

## Scientific Games EMPOWER Customer Conference Showcases Technology Solutions for Tribal Gaming Operators



Gavin Isaacs, President and CEO of Scientific Games.

Scientific Games hosted its EMPOWER customer conference March 29-31 at Planet Hollywood Las Vegas Resort & Casino, drawing over 700 attendees, including a host of tribal gaming operators from across North America. The three-day event showcased the company's broad portfolio of gaming, lottery, and interactive solutions, with a focus on game platforms, game content, and technology solutions that help casino operators drive revenue, improve operating efficiencies, and increase player engagement.

The conference represented key Scientific Games brands Bally, Barcrest, Scientific Games, Shuffle Master, and WMS, spanning a wide range of products and technologies. EMPOWER attendees represented more than 150 casinos and lottery corporations and 10 different countries, to total more than 700 people including customers, sponsor partners, media, and Scientific Games employees. The footprint was 30 percent larger than the company's 26,000 sq. ft. exhibit at Global Gaming Expo (G2E).

"EMPOWER highlights innovation first and foremost," said Scientific Games President and CEO Gavin Isaacs. "Customers have one-on-one time with us, and we receive feedback directly from them. They're even seeing products in development and have a chance to give input, which is vitally important to us."

EMPOWER evolved from the Bally Systems Users Conference, which was held for 11 years at various casino resorts across the U.S., most recently at Mohegan Sun in Connecticut and Pechanga Resort & Casino in California. Following the 2014 merger of Scientific Games and Bally Technologies, Scientific Games expanded the conference to include gaming, lottery, and interactive content – making EMPOWER the only private, global conference of its kind in the gaming and lottery industry.

At the conference's open, Isaacs welcomed attendees, gave an update on Scientific Games' business, provided an industry update, and shared the importance of embracing disruptive technologies in partnership with regulators to keep the industry strong. Isaacs also discussed why keeping



casino floors up-to-date with the latest technologies is critical in enabling casino operators to capitalize on the many new ways to engage players through mobile; floorwide bonusing and promotions; in-game messaging; “Big Data,” business intelligence, and player insights; and in-venue wagering on personal mobile devices.

Scientific Games’ ability to provide a single view of the player was a prominent theme. Through its casino, slot, table, and media management systems, player-tracking solutions, business intelligence tools, mobile concierge, and online and social offerings, Scientific Games demonstrated its ability to give casino operators a 360-degree view of their players – in the casino, online, and on the go.

Gaming executive Buddy Frank, who has served in slot operations leadership positions at various casinos including Pechanga Resort & Casino and Viejas Casino, moderated a customer panel featuring engaging conversation about the current state of the industry, trends, and what leading casinos are doing to improve the player experience. Panelists included Melissa Price, Senior Vice President of Gaming for Caesars Entertainment; Larry Lewin, President and CEO of Lewin International; Johnny Walker, Director of Gaming Operations for Muckleshoot Casino; and Scott MacKenzie, Transformation Gaming Division Director for Ontario Lottery and Gaming Corporation (OLGC). A large portion of the panel’s time was devoted to the opportunities of Big Data.

Scientific Games Enterprise Chief Technology Officer, Steve Beason, led a CTO Forum to with Scientific Games’ chief technologists, discussing the future of gaming related to convergence, disruption, and Scientific Games’ commitment to customer and player-driven innovation.

A highlight of the conference was a keynote speech by Apple Computer co-founder and philanthropist Steve Wozniak, who helped shape the computing industry with his design of Apple’s first line of products and influenced the popular Macintosh. Wozniak spoke to EMPOWER attendees for nearly two hours about his history with Apple, his thoughts about the importance of innovation and disruptive technologies, and his current role as the Chief Scientist at Fusion-io.

“This year’s EMPOWER was a landmark event for Scientific Games, marking the first time we brought customers together



Steve Beason, Scientific Games’ CTO, hosted an engaging keynote Q&A session with Steve Wozniak, technology innovator and co-founder of Apple.

for a private, invitation-only event representing all of our business divisions,” said Laura Olson-Reyes, Scientific Games Executive Director of Corporate and Community Relations. “The highlight for us was the opportunity to listen to our customers, give them hands-on demonstrations of our newest products, and get their feedback – helping shape our innovation in direct partnership with customers.”

The high-energy conference provided casino and lottery operators from across the globe with world-class professional development, hands-on product demonstrations, fast-paced workshops, direct access to Scientific Games’ product experts, and valuable networking events.

Attendees were able to choose from more than 40 interactive breakout sessions and how-to workshops, featuring content that included Mobile, Marketing, Big Data, The 360-Degree Customer, Slot Floor of the Future, Emerging Technology, and more.

“Our focus is providing tribal casinos with the right tools to drive their businesses,” said Isaacs. “They are investing in their properties and guest experiences, and reaping the rewards for it. We will continue to innovate to provide our customers with great solutions for their floors.” ♣

For more information about Scientific Games, visit [www.scientificgames.com](http://www.scientificgames.com).