

Welcome to the Gaming Standards Association Newsletter – first in a series of quarterly reports on the news, events and activities of the association and its members.

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## Association News

### **GAMMA Flies a New Banner**

On April 4<sup>th</sup>, GAMMA announced its name change to Gaming Standards Association and is sporting a new logo to more accurately capture who our members are and what our organization is committed to delivering. The logo, affectionately known as “touchdown BOB,” in reference to the Best of Breed Standards currently under development, depicts GSA's role in putting the gaming industry puzzle pieces together. “With our organization now being composed of operators and regulatory advisors, as well manufacturers, and suppliers, we now have all of the players needed to develop standard protocols for the gaming industry.” PJ Stegen, Executive Director of GSA emphasized. As the Gaming Standards Association with BOB as our symbol and a full understanding of our mission, we’re moving forward on a new “Fast Track” to cooperatively bring the gaming industry the standards they want.

## Save on Legal Fees

The Gaming Standards Association is pleased to announce that it has negotiated reduced legal fees for its members on services provided by Howard & Howard, P.C.. Howard & Howard is GSA's legal counsel, with approximately 100 attorneys in four offices in Michigan and Illinois. The firm has agreed to offer a 12.5% reduction on legal fees to GSA's Platinum members, 10% to Gold members, and 7.5% to Silver members. "We are excited about the opportunity to expand our support and involvement with GSA, and are committed to providing GSA's members with the timely, cost-effective, aggressive, and high-quality legal representation that our clients have come to appreciate," said Brian D. Herrington, a patent attorney with the firm and GSA's primary legal counsel since 1999. As most members know, the firm operates a website devoted exclusively to the intellectual property aspects of the gaming industry, [www.Gaming-IP.com](http://www.Gaming-IP.com). "We are pleased that Howard & Howard has been willing to provide this option for legal services at a reduced cost, thereby offering yet another benefit of GSA membership," said Peter DeRaedt, Chairman of GSA.

If you would like more information about Howard & Howard and the broad range of services it offers, please contact Mr. Herrington at 517-485-1483, or e-mail at [BH@h2law.com](mailto:BH@h2law.com).

## Log on to GSA

Our new eye popping GSA web site is now in full operation. Easier to navigate and containing up to date information about the association, you will find it at [www.gamingstandards.com](http://www.gamingstandards.com) You may use your current user name and pass codes to access "members only" sections. Please notify us at our new e-mail address [sec@gamingstandards.com](mailto:sec@gamingstandards.com) if you encounter any difficulties.

## GSA E-mail

The new e-mail addresses for GSA staff are:

Secretariat	<a href="mailto:sec@gamingstandards.com">sec@gamingstandards.com</a>
Executive Director	<a href="mailto:ed@gamingstandards.com">ed@gamingstandards.com</a>
Technical Director	<a href="mailto:td@gamingstandards.com">td@gamingstandards.com</a>
Project Manager	<a href="mailto:pm@gamingstandards.com">pm@gamingstandards.com</a>

## Member Profiles



**Boyd Gaming Corporation** has been a Silver member since February 2001. With over 28 years in the casino industry, Boyd Gaming is a valuable addition to the GSA list of members. "Boyd Gaming is pleased to offer our official support to GSA and their quest for establishing standard protocols for gaming equipment. This is an initiative all of us in the industry will benefit from and we are excited to participate in the process," said Blake Cumbers, Vice President of Marketing and Entertainment for Boyd Gaming Corporation. Headquartered in Las Vegas, Boyd Gaming Corporation is a leading diversified owner or operator of 11 casino entertainment properties located in Nevada, Mississippi, Illinois, Indiana, and Louisiana.



**Bally Gaming and Systems**, a Las Vegas-based leader in slots, video machines and casino management software, offers a wide variety of products, including multi-line 3-D video, traditional video, specialty games, and reel-spinning games. Bally's new Thrillions wide-area progressive system offers Betty Boop, Blondie, Popeye and Millionaire 777s games. Bally Gaming and Systems is a wholly-owned business unit of Alliance Gaming Corporation (NASDAQ: ALLY).



**Mandalay Resort Group** (MRG) was the first operator to join GSA, and MRG's Senior VP of Operations, Gregg Solomon, serves as GSA's Vice Chairman. Thanks to Gregg's leadership and involvement, we have A-Link in test today at MRG's Motor City Casino in Detroit Michigan.

Mandalay Resort Group owns and/or operates 16 casinos in 8 markets in four states. With revenues in excess of \$470 million annually, MRG's commitment to and active involvement in GSA has significantly helped shape our organization and it's progress over the last 24 months.

## **People in the News**

### **New GSA Board of Directors takes office**

Recently elected and continuing members of the Gaming Standards Association Board of Directors are:

Marc Comella, Sr. VP & General Manager, Bally Gaming, Inc. & GSA Treasurer  
Peter DeRaedt, Director of Technology, Aristocrat Technologies, Inc. & GSA Chairman  
Pamela Hugill, Director of Gaming Sales, CashCode Inc. & GSA VP of Membership  
Scott Kreeger, VP of Gaming System Development, Station Casinos  
Fred Lychock, Director of Game Development, Shuffle Master Gaming, Inc  
Steve Sutherland, President, Konami Gaming, Inc.  
Tom Oliveri, VP and C.O.O., Global Payment Technologies  
Bruce Rowe, VP Slots and Research Development, Harrahs' Entertainment & GSA Secretary  
Ali Saffari, VP Firmware Engineering, IGT  
Rich Schneider, President, Acres Gaming, Inc.  
Gregg Solomon, Sr. VP of Operations, Mandalay Resort Group & GSA Vice Chairman

Thank you member companies for providing your valuable leaders to guide GSA in the new year, and thank you new Board Members for your commitment to the continued development and implementation of GSA gaming standards.

## **GSA Director of Standards Development Appointed**

Jeff Mielke, a native of Wisconsin, recently joined the support staff for GSA as Director of Standards Development. Jeff was most recently a Systems Engineer for Tollbridge Technologies, a firm that designs, installs, and supports state-of-the-art VoDSL equipment. His previous technical positions have included Engineering Manager for Nextlink, Nevada and Network Engineer for Sprint, Las Vegas. He has also worked in public relations for both private and government agencies, including the US Air Force Thunderbirds Jet Demonstration Team.

Mielke's immediate responsibilities will include monitoring the success of the A-Link – a standard slot system protocol currently in test at the Mandalay Resort Group property, Motor City, in Detroit MI. The success of this test will determine subsequent roll out schedules. In addition, Jeff is responsible for driving other GSA technical standards projects, including strategic direction and development. He will also serve as primary advocate of GSA standard deployment by GSA members and in the marketplace, and provide direction for other technical goals and objectives of the organization.

## **Standards Watch**

### **Compliance Testing in Place**

The Gaming Standards Association has agreed to work with Gaming Laboratories International (GLI) of Toms River, NJ to independently test compliance of gaming industry protocols implemented in gaming devices worldwide in conjunction with GLI's regulatory review process. This additional compliance certification will reduce the possibility of machines not correctly communicating to casino systems in the field, a problem which currently causes delays in implementation of new equipment and systems.

As part of the relationship, GLI will develop and contribute GLI test scripts for use in evaluating the implementation of the protocol under test. GLI has also designated and will provide the use of the GLI lab sites worldwide for GSA, gaming regulators and industry suppliers to work with GLI staff in independently testing and certifying that their devices meet protocol standards and regulations in a given jurisdiction.

“It is our goal that, with independent third party review and certification of the protocol implementation, devices will hook into systems just as easily as PC's hook into a standard network and be able to be audited just as easily,” said James Maida, President and co-founder of GLI.

### **BOB Standard, the Fast Track to Implementation**

For a number of reasons, development of unique gaming standards has been a slow and arduous process, but a new vision for winning consensus among manufacturers and operators promises industry wide implementation of GSA Standards within twelve to eighteen months. The new development strategy is based upon appraising donated technologies and creating a “Best of Breed (BOB)” Standard which capitalizes upon the best features of existing gaming industry communications protocols.

Technology donations to GSA include Aristocrat Technologies ASP5000 protocol, Bally Gamin SDT protocol, CashCode Serial GACC protocol, GPT Serial GACC protocol, and Mikohn Type 27C Progressive Serial Protocol. BOB will evaluate offered technologies to fast track development, using industry standard technologies and will be developed by third party consultants. The BOB initiative will provide support for your unique features, focus on a system centric solution and ensure close integration with the HITIS standards. As part of this project, an accepted industry obsolescence plan will be put in place for the current technology to make way for the GSA standard of the future.

For the latest progress in standards development log onto our web site at [www.gamingstandards.com/ddc/standards](http://www.gamingstandards.com/ddc/standards) to see a complete overview of standards and specifications in process.

## **Meetings and Events**

### **Presidents & Annual Meeting**

A meeting of the CEO's and members of GSA member companies was held April 4, 2001 at Caesar's Palace. Attendees heard first hand about our new name, our mission, the enhanced management team, 2000 accomplishments, 2001 direction, our new partnership with Gaming Laboratories Inc, proposed donations to GSA by major gaming industry players, the fast track development of the BOB (Best of Breed) standard, and a discussion about the anticipated influence of the PC industry on gaming standards. Business was also conducted to position GSA to move forward with its goals for the coming year supporting accomplishment of its mission as the leader of gaming industry standardization.

## Calendar of Events

Following is the GSA calendar for the next three months. For the latest updates, log on to our new web site at [www.gamingstandard.org\ddc\calendar](http://www.gamingstandard.org\ddc\calendar)

<b>MAY</b>				
B Link	Meeting	05/01/2001	9:30am - 2:30pm	Residence Inn, Las Vegas, NV
Board of Directors	Meeting	05/01/2001	3:00pm - 6:00pm	Aristocrat, Las Vegas, NV
A Link	Meeting	05/02/2001	9:30am - 2:30pm	Residence Inn, Las Vegas, NV
Marketing Committee	Meeting	05/02/2001	2:00pm - 5:00pm	Aristocrat, Las Vegas, NV
C Link	Meeting	05/03/2001	9:30am - 4:00pm	LGS, Reno, NV
Info Booth	Southern Gaming Conference	5/9-10/01	All Day	Biloxi, MS
Marketing Committee	Meeting	05/30/2001	2:00pm - 5:00pm	Mandalay, Las Vegas NV
Strategic Planning	Meeting	05/31/2001	8:30am - 5:00pm	Konami, Las Vegas, NV

<b>JUN</b>				
B Link	Meeting	06/05/2001	9:30am - 2:30pm	Residence Inn, Las Vegas, NV
A Link	Meeting	06/06/2001	9:30am - 2:30pm	Residence Inn, Las Vegas, NV
C Link	Meeting	06/07/2001	9:30am - 4:00pm	LGS, Reno, NV
Speakers Bureau	UNLV Casino Ops	6/12-13/01	All Day	Las Vegas, NV

<b>JUL</b>				
Board of Directors	Meeting	07/10/2001	5:00pm - 7:00pm	Acres, Las Vegas, NV
B Link	Meeting	07/10/2001	9:30am - 2:30pm	Residence Inn, Las Vegas, NV
Marketing Committee	Meeting	07/11/2001	2:00pm - 5:00pm	Mandalay, Las Vegas NV
A Link	Meeting	07/11/2001	9:00am - 1:00pm	Residence Inn, Las Vegas,
C Link	Meeting	07/12/2001	9:30am - 4:00pm	LGS, Reno, NV