

A HIGH-SPEED NETWORKED FLOOR OF THE FUTURE - ONE STEP AT A TIME

Penn National Gaming's Hollywood Casino at Penn National Race Course near Harrisburg, Penn. opened in November 2007 with a new Ethernet-based Bally slot accounting and iVIEW point-of-play marketing system. While still in process, Hollywood's experience provides a rare bird's-eye view of the transition that most casino operators face over the next few years as they plan and install their Networked Floor of the Future.

The Bally editorial staff recently visited Penn's new Pennsylvania property and got a first-hand report from Bill Haynes, the company's Vice President of Information Technology, about Hollywood Casino's new networked floor and deployment of the property's new Ethernet system featuring Bally's iVIEW Technology Suite™ in concert with Bally's ACSC System Version 10.1.

Bally: What do you see as the primary benefit of the new Bally system technologies you have selected and installed?

Haynes: Clearly, the long-range benefit will be a fully integrated environment for all of our applications. Initially, however, having Power Winners™ and Power Rewards™ available to marketing has provided immediate benefits that will also enable further integration of those revenue generators into all aspects of system management as we grow our networked floor.

From day one, iVIEW allowed us to communicate directly with our customers on a single, efficient channel while facilitating continued integration of that key feature with all of the other applications as we mature the system. Communication with our customers is why we are here, so the iVIEW Technology Suite is a critical and foundational component of our plan.

Bally: Has the Bally Systems performance met your expectations?

Haynes: I have been around systems for many years, and

previously I have always been in a serial environment. This is the first time I have been in a full Ethernet environment, so it is presenting some challenges but I can say we are already reaping the benefits and we see many more coming.

Take Power Winners, for example, as it is one of the foundation pieces of our marketing strategy. On Mondays and Wednesdays we have a \$20,000 Power Winners promotion, including awards presentation videos that we are able to easily push directly to patrons on their iVIEW displays. We have a pretty good crowd today so you can see the promotion is working!

Bally: What other observations can you make about your experience moving towards a fully Networked Floor of the Future?

Haynes: Many new features were included in the Bally ACSC 10.1 that will allow us to take further advantage of the Ethernet. Once we finish implementing comprehensive functionality including streaming video, game-within-game, and "truly server-based" status, then we'll see the full impact and benefit of the high-speed Ethernet network. To get there, however, we're taking it one step at a time.



The Hollywood Casino uses Bally Power Winners to drive play on weekdays.



Bill Haynes
Vice President of Information Technology
Hollywood Casino at Penn National Race Course