



the  
**INSIDE** Straight™

VIDEO POKER NEWS FOR THE CASINO PROFESSIONAL

June 2012 ♦



**FIVE STAR POKER®**  
BETTER SERVING  
HIGH-LIMIT PLAYERS  
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GAMES AND SET-UPS

ULTIMATE X POKER®  
A BEHEMOTH

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## FOOD FOR THOUGHT ON RUNNING VIDEO POKER PROGRESSIVES AND CONSIDERATIONS ON POSSIBLE SET-UP OPTIONS

John Daley Director of Video Poker ♦ IGT



**W**ow summer is almost here, families will soon be traveling with the kids, retirees and snowbirds have probably all roosted back at home after wintering in the warmer climates of the south.

As casino operators, it is time to figure out how to get those folks to “come on in” and enjoy all your fine entertainment offerings.

In this issue of *The Inside Straight*, Sal will give you some thoughts on running video poker progressives and a variety of considerations and possible set-up options. We will talk a little

about the advantages of a well set-up progressive bank and why you might want to add a few to your floor.

On the eve of All Star Poker® II coming to market, Nikol gives some recommended set-ups and some things to watch out for - can you say Jackpot Liability? Shannon will talk about our fastest growing game Ultimate X Poker®, share some performance numbers and give you some food for thought.

Mike gives some ideas on Five Star Poker® and talks about why it is unique and an excellent fit for High-Limit Rooms where you want to offer your best players maximum choices within that limited space.

We are confident you will enjoy this issue and find the articles helpful.

As usual, please feel free to contact any of us with questions about these stories or any Video Poker questions you might have. Also, please feel free to drop us a note with any future story ideas. We publish *The Inside Straight* to help you so we are always open to receiving feedback, questions and ideas from you.

**Enjoy and don't forget your sunscreen!**

## ALL STAR POKER® II ♦ RECOMMENDATIONS FOR PREMIUM PERFORMANCE

Nikol Abelman  
Senior Sales Product Specialist Nevada ♦ IGT



**A**ll Star Poker® was introduced in 2006, and as of March 2012, there are still nearly 2000 units industry wide. The sequel, All Star Poker® II was developed for AVP® only and is therefore service window compatible! As AVP operators already know, it will also allow the digital glass to update with the game play, not to mention progressive capabilities within the standalone unit as well. Pending release of this product, we felt it was a good opportunity to give some suggestions on the set up and awareness to the various top awards. This game is composed of the following themes: Spin Poker™, Ultimate X Poker®, Super Times Pay® Poker, Triple Spin Poker®, Double Super Times Pay Poker™, Deal Draw Poker®, 3/5/10 (Triple Play™, Five Play®, Ten Play™) Pay Poker and a new release, Extra Draw Frenzy Poker™.

Game	Optimal Setup Maxium Bet	Denomination	Top Award
SPIN POKER™ is a 9-line video poker, 3 reel game that appeals to a crossover video poker player.	45 Credits	5c, 10c, 25c	36,000 Credits
ULTIMATE X POKER® gives bonus multipliers to each active hand ending in a winning combination. The value of the multiplier is determined by the pay schedule and is applied to any wins received in that hand in the next game.	30 Credits 50 Credits 100 Credits	25c, 50c, \$1 25c, 50c, \$1 5c, 10c, 25c	144,000 Credits 240,000 Credits 480,000 Credits
SUPER TIMES PAY® was our first buy-a-pay game with an infections random multiplier	18 Credits 30 Credits 60 Credits	25c, 50c, \$1 25c, 50c, \$1 5c, 10c, 25c	120,000 Credits 240,000 Credits 480,000 Credits
TRIPLE SPIN® -Spin Poker™ is one of the most popular and enduring Triple Spin® Poker games of all time. Triple Spin® Poker brings even more excitement with three games on the same screen. Now you can have 27 pay lines and more opportunities to win!	135 Credits	5c, 10c, 25c	108,000 Credits
DOUBLE SUPER TIMES PAY™ AVP® gives multiplier action on an average of every 8 hands, as well as, being a possibility on the Deal and again on the Draw, for a combined multiplier of up to 20X!	21 Credits 35 Credits 70 Credits	25c, 50c, \$1 5c, 10c, 25c 5c, 10c, 25c	240,000 Credits 400,000 Credits 800,000 Credits
DEAL DRAW POKER®- Deal Draw is an improved version of the old classic, Double Pay Poker. It's a fun bet with action on the Deal and on the Draw! Getting paid twice, with Triple Play™, Five Play® and Ten Play™ options, your wins can really mount up!	30 Credits 50 Credits 50 Credits	25c, 50c, \$1 5c, 10c, 25c 5c, 10c, 25c	192,000 Credits 320,000 Credits 640,000 Credits
EXTRA DRAW FRENZY POKER™AVP® (Trade Up Poker® remake) is a multi- hand game where with a 1 coin side- bet per hand, a dealt 3 of a kind adds a number of bonus hands to your game play. For example: Triple Play™ earns up to 9 additional hands for a total of 12 starting hands with a 3- of- a kinds.	18 Credits = 15 base + 3 extra 30 Credits = 25 base + 5 extra 60 Credits = 50 base + 10 extra		40,000 Credits 60,000 Credits 100,000 Credits
3/5/10 PLAY (Triple Play™Five Play® Ten Play™Poker ) - The game allows you to play multiple hands at once with bets of up to five coins per hand. 3/5/10 Play Poker, IGT's most popular video poker game, includes all the popular game families.	15 Credits 25 Credits 50 Credits	25c, 50c, \$1 25c, 50c, \$1 5c, 10c, 25c	15,000 Credits 25,000 Credits 50,000 Credits

Note: The top seven themes we suggest when optioning this game are: Bonus Poker®, Double Bonus Poker®, Double Double Bonus Poker®, Bonus Poker Deluxe®, Triple Double Bonus Poker™, Deuces Wild and Jacks or Better.

Five star poker®

# BETTER SERVING THOSE VALUABLE HIGH-LIMIT PLAYERS

Michael Drummond

Senior Sales Product Specialist Southeast Region ♦ ICT

**A**re your video poker players who enjoy playing Double Super Times Pay® Poker, Ultimate X Poker® and Super Times Pay Poker® on the main floor expressing interest to play these games in higher denomination?

If the thought of these players winning more than 800,000 credits goes beyond your jackpot threshold, we suggest introducing Five Star Poker® to the high-limit area. This game offers some of our most successful multi-hand games in a single-hand format:

- Ultimate X Poker®
- Super Times Pay® Poker
- Double Super Times Pay® Poker
- Quick Quads Poker®
- Dream Card® Poker
- Good Times Pay Poker®
- Double Pay Poker®



## • Random Rewards® Poker

**O**perators spend many hours trying to configure the high-limit area. One of the main reasons for this is jackpot exposure.

If we look at the game Double Super Times Pay™, a player must wager 7 credits per hand multiplied by 10 hands. That is a 70 coin bet!

In this Ten Play format, the top award is 800,000 credits. Just imagine offering this game in high denominations such as \$1, \$2 or \$5. It's a life-changing event for the player as well as the operator!

**So how can an operator appeal to a player without having his numbers turned upside down?**

Offer Five Star Poker® in the high-limit area. The top award on this game is 80,000 credits. The question may come up, "how is this possible"? Five Star Poker® offers 8 exciting games in a single-hand format. The reduction in hands greatly reduces the top award. Now operators can offer the higher denominations without the thought of a player winning a million bucks on a video poker game. Offering proven themes with a variety of denominations delivers value and provides entertaining game play for the valuable, profitable high-limit player.

Since the launch of this game, operators throughout the country are seeing great performance. In the Western market, John Clausen, Director of Slot Operations, at Pala Casino, Spa and Resort in California relies on good video poker products to keep his players happy. Five Star Poker® continues to be an excellent game for his high-limit players, and he is currently experiencing a 3X poker house average in high-limit!

**D**irector of Casino Services at Harrah's Maryland Heights, Doug Lang, sees the performance at 3X the average poker game in high limit. In Florida, Director of Casino Operations at Isle Casino Racing Pompano Park, Bill Crafts, recently installed one unit the week of February 20 this year and the coin-in is already 60% higher than high-limit poker games and 70% higher than the floor average.

With 8 different game themes to choose from, 55 popular game families and 229 paytables, it may seem like a daunting task to setup Five Star Poker® in your high-limit area. To alleviate any of those concerns, here is our recommended setup. (Don't forget that you can use an IPC to make setup easier and quicker. If you do not own an IPC, call IGT Casino Services and they will use one of our IPC's to set up your games for you.)

Game Theme	Denomination	Max Bet	Top Award	Par Sheet Code	Available Game Families
Double Super Times Pay Poker™	\$1, \$2, \$5	7 Credits	80,000 Credits	DSTP	Bonus Poker®, Bonus Poker Deluxe™, Deuces Wild Poker, Deuces Bonus Poker, Double Bonus Poker, Double Double Bonus Poker®, Jacks or Better Poker, Joker Poker®, Triple Double Bonus Poker®
Double Pay Poker	\$1, \$2, \$5	10 Credits	64,000 Credits	DP	Deuces Wild Poker, Double Bonus Poker®, Double Double Bonus Poker®, and Triple Double Bonus Poker®
Ultimate X Poker®	\$1, \$2, \$5, \$10	10 Credits	48,000 Credits	UX	Bonus Poker®, Bonus Poker Deluxe™, Deuces Wild Poker, Double Bonus Poker®, Double Double Bonus Poker®, Jacks or Better Poker, Joker Poker
Super Times Pay® Poker	\$1, \$2, \$5, \$10	6 Credits	40,000 Credits	STP	Bonus Poker®, Deuces Wild Poker, Double Bonus Poker®, Double Double Bonus Poker®, Jacks or Better Poker, Joker Poker
Good Times Pay Poker®	\$1, \$2, \$5, \$10	10 Credits	28,000 Credits	GTP	Bonus Poker®, Bonus Poker Deluxe™, Deuces Wild Poker, Double Bonus Poker®, Double Double Bonus Poker®, Jacks or Better Poker, Joker Poker, Triple Double Bonus Poker®
Random Rewards® Poker	\$1, \$2, \$5, \$10	6 Credits	6,000 Credits	RR	Bonus Poker®, Bonus Poker Deluxe™, Double Bonus Poker®, Double Double Bonus Poker®, Jacks or Better Poker, Triple Double Bonus Poker®
Quick Quads Poker®	\$1, \$2, \$5, \$10	6 Credits	4,000 Credits	QQ	Bonus Poker®, Double Bonus Poker®, Double Double Bonus Poker®, Jacks or Better Poker, Triple Double Bonus Poker®
Dream Card® Poker	\$1, \$2, \$5, \$10	10 Credits	4,000 Credits	DC	Bonus Poker®, Bonus Poker Deluxe™, Deuces Wild Poker™, Double Bonus Poker®, Double Double Bonus Poker®, Jacks or Better Poker, Triple Bonus Poker™, Triple Double Bonus Poker®

**W**hen it comes to offering game families, we recommend four to six of the same game families per game theme if available. While some of the themes have more game families than others, we still recommend limiting the game family selection. This makes it less confusing to a player. A player could be playing Triple Bonus Poker™ on Dream Card® Poker and switch to Ultimate X Poker®. That Triple Bonus Poker™ game family is not available on Ultimate X Poker®, and this could frustrate a player and cause them to walk away. Always remember, we help with set-ups. Just call us.

In terms of pay tables, we recommend offering games in the 98% range. If the games are offered at 95% to 96% range, you may find a shorter life span with this game. When a pay table is loosened or tightened we are only talking about a change on the Full House, Flush and sometimes the Straight – the Royal remains the same unless it is progressed.

In addition, Five Star Poker® is also perfectly suited for bar top play and on the main floor. This is a great way to introduce multi-hand games to single hand players at an affordable cost.

For more information about Five Star Poker®, please contact your Account Manger or Video Poker Product Specialist.



# UNIQUE PROGRESSIVE GAMES AND SET-UPS

Sal Lambert *Senior Sales Product Specialist Western Region* ♦ IGT

We all know the poker player is a unique individual. They have their favorite casinos to play at, and they are drawn to certain poker banks that offer game families with a liberal payable. But add in a progressive and BOOM! You have a very happy poker player. While visiting operators in the west and going through performance numbers on their poker banks, progressive banks generally perform better than stand-alone banks. In this article, we will discuss different types of progressives in the west that continue to be very successful.

A few of the main advantages of offering a good progressive is that you build a loyal poker crowd. For the most part, the property will attract "educated" poker players who chase these poker progressives. Another advantage of offering a well-set poker progressive is that you might lure an educated poker player away from casinos that do not offer progressives.

What does this educated player look for in a progressive poker bank?

The first thing I look at is the payable; the second is how fast the progressive meter is moving; and last is the number of progressive levels that are being offered. The following are a few examples of successful poker progressives that the operators offer in our California market.

Randy Reedy at Valley View Casino Resort offers a one-of-a-kind poker progressive not offered anywhere else

in the southern California market. This progressive is a nickel-based, fifty-coin Double Double Bonus Poker® with six levels of progression. It offers an 8/5 payable (note that this 8/5 payable is 96.80%) to give the operator plenty of room to contribute to the meter as well. Below are a few of the key components to make this type of progressive work.

- Offer 1,500 coins with a five-coin bet for the Royal flush pay. This will force the five-coin customer to play elsewhere.
- Offer a decent payable that will be beneficial to both the customer and operator.
- Create a contribution rate that will make that meter move and win the casino money at the same time!

John Clausen at Pala Resort Casino took it up a couple notches with another one-of-a-kind poker progressive in the California market. John offers a very liberal, high-limit, multi-denomination Double Double Bonus Poker® bank with six levels of progression that are controlled by an IPC (IGT progressive controller). All the progressive denominations and levels can be viewed on screen and the overhead LCD. If the customer chooses to play \$1.00, \$2.00, or \$5.00 denomination, he will be pleased to see a 9/5/4 payable. Now if their pockets are deep enough to play the \$10.00 or the \$25.00 denomination, they are rewarded and the game is taken up another notch to a 9/6/4! Like all smart operators, John offers just enough contribution to the meter so both the customer and the casino benefit.

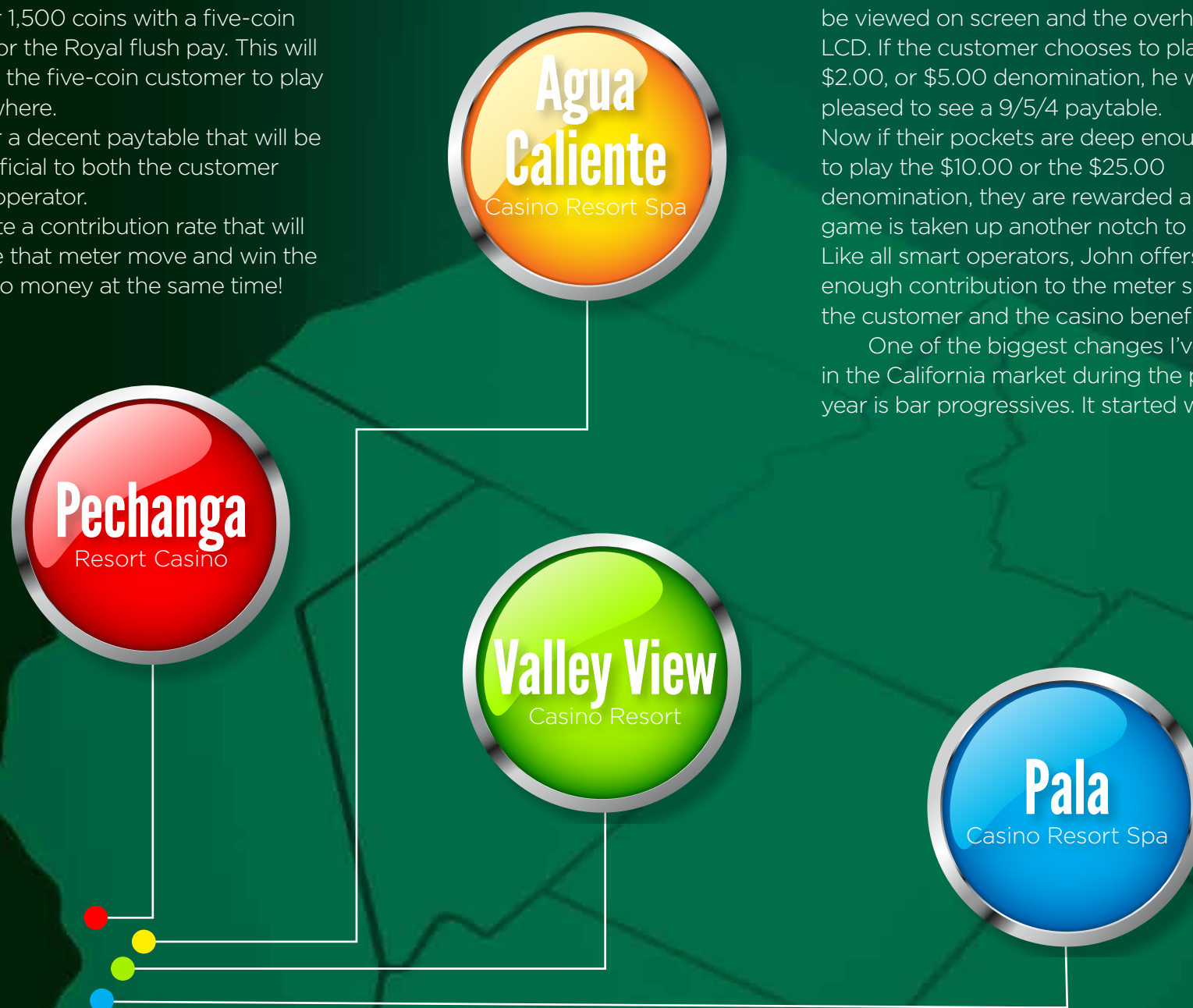
One of the biggest changes I've seen in the California market during the past year is bar progressives. It started with

Buddy Frank's bar at Pechanga where he first linked 10 Super Stars® up with 10 Game Kings®. He progressed the Royal Flush with six popular poker game families at quarters and dollars only. Soon after that, Agua Caliente, Sycuan Resort Casino, Viejas, and Pala followed suit and have experienced the same success as Buddy.

Finally, there are two very unique poker games that I rarely see anymore: Sequential Royal Flush and Suited Royal flushes. The Sequential Royal Flush is a very simple set-up with BIG rewards for the player. Basically, the player can still win 4,000 coins if the royal flush is won out of sequence or the player can win 50,000 credits or more if the royal flush is won in sequence (10, J, Q, K, A) or vice versa. In a recent visit to the midwest, I visited a property that offered the royal flush at 4,000 coins, Sequential Royal Flush pays 50,000 credits. Back in the day, a very popular Vegas local property would go as far as to offer a house if a player hit a royal flush in sequence.

The Suited Royal Flush progressive is a simple set-up that is offered in six popular game families. Typically the player is offered different progressive levels for each suit, and once the particular suit has been hit, the suit resets to base value.

If you have any questions regarding IGT video poker progressives, please consult your local Video Poker Product Specialist in your territory or John Daley, Director of Video Poker, at [john.daley@igt.com](mailto:john.daley@igt.com).



# ULTIMATE X POKER®

## A BEHEMOTH AMONG GIANTS

Shannon Bloom Senior Sales Product Specialist Midwest and Northeast Region ♦ IGT

**T**he Midwest Region, and some states in the Northeast Region, are large gaming jurisdictions. The regions currently include 16 states, and wherever you go, it is not uncommon to hear staggering win per unit (WPU) and coin-in numbers on Ultimate X Poker®. It is also not unusual to meet with operators who don't look at their video poker numbers on a day to day basis. In our customer meetings, they are amazed. During one meeting I had a few months ago,

the customer pulled up the performance numbers and couldn't believe it. He said he would have to get back to me with the right numbers because the ones he was looking at


were wrong, he said. After a few days and meter reads, he realized just how accurate the numbers were and promptly ordered more games.

So, we are asking you, do you have enough Ultimate X Poker®? This game has proven to be such a strong theme for operators that we have properties from coast to coast reporting placement numbers in the double digits. The casino with the largest footprint of Ultimate X Poker® is Thunder Valley Casino in Northern California with 34 units; Station's Red Rock Casino is a close second with 33 units; Ameristar St. Charles is third with 23 units; and Borgata in Atlantic City is fourth with 20 units. As you can see

from these game counts and casino locations, players love Ultimate X Poker® no matter where you live.

If you are one of those properties without Ultimate X Poker®, what are you waiting for? This game is over two years old, and it continues to perform and grow. Without this game on your floor, you are not only leaving money on the table, but you aren't offering players the game they want. Unlike other single-hand or other multi-hand games, Ultimate X Poker® has a buy-a-pay of 5 credits, so for every hand the player bets, they are betting 10 credits. For Ten Play™, this equals a 100-credit bet! With that much coin-in, you can't lose.

Maybe you have one or two Ultimate X Poker® machines on your floor and they are strong, but you're hesitant to add more. From my travels, players have a very healthy appetite for this game. The more you have, the more the game performs and the better you look to the bosses. If you are seeing higher-than-normal coin-in, add a few more games to expand the footprint of Ultimate X Poker® on your floor; you won't be disappointed.

This game takes poker to a whole new level. When you can take a poker game from a traditional 5-credit bet to 30 credits with Triple Play™, 50 credits with Five Play™ and 100 credits for 10 Play, you definitely have a winner! Add large and frequent multipliers on the next hand, and not only will you see time on device for the players, but more players in seats for the operators. That's  at players in seats call a win-win!

If you have any concerns with your setups of Ultimate X Poker®, please check in with your Video Poker Product Specialist to help you.



A Free Non-Wagering Web Site



Players play for free and for fun before coming to the casino

Visit  
**videopoker.com**

to find out why it's the best Video Poker site on the Web.

For more information and to discuss partner opportunities, send email to

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