



## Leading Detroit Casino Leverages existing Bally Technologies system to implement new TableView Technology in the Pit

Greektown Casino proudly stands as the only 100 percent locally owned gaming destination in Detroit and is the first tribal-owned casino in the United States to open on non-tribal lands. The luxurious property is in the heart of Detroit's vibrant Greektown District. With more than 2,400 slot machines, Greektown was voted Michigan's Best Casino by the Detroit News and Detroit's Best Casino in 2001, 2002, 2003, and 2004 by the *Detroit Free Press*. The 75,000-square foot Mediterranean-themed gaming property is now positioned for growth to benefit both its customers and its overall operational efficiency.

Greektown was the first Casino MarketPlace™ (CMP) customer to sign with TableView™, from the Bally Table Management Systems (TMS™) product division. TableView had previously only interfaced with ACSC™ and CMS/400™, but Greektown will be one of the first to implement TableView with CMP. This gave Bally the opportunity to

market TableView to new CMP customers. The property is well known for its table games and was recognized for having the "Best Blackjack Tables and Best High Rollers Area" by the Detroit News' 'Michigan's Best' Readers Poll for 2005.

### Improving Business Processes

As a result of the success Greektown has experienced with CMP, the property decided to leverage its robust functionality to implement Bally Technologies' TableView product, selecting a combination of Bally CMS®/TMS™ technology to create the best gaming experience possible for their customers. The property has a large selection of table games including: Poker, Pai Gow Poker, Caribbean Stud, Three Card Poker, Roulette, Craps, Blackjack, Baccarat, Mini Baccarat and Casino War. "Our ongoing commitment is to develop new and innovative products that will improve table games operation and

the bottom line," said Jerry McGowan, Regional Sales Manager for Bally Technologies. "Meetings to discuss the project of installing TableView began in July of 2005, contracts were signed by Christmas, and the installation is scheduled for early July of 2006," added McGowan.

### Future Plans

TableView is one of the new innovative table management systems from Bally TMS™ that allow properties to replace existing manual rating processes with the ease and simplicity of electronic automation, creating an almost paperless environment in the pit. "We selected TableView for improved cost savings and efficiency on the floor," said Giffen Tan, Director of Table Games. "In the long run, these more accurate player ratings will help to expand our customer database.

"We look forward to an improved rating system featuring user-friendly tools to help our table staff better manage the floor. Pit Clerk positions





typically have a high turnover. With TableView, we will be able to create dealer and supervisor roles to lessen the difficulty in retaining our employees. We are currently using CMP on our slots using Bally Power Promotions™ and Bally Power Coupon™. The touch-screen data entry and integrated player card reading features running off of our Microsoft Windows®-based application will encourage our staff with easy-to-use technology that will make their jobs easier. Eventually, we plan to expand bonusing to our table games for an even more enhanced player experience.”

#### **Key Benefits**

- Touch-screen entry
- Integrated CMS database Access
- Safe and Secure
- Player card reader
- Easy-to-use
- Seamless
- Browser-based access

#### **Geography: Detroit, Michigan**

**Casino Profile:** Greektown Casino is the leading casino in the state of Michigan with the largest number of table games in the city of Detroit.

#### **About Bally Technologies, Inc.**

Las Vegas-based Bally Technologies, Inc. (NYSE: BYI) designs, manufactures, operates and distributes advanced gaming devices and systems worldwide. Recognized as the industry systems leader with more than 345,000 machines and 625 casino, bingo, Class II, central determination and lottery locations worldwide — including more than 162 locations currently running Bally eTICKET™ on more than 178,000 slot machines — the Bally systems product line offers slot machine cash monitoring, table management, cashless, accounting, security, maintenance, marketing, promotional and bonusing capabilities, enabling operators to accurately analyze performance and accountability while providing an enhanced level of customer service. For more information about Bally Technologies, visit [www.BallyTech.com](http://www.BallyTech.com).