

AN INTEGRAL COMPONENT

In jurisdictions such as Asia, electronic table games have been an integral component of the casino floor for many years, according to Paul Baskerville, director of ETG product management at IGT.

“In North America and in other jurisdictions around the world, a similar trend started taking hold several years ago,” he told InterGaming. “Like with any new casino experience, player adoption was somewhat gradual, yet ETGs have successfully cleared the ‘introductory period’ and are now a staple on nearly every modern, mid to large-sized casino floor.

“We see players and operators finding meaningful value in the ETG segment and at IGT, our ETG business performance has never been stronger. The Covid-19 pandemic has undoubtedly accelerated the relevance of and demand for our Dynasty ETG portfolio.

“IGT’s progress in this category is fuelled by our innovative and diverse content portfolio and our hardware’s capacity to help operators accommodate social distancing,

deliver a positive player experience and reduced labour costs.”

Baskerville added that ETGs are an essential element of the modern-day casino. “With the ever-expanding casino and igaming market, it’s likely a dynamic hierarchy in terms of which games lead first, second, third and so on, but I say with confidence that ETGs are growing in popularity at casinos of all varieties and in varied geographies.”

What does he feel is the value to the operator of a stadium-style ETG area? “A stadium-style ETG set-up provides operators with a range of benefits. First, a stadium set-up creates a destination on a casino floor. Multiple rows of terminals gain patron interest and enable operators to define a space with a signature look and feel.

“Secondly, stadium-style configurations

easily accommodate social distancing without compromising the excitement of a group setting. Additionally, IGT’s ETG terminals enable our customers to offer a variety of games on a single unit, given the agnostic nature of an ETG and the absence of cards, chips, etc.

“Our new Peak Terminal is a compact, versatile hardware that can currently be leveraged for RNG content and can be deployed anywhere on a casino floor, including in a stadium environment. No matter the configuration, our ETGs can help operators optimise their labour costs, increase rate of play and reduce dependency on cash.

“The quality of IGT’s ETG content and the versatility of our hardware continue to motivate our customers to invest in our ETG solutions and differentiate our offering. For example, over the last several years we have developed a robust portfolio of innovative, IGT-only sidebets for our live and RNG roulette, blackjack and baccarat games.

“IGT was also the first supplier to introduce Triple Zero Roulette. When developing our Peak Terminal, we conducted significant focus group testing to ensure that our hardware delivers the most desirable player experiences in the market. This attention to detail, passion for performance and research-backed approach to product development across product verticals benefit IGT and our customers.” □

