/ innovation strategy for multi-game that maximises our penetration.
- Innovate bet structure to balance cost to cover and “buy up” trends.
- Establish player loyalty across product family & segments
- Flexible planning and development effort (fast follow)



# Tracking

Activity	Output	Date	Status
Market Insights	Trade Show Reviews, Regional Visitation, Market Insights	Aug - Oct	80%
2015 Planning Session	Agree Focus, Align Strategies, Market Trends, Segmentation Analysis, Attributes & Mechanics, Positioning	Oct - Dec	50%
Portfolio Management	Regional Priorities, Brand Management, Studio Briefings, Concept Pitches	Oct - Dec	25%
Portfolio Build	Draft 1 <sup>st</sup> market MGL including Q1 2015 EPP lockdown, Alignment of hardware & content.	Nov - Jan	0%
Regional Build	1 <sup>st</sup> , 2 <sup>nd</sup> & 3 <sup>rd</sup> Markets, port & transfer requirements including licenced content, phasing & alignment to trade shows,	Jan - Feb	0%
Delivery Plan	Capacity Planning, Platform Alignment, Tech Assessments, Global EPP	Mar - Jun	0%
BAU	Fast Follows, Tier management , Priority changes	Ongoing	



## Target Segment



1c  
2c  
5c  
10c  
20c  
50c  
\$1



OR



## Volatility



## Feature



**BALANCE**

## Jackpots



# **Development Breakdown**

**Originating Idea/Concept**

**Game Design/Math**

**Art/Animation**

**Sound**

**Software**

**S.I.T & The Regulations**

**(Software Integrity Testing)**



# The Originating Idea

## Strategy

- NSW Capped market 95,000 machines
- 1,500 – 2,000 Queen of the Nile in the field, with performance coming off
- Also 6,000 – 7,000 5 Dragons in the field, performing well but blocking sales
- A lot of these games in Mk5 or Mk6 boxes blocking sales of Viridian Widescreen
- How can we convince operators to buy our new Viridian Widescreen and that it will perform as well or better than the QON or 5D's they currently have









# The Originating Idea

## Licenses

- Generally used in the Recurring Revenue space in USA
- Over 50% of Revenue derived from Recursion
- Generally Licenses are used in this space so the originating idea can be clear
- Or is it? Is it easy pickings?
- Have to consider business strategies
- There is the costs associated with the license
- Perhaps limited uses within the license



























Wait for it...





# The Originating Idea

- Competitors





# The Originating Idea

- Iterative / Brand Extensions



# The Originating Idea

- Blue Sky

**FREE GAMES**

**JACKPOTS**

**PICK AND MATCH**

**ANTE BETS**

**CHOOSE YOUR VOLATILITY**

**LIGHTNING LINK!!!**

# Game Design/Math





## Game Design/Math

100 Credits (Real Only) - Compositely Multi

COMBINATOR: No. 100  
 Name: NEW  
 CARBONARY TYPE: 25 (YES) \* 4 CREDITS  
 CREDIT: A 10-Nov-12

REEL STRIPS - ALL VARIATIONS

	Pay	Reel 1	Reel 2	Reel 3	Reel 4	Reel 5	WILD
1	2500	1	10	10	10	10	WILD
2	1800	1	10	10	10	10	WILD
3	150	2	10	10	10	10	WILD
4	100	3	10	10	10	10	WILD
5	50	4	10	10	10	10	WILD
6	25	5	10	10	10	10	WILD
7	10	6	10	10	10	10	WILD
8	5	7	10	10	10	10	WILD
9	2	8	10	10	10	10	WILD
10	1	9	10	10	10	10	WILD
11	1000	5	10	10	10	10	WILD
12	500	5	10	10	10	10	WILD
13	100	5	10	10	10	10	WILD
14	50	5	10	10	10	10	WILD
15	25	5	10	10	10	10	WILD
16	10	5	10	10	10	10	WILD
17	5	5	10	10	10	10	WILD
18	2	5	10	10	10	10	WILD
19	1	5	10	10	10	10	WILD
20	100	5	10	10	10	10	WILD
21	50	5	10	10	10	10	WILD
22	25	5	10	10	10	10	WILD
23	10	5	10	10	10	10	WILD
24	5	5	10	10	10	10	WILD
25	2	5	10	10	10	10	WILD

GAME NAME: NAME: COMB. NUMBER: 100

TOP STATIC PANEL

BOTTOM STATIC PANEL

NOTE: MAY/100 - 1000000

NOTE: MAY/100 - 1000000

SLANT LCD TOP PANEL

Figure 2.1.1.1: Microsoft Excel screenshot showing a complex spreadsheet with multiple columns and rows of data, likely representing a financial or operational model. The spreadsheet includes various formulas and data points, with a focus on the 'Revenue' and 'Expenses' sections. The interface shows standard Excel menus and toolbars.

<b>CASE NAME:</b> <b>MAJOR:</b> <b>COMB. NUMBER:</b>		<b>HUNG BAO™</b> (Leave (7/14/18) there)	<div style="border: 1px solid black; width: 40px; height: 20px; margin: 0 auto;"></div>
<b>TOP STATE PAGE:</b>  (VOTE: 844/100, VIRGARE)	<div style="text-align: center;"> <b>HUNG BAO™</b>  <b>IC IS</b>  <b>KEYS OF FORTUNE™</b>  <b>BLK 0.5P</b> </div> <div style="text-align: center; font-size: small;">           © 2011-2013 AMETRON™ TECHNOLOGIES DISTRIBUTION PVT. LIMITED            (part number)         </div>		
<b>BOTTOM STATE PAGE:</b>  (VOTE: 844/100, VIRGARE)	<div style="text-align: center;"> <b>HUNG BAO™</b>  <b>IC IS</b>  <b>KEYS OF FORTUNE™</b>  <b>BLK 0.5P</b> </div> <div style="text-align: center; font-size: x-small;">           (switched case at 0.5P and 0.5P)            (Please respond to system codes against system game play            0.5P/0.5P, 0.5P/0.5P/0.5P, 0.5P/0.5P/0.5P/0.5P, 0.5P/0.5P/0.5P/0.5P/0.5P)         </div> <div style="text-align: center; font-size: small;">           © 2011-2013 AMETRON™ TECHNOLOGIES DISTRIBUTION PVT. LIMITED            (part number)         </div>		
<b>SLANT LCD TOP PAGE:</b>	<div style="text-align: center;"> <b>HUNG BAO™</b>  <b>IC IS</b>  <b>KEYS OF FORTUNE™</b>  <b>BLK 0.5P</b> </div> <div style="text-align: center; font-size: small;">           © 2011-2013 AMETRON™ TECHNOLOGIES DISTRIBUTION PVT. LIMITED            (part number)         </div>		
<b>PMH</b>	<div style="text-align: center;"> <b>HUNG BAO™</b>  <b>IC IS</b>  <b>KEYS OF FORTUNE™</b>  <b>BLK 0.5P</b> </div> <div style="text-align: center; font-size: small;">           © 2011-2013 AMETRON™ TECHNOLOGIES DISTRIBUTION PVT. LIMITED            (part number)         </div>		
<b>VG SLANT ART GCR</b>	<div style="text-align: center;"> <b>HUNG BAO™</b>  <b>IC IS</b>  <b>KEYS OF FORTUNE™</b>  <b>BLK 0.5P</b> </div> <div style="text-align: center; font-size: small;">           © 2011-2013 AMETRON™ TECHNOLOGIES DISTRIBUTION PVT. LIMITED            (part number)         </div>		
<b>OVAL TOP dynamic N/E</b>	<div style="text-align: center;"> <b>KEYS OF FORTUNE™</b> </div>		

Then

Link



Not Long Ago

S.A.P





Now  
Link





Then

5-10% Jackpots



Now

25-40% Jackpots



Then

Non Stacked



Now

Stacked



## Art/Animation





# Art/Animation



Wild Symbol Animation - Page #1

① Reel 2. Anticipation. Subtle - Segments Separate - Small bounce of logo

② Reel 3. Anticipation. Subtle but more than ① both seg sep & logo scale

③ Trigger event on all wilds - more on-rolling hold until animation complete

④ Wheel blast VFX & segments 'sluck' back in similar motion as per top screen

\*Pop in and then ease out -> subtle

\*Light sweep on logo

\*Pop in and ease out (2 or 3 frame ease)

\*Logo returns to place with added motion loop & FX

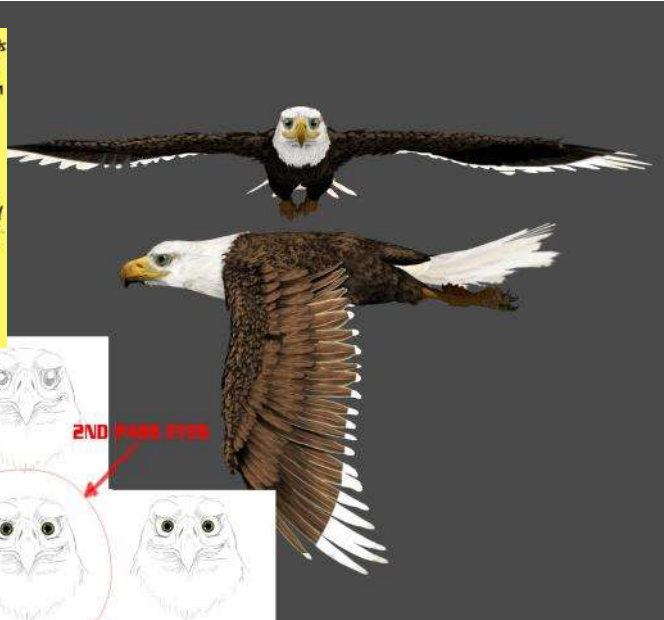
\*wheel spins in a continuous loop while initial win lines are drawn

Blast as per top screen main wheel VFX - Logo pops out

\*Layered anim so that Logo has higher priority than blast

Use: Animation will be basis for wilds' feature 'coin shooter' (invariants)

22/6/14 CS.



Prototype



Developing









# Sound



# What is sound in a slot machine?

- On a basic level, it is used to acknowledge wins and to entertain the player.

# Sound

## How Does it achieve this?

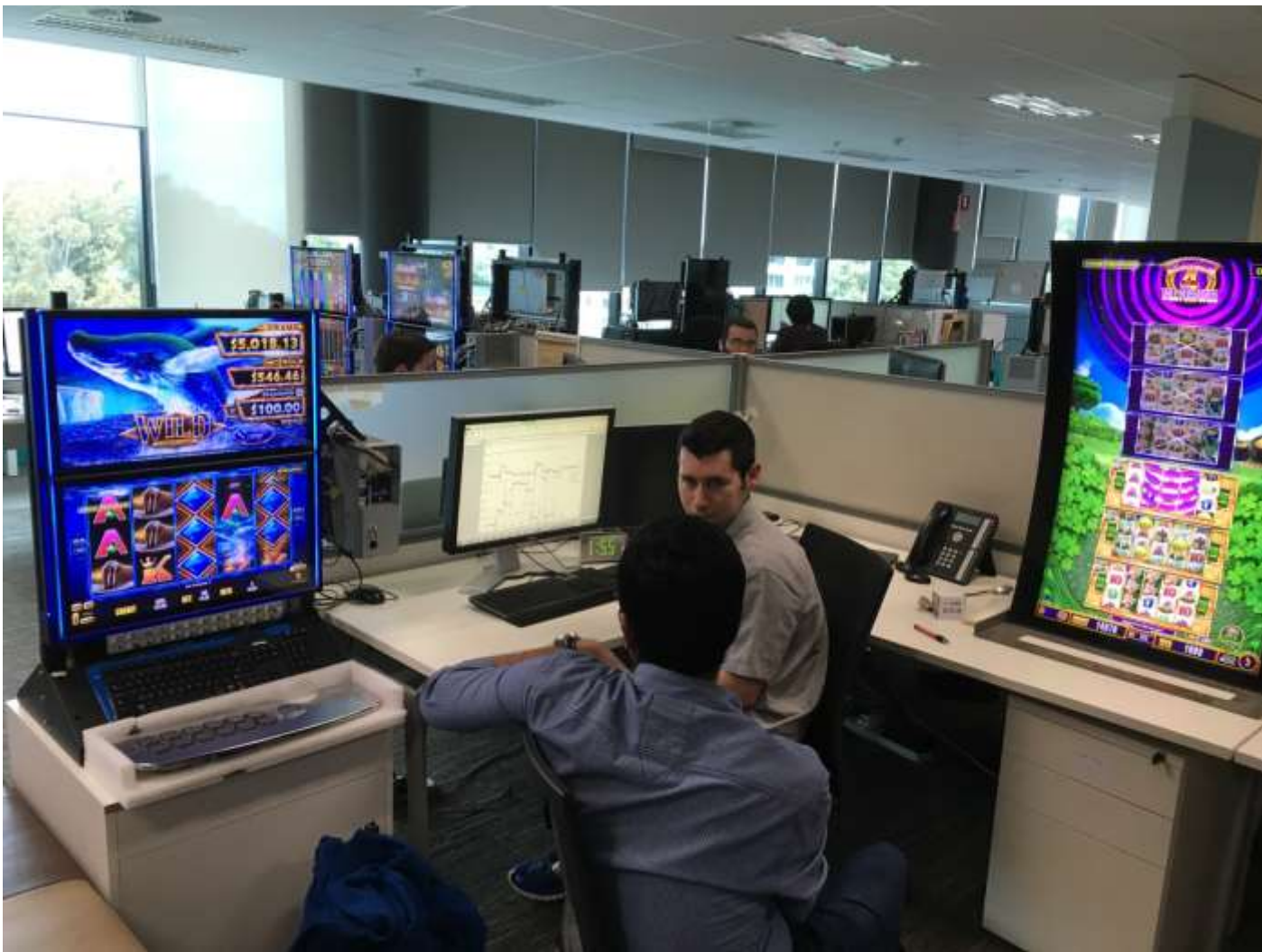
- Positive Reinforcement
- Timing
- Non Jarring
- Branded
- Themed

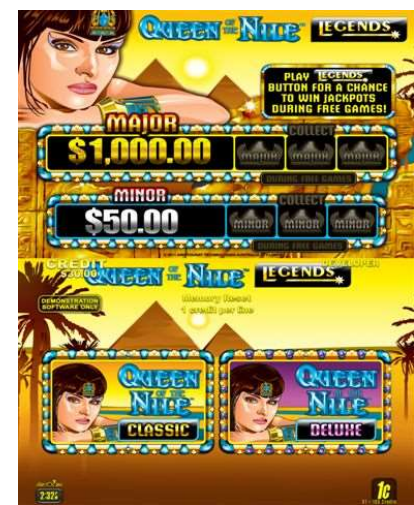
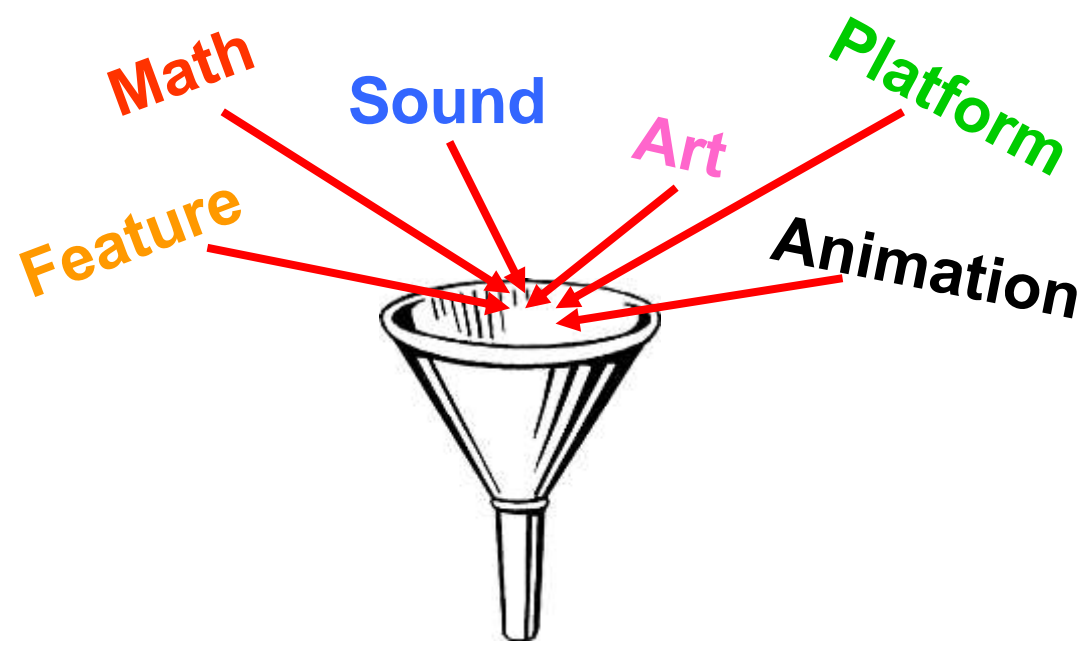


**Score for our game 'Dragon of the Eastern Ocean'  
Part of the Good Fortune Link Series of games**

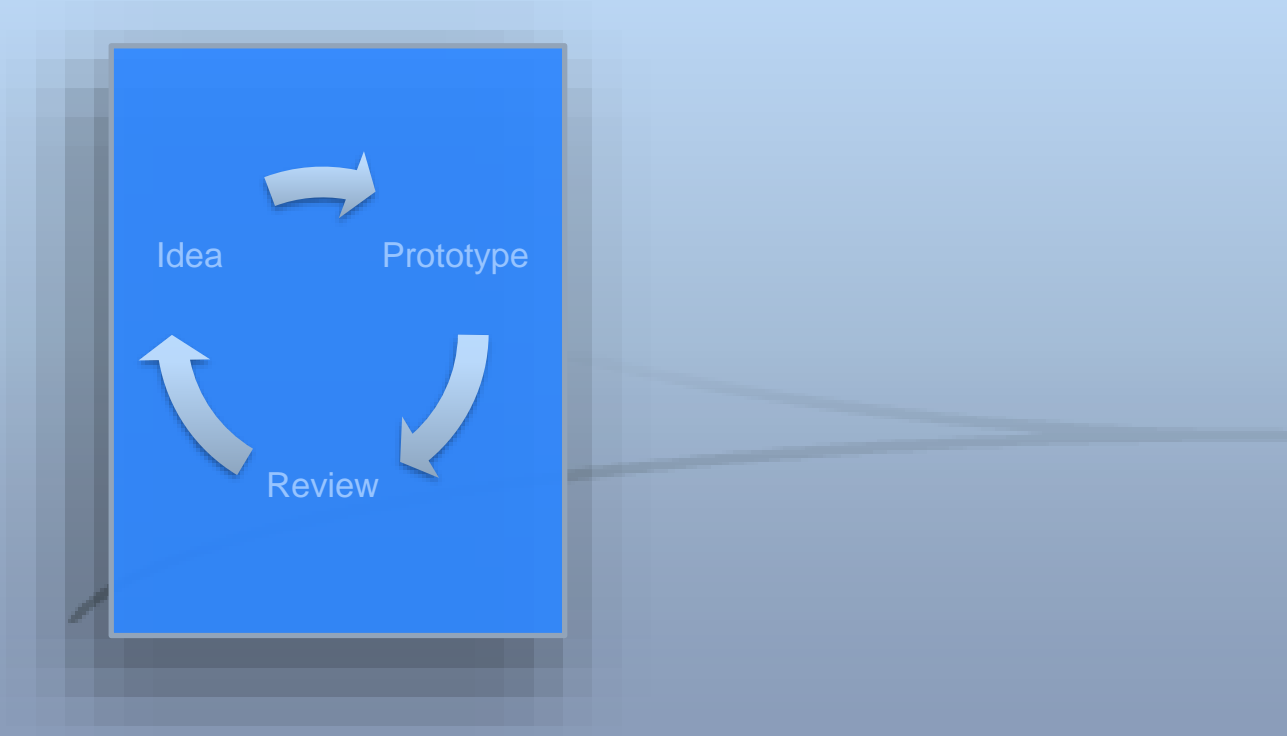


# Software









# Idea/Early Concept



## Software Role

Identify new/unsupported requirements

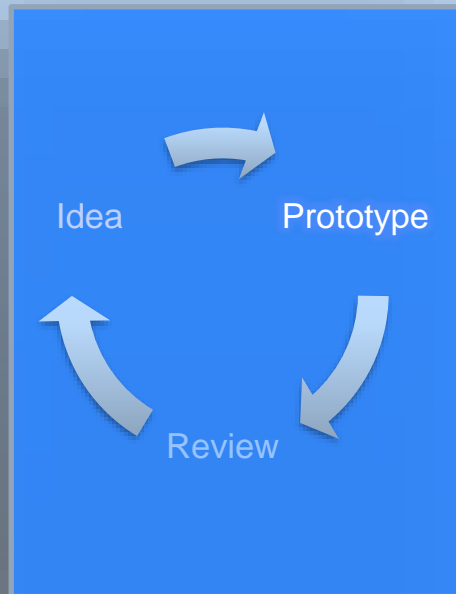
Feasibility(time)

Concept/Prototype

Production

Alpha/Beta

## Prototype/Advanced Concept



### Software Role

---

Establish “material” requirements with Game Design (maths files) and Art (Image/Animation/Sound) files

---

Develop prototype software (fast turnaround)

Concept/Prototype

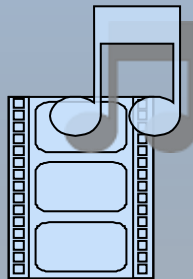
Production

Alpha/Beta



## Prototype/Advanced Concept

Establish “material” requirements with Game Design (maths files) and Art (Image/Animation/Sound) files.



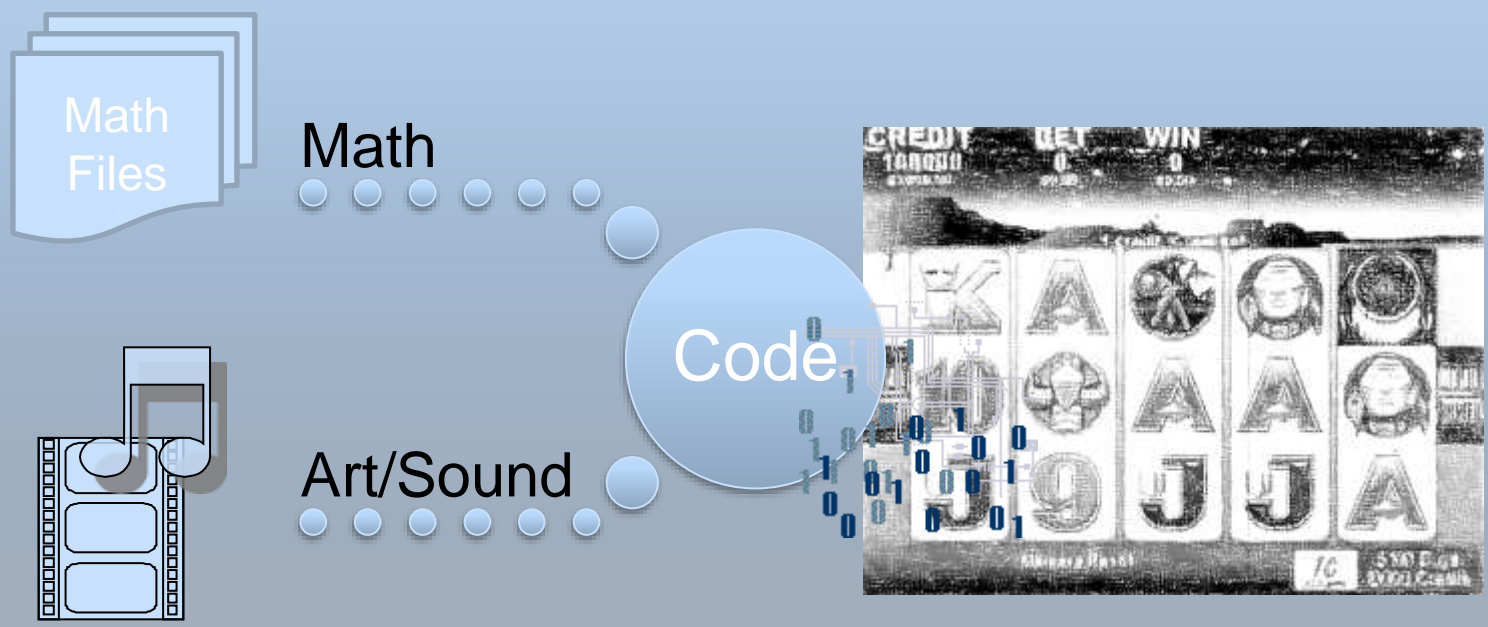
Concept/Prototype

Production

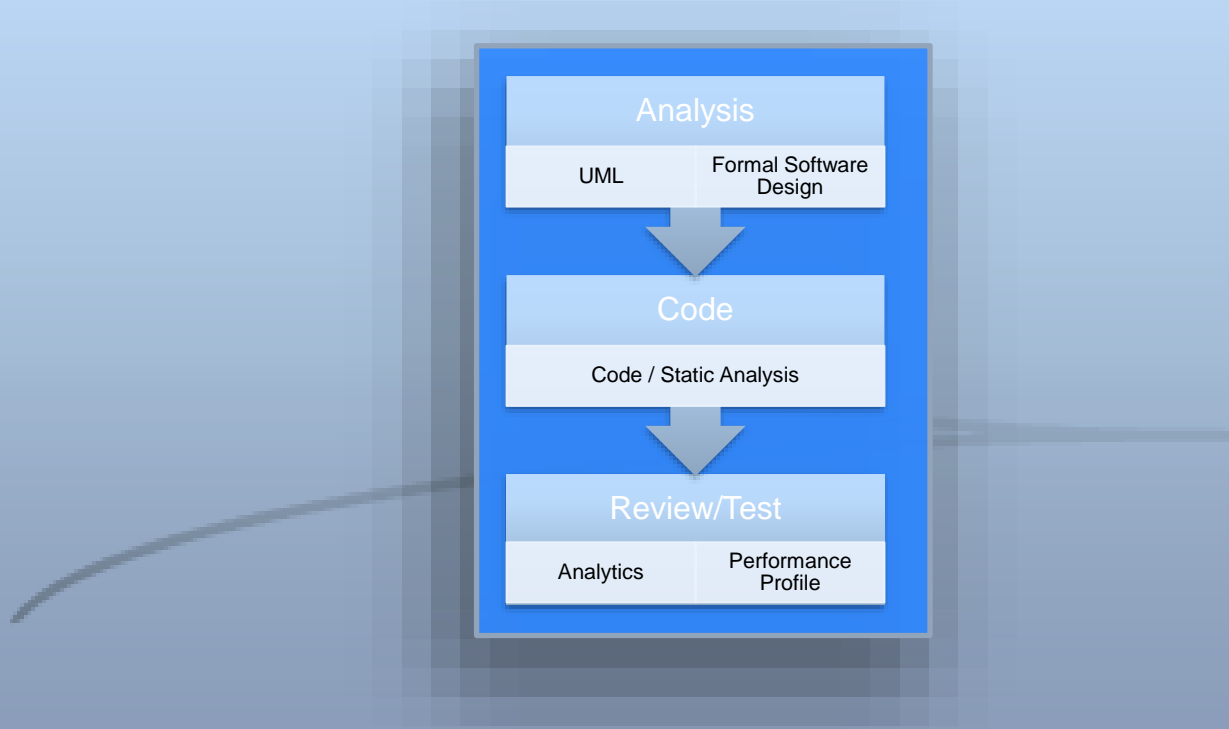
Alpha/Beta

# Prototype/Advanced Concept

Code prototype software.



# Software: From Idea to Game

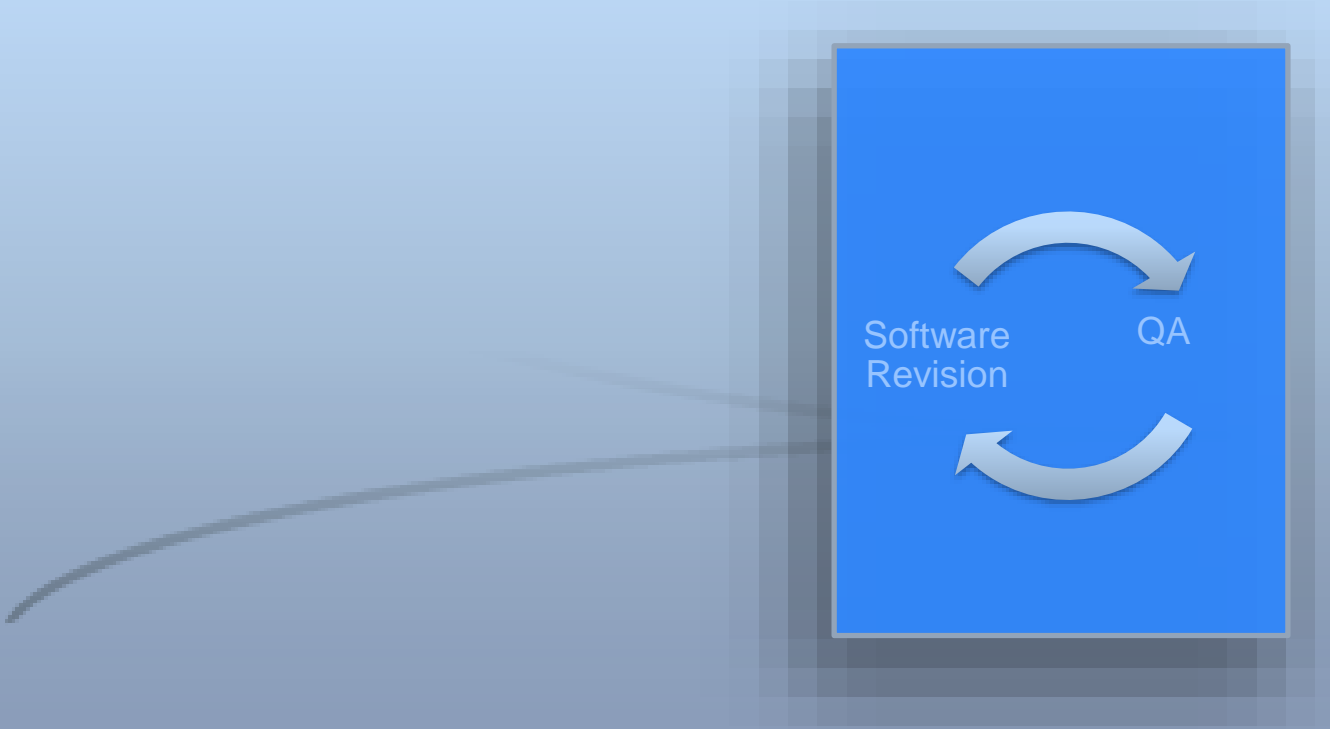


Concept/Prototype

Production

Alpha/Beta





# S.I.T & The Regulations



# S.I.T & The Regulations





# S.I.T & The Regulations

- **NSW** first market (MGL) – Xbase

## PORTS

- **QLD** QCOM Base, maths change for jpots, new helpscreens, make sure there are versions applicable to VIC NET, SA CLUBS, TAS
- **CROWN** ASP Base, NSW maths with unique denoms, QLD helpscreens, make sure it has options for NZ CASINOS
- **NZ CLUBS** Spinning reels but new everything except art (symbols)
- **US** World base, new maths, new helpscreens
- **MACAU / SINGAPORE CASINOS** World base, dual language, New maths, New helpscreens, PIDS
- **EUROPE** TA from US but also sometimes a new build due to name issues
- **LATIN AMERICA** TA from US but may need Spanish translations
  - **WA NO SPINNING REELS** new everything except art (symbols)
  - **DIGITAL** new maths, art reformatting

# QUESTIONS?