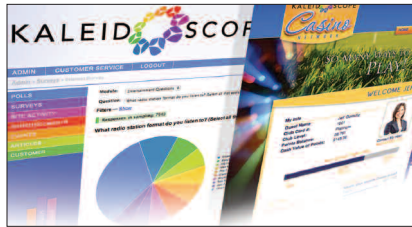


## Check Out These New Product Releases!

### Kaleidoscope

Kaleidoscope provides websites that are customizable to individual casinos and their players allowing the casino to communicate personally relevant account and property information to its players while providing a platform for players to communicate to the casino.



The sites track psychographic player attribute data to maximize media placement strategies, to understand what the players want both on property and off, enhancing promotion planning and hosting efforts.

Product and service satisfaction is tracked by game and amenity – to the time of use. It includes a system of email alerts for notifying staff of dissatisfaction for immediate service recovery and a system for notifying patrons of upcoming events of their stated interest and expiring offers.

All player data is tied to player value as reported from the property's player tracking system. Easy-to-read-and-analyze reports are provided in real-time on all psychographic data. Each report can be filtered by segment and metrics such as value strata, age, gender, club status, and distance from property. Player satisfaction data is compared to prior periods and shows where the property ranks against its competition.

Kaleidoscope's philosophy is to make the product available to all casinos by pricing it at an affordable monthly licensing fee.

**Contact: Kaleidoscope Network**  
(480) 385-6757  
[www.focusonyourplayers.com](http://www.focusonyourplayers.com)

### DEC-A19-5X1W DécorLED Series

LEDtronics, Inc. announces the newest members in its series of high-brightness, energy-efficient LED replacements for A19-style light bulbs for home and commercial use. The DEC-A19-5X1W DécorLED Series comes with softly diffused, precision domed lensing that directs light at a 95-degree beam, and is available in Warm White (3000 Kelvin) and Pure White (6000K). These A19-style LED bulbs offer long-term durability, low power consumption, environmental sustainability and money savings. They run



on a flexible voltage range of 85-265 VAC requiring no special adapters, and replace 40W to 50W incandescent bulbs while consuming less than 7 watts of power.

In addition, the series DEC-A19-5X1W DécorLED boasts an outstanding color quality of up to 85 CRI, a horizontal beam spread of around 130 degrees, powerful 416 (XPW) and 340 lumens (XIW) of brightness, easy drop-in installation in existing 26mm Edison or E27 European screw-in base sockets, and sturdy construction with UV-stabilized polycarbonate lens over five 1-watt, high-power Cree XR-E LEDs encapsulated around a unique grill-style, heat-sinking magnesium-alloy housing.

Because LEDs have no filament, their solid-state design renders them impervious to shock, vibration, frequent switching and environmental extremes. With an average lifespan of more than 50,000 hours (5.7-plus years), white LED bulbs operate more than 20 times longer than the equivalent incandescent bulb, eliminating repeated re-lamping!

**Contact: LEDtronics**  
(800) 579-4875  
[www.ledtronics.com](http://www.ledtronics.com)

### 52-inch S521 LCD Display

NEC Display Solutions of America, a leading provider of commercial LCD display and projector solutions, announced the addition of the 52-inch S521 to its S Series, which includes the 40-inch S401 and 46-inch S461 LCD displays.



This full high-definition display is designed for environments with extended operation times, such as hospitality, boardrooms and public areas. The ambient light sensor provides optimum brightness based on existing light conditions, while its Enhanced Digital Signage Technology Suite boasts more than 30 built-in features to benefit a variety of applications. With the capability of operating a video wall matrix up to 10x10 (100 displays), the S521 is an asset to customers looking for a sleek appearance with an advanced feature set.

The S521 is available for shipment with a 3-year parts and labor warranty, including the backlight.

**Contact: NEC Display Solutions**  
(866) NEC-MORE  
[www.necdisplay.com](http://www.necdisplay.com)

## Logo and Lighting Solutions

Have you been looking for a way to give your casino floor some flair and give it a style all its own?

Look no further than the industry leader in sheet metal slot bases. VSR can outfit your floor with an affordable comprehensive lighting and logo package that will give your customers reason to keep coming back. Whether its a simple cutout for your logo in an endcap or an intricately cut logo with animation in a purse guard to give your



floor added flair, VSR can custom tailor the product to fit your needs as the logo and lighting packages can be tailored to practically any product VSR offers.

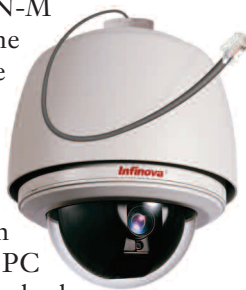
Some of the features of our logo and lighting services are: Custom graphics, both animated and non-animated in a variety of applications (I.E. endcaps, purse guards, base doors etc.); Down lighting for the bullnose of your base; LCD mounts for advertising on the end of slot banks; Plug and Play is the product that is ready to go out of the box, just add a power outlet.

VSR logo and lighting packages perfectly compliment a base package and are a great addition to any casino floor.

**Contact: VSR Industries**  
(800) 600-1510  
[www.vsrindustries.com](http://www.vsrindustries.com)

## V1720N-M Series High Speed Indoor IP PTZ Dome Camera

Infinova introduces its new V1720N-M Series high-speed indoor IP PTZ dome camera, which integrators can provide customers wanting an easy transition from analog CCTV systems to IP-based digital video surveillance solutions. With the V1720N's built-in software, users can view, control, and even program the IP PTZ domes from a PC connected to a work station using a standard web browser and Infinova's on-screen simulated keyboard.



The V1720N is another camera solution that will provide customers with a cost-managed approach for migrating to IP. Infinova wants to enable organizations to move to IP as budgets and requirements dictate while also extending the life of their existing analog surveillance systems.

Leveraging a digital video output utilizing MPEG4/MJPEG compression, users can obtain high quality video at up to 30

fps with the new V1720N cameras. Infinova's V2216 Network Video Management Software can be used directly with the new domes to provide an online virtual matrix switcher. In conjunction with other VMS suites, video can also be recorded on a dedicated server.

To assure that no video is lost if there is a network breach, SD storage cards are provided. Using Infinova V2216 software, users can later retrieve their video.

**Contact: Infinova**  
(888) 685-2002  
[www.infinova.com](http://www.infinova.com)

## Limited Edition Commemorative Pins Honoring Prominent Cherokee Leaders, Statesmen And Citizens

Cherokee Nation announces the introduction of the all-new, limited edition commemorative pins that honor prominent Cherokee leaders, statesmen and citizens. Will Rogers is the first to be featured in the series. The next will be former Principal Chief Wilma Mankiller followed by other notable individuals that have made a difference in the Cherokee Nation.

The commemorative pins are currently on sale at all Cherokee Nation Gift Shops including Tahlequah, Hard Rock Hotel & Casino, Cherokee National Supreme Court Museum and the Cherokee Heritage Center.

A portion of the proceeds from the sale of the Will Rogers commemorative pins will benefit the Will Rogers Memorial Museum in Claremore, Okla. The One Fire Development, a non-profit organization dedicated to advancing Native American communities through economic development, will be the recipient of the charitable contributions from the Wilma Mankiller commemorative pins. Subsequent commemorative pin releases will include a philanthropic element tied to the image and legacy of the individual or organization.

The commemorative pins are a unique way to honor the achievements of our great Cherokee leaders and ancestors who, through their guidance, vision and dedication, helped shape the Cherokee Nation as it is known today. ♣

**Contact: Cherokee Nation Cultural Tourism Group**  
(918) 456-2793  
[www.cherokeetourismok.com](http://www.cherokeetourismok.com)

