

Wireless Gaming: The consumer demands it. And now that security is even better than wired gaming, progressive operators are deliver it.

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Over the last decade, consumers have benefitted from the lower costs and large number of secure mobile devices and applications available on the market. They're comfortable with the level of security built into these phones, tablets and laptops. Based on this experience, these consumers, as players, are now poised to adapt to wireless gaming.

As server-based gaming makes its way into our industry, are distributed VLT gaming operators ready to make the most of on-demand networked technology by provide wireless gaming? For these operators, system, device and game security is paramount. Yet the notion of wireless raises questions about just how secure these networks can be.

Operators may not be aware that security advances and on-line diagnostics have the potential to make wireless networks in distributed VLT operations even more secure than wired networks. Additional layers of security are available so operators can offer a state-of-art wireless gaming experience that's tailored to the unique needs of distributed VLT operations, and that's both tamper-proof and economical. This mini white paper offers a brief outline of the extent and multiple layers of security options for distributed VLT gaming operators.

Why go wireless?

Player preference is one of the key drivers of any new gaming technology. By its very definition, wireless gaming offers freedom and mobility to players, so they can sit wherever they like within a retail operation in order to play. Wireless gaming can attract new types of players who prefer using mobile devices over the traditional Electronic Gaming Machines (EGMs).

As well, a wireless mobile program enables retail operators to benefit from more gaming activity on their finite floor space, because of wireless and mobile devices' minimal footprint.

However, traditional EGM-based operations can also benefit from a wireless infrastructure.

In a wireless configuration, floor networks do not need to be laid out in advance, and floor plans can be changed without a need to

rewire the floor. For retailers with small spaces and floors that do not easily accommodate hardwiring, wireless EGMs make deployments and the movement of terminals much easier for new and established sites – saving time and operational costs.

For those upgrading their program to support the higher bandwidth required for Game to System® (G2S®) protocols, it's more economical to upgrade to wireless, rather than wired Ethernet connections between the VLTs and the site controller.

For operators establishing new programs, a gaming program based on mobile devices means significantly lower capital costs, because mobile devices are more affordable per unit that traditional EGMs. Likewise, installation costs are lower, because it's more economical to create a wireless network than a wired one.

Finally, wireless and mobile gaming is perfectly suited to central systems that deliver Server Based Gaming and networked gaming, which allows content to be uploaded instantly on demand. Indeed, wireless gaming appears to be part of the natural evolution of networked gaming.

Wireless: built-in security

Consumers have embraced wireless and mobile products, in part because the devices have proven to be secure. Today, almost every major bank offers secure wireless banking transactions through mobile devices.

This is because strong encryption and authentication standards already exist in WPA2, IEEE802.xx and MAC ID filtering, the set of security standards for wireless local area networks (WLANs) that provide the basis for wireless network products.

These types of safeguards also happen to be the basic building blocks for the gaming industry. This built-in security is the first powerful layer of defense for wireless and mobile gaming programs.

However, existing security technologies do not take the unique needs of distributed VLT markets into account.

In distributed VLT markets, additional security features are required in order to:

- Prevent activation of unauthorized devices
- Prevent activation and use after authorized hours
- Limit use only within the retail site
- Stop tampering, such as changes to game meters and game data
- Enable age verification

Distributed VLT wireless: more secure than wired

Additional specialized security features tailored to distributed VLT environments can ensure a tamper-proof program. These features could include the following:

- Encrypted licensed tokens
- Geo-fencing
- Dongle-based security access for authorized players and retail operators
- An integrated access point at the site controller and centralized management in the data center

Licensed tokens can be generated, distributed and managed between the central system or site controller and the distributed gaming devices, creating a secure private wireless network where only mobile devices with active and authenticated licensed tokens can be activated at a specific retail location.

Geo-fencing of retail boundaries through the use of Radio Fre-

...continued on page 35

kets as it is an emerging interest and new engine for profitable growth for both operators and governments throughout Latin America. Specific plans for new VLT markets are being discussed by multiple countries. This puts IGT in a unique position because we have such a strong background in VLT markets throughout the world and can bring lessons learned from similar regions to these customers. We also have strong, existing strategic relationships with current operators and will carry that trust and business knowledge into their new VLT operations.

Like the U.S., mobile and online gaming is a possibility in multiple countries in Latin America as governments are treating mobile and online gaming legislation and regulation as a priority. With IGT's experience in both the land and online business, we intend to use our internet gaming platform technology when and if these opportuni-

ties arise help these brick and mortar customers extend their business to new and existing clients in the online gaming spaces.

Throughout Latin America, there is a mature land-based gaming business with small and medium privately-held companies and larger publicly traded entities. These businesses know their local markets very well and know what is needed to cater to their player base. What IGT can offer these customers is the knowledge and experience needed to help them expand into the VLT, mobile and online markets. There is a tremendous amount of innovation available for these customers as they are growing their business on their floors, in potential VLT markets and in the possibly emerging mobile and online sphere. ♦



Wireless Gaming ...continued from page 32

quency Identification (RFID) tags and sensors monitored by the site controller can help to prevent the mobile gaming devices from operating beyond of the limits of the regulated retail floor space.

Retailers know that their staff isn't equipped with the time or expertise to address IT issues among players at their retail sites. For that reason, managing separate wireless access points at each site is out of the question. They also pose additional security risks and add to cost. However, this can be addressed with an **integrated wireless access point** based at the site controller and managed from the central system.

The central system can be **configured to manage wireless network authentication**, as well as authentication of players' use of the mobile device. It could also provide encryption, rogue device detection and containment, malware security software, and limitation of the wireless radio frequency range to the physical boundaries of the retailer location.

For more information: Call 1.800.561.GAME (4263) or 506.878.6000, email lottery.gaming@spielo.com, or visit us at www.spielo.com

Mitra Mahabir ...continued from page 23

prefer to interact with the consumer directly. Frankly, we are most focused on supporting our traditional agents and helping them to increase sales and produce the sales increases we need. Self service machines will be part of our offering within the next 2 years.

Is it hard to recruit additional retailers?

M. Mahabir: No. The consumer demand for lottery is strong, so there are always more retailers who would like to distribute lottery products. We are focusing on developing key accounts, operations with more than one outlet, and businesses that really want to build the lottery business. Those are the kinds of partnerships that work best for us, but also for the consumer and the retailer. The retailer commission is 8%, for on line games and 10% on instants tickets and so this is a good business for them.

One other thing is that our agents also offer the facility to pay bills, like utility bills

and so on. Helping our agents to expand their services like this is good for everyone. That has a ripple effect because as more people visit their agents and buy more products and services from our agents, they will be inclined to participate in our games as well.

Do you happen to know what the ratio of retailers to consumer population is?

M. Mahabir: We have about one retailer to 400 consumers.

That's quite high. Are there plans to implement internet and mobile distribution of lottery products?

M. Mahabir: Possibly. But Trinidad is a traditional and very religious culture, so we need to be very sensitive to our own cultural mores. We do want to grow the business and make the products accessible to the consumers. And we do realize that the internet gives us far better exposure to younger adult seg-

Conclusion

The very nature of wireless technologies naturally raises questions about security for gaming operators concerned about the integrity of mobile and wireless applications. As this mini white paper has shown, existing wireless security standards offer a strong first line of defense.

However, these standards can be enhanced with additional layers of security tailored to the needs of distributed VLT gaming operations, such as encrypted license tokens, geo-fencing, dongle access and an integrated access point at the site controller.

These additional layers of encryption, authentication, and monitoring can provide retailers and operators with the security they need to drive down operational costs, free up floor space, enhance the gaming experience for loyal players, attract new player demographics, and successfully enter a new era of wireless gaming. ♦

ments. So I am sure we will do what is best for the consumer, but we will move cautiously and make sure that we stay consistent with our social responsibilities.

How does being a member of The World Lottery Association (WLA) benefit the NLCB?

M. Mahabir: The NLCB has benefited from the WLA. For instance we embarked on a pre RFP exercise and received valuable assistance from the WLA in terms of the kind of consultant that we should retain to assist us. And we have certainly benefited from the conferences. We receive lots of very useful information from the WLA, and will continue to rely on them for guidance and assistance as we explore ways to evolve our business. And just being a part of the international community of lottery operators, having easy access to the lines of communication and support from colleagues around the world is very helpful. ♦