

### Welcome to the Gaming Standards Association Newsletter!

In this issue:

- √ [Standards Watch](#)
  - IGT and GSA Reach Agreement to Make SAS a GSA Standard
  - GamPro A Rev. 2.1 Goes to Adoption Vote
  - B-Link Protocol for Bill Acceptors Rev. 1.3 Goes to Adoption Vote
  - Regulatory Advisory Committee to be Formed
- √ [Meetings & Events](#)
  - Strategic Planning Meeting
  - GSA Attends Global Gaming Expo
  - GSA Attends World Gaming Congress & Expo
  - New Jersey Regulatory Forum
- √ [Association News](#)
  - GSA Opens Reno Office
  - Log on to GSA Anytime!
- √ [People in the News](#)
  - Meet Our New Project Manager
  - In Memoriam – Teresa Siebert, VP Events & Education
- √ [Legal Corner](#)
  - Patent of the Month
  - Save on Legal Fees
- √ [Calendar of Events](#)

\*\*\*

## STANDARDS WATCH

### **IGT and GSA Reach Agreement to Make SAS a GSA Standard**

GSA and IGT have executed a Binding Agreement to support the SAS protocol with GSA as an industry specification. This agreement could set the stage for an immediate solution to the vexing issues of cross compatibility between gaming machines. GSA will continue its development efforts of the A-Link, B-Link and Systems Connectivity (C-Link) standards as well, and are starting work on the new Best of Breed (BOB) Standard, to which IGT has also pledged its support..



### **GamPro A, Rev 2.1 is now a Standard**

After months of hard work and dedication by the A-Link committee members, an updated version of GamPro A Rev. 2.1 was adopted by the members of GSA. Our thanks to the following companies for their participation in the development process: Acres Gaming, Aristocrat Technologies, Bally Gaming, International Game Technology and Konami Gaming.

### **B-Link Protocol for Bill Acceptors Rev. 1.3 Goes to Adoption Vote**

After months of hard work and dedication by the B-Link committee members, a revised version of the B-Link Protocol for Bill Acceptors was approved and sent to the Board of Directors for Process Review approval. The Board of Directors unanimously voted to place the draft standard before the membership at large for ratification as a GSA Standard.

Voting members, look for your e-mail ballot and be sure and cast your vote within the thirty day adoption voting period.

### **Regulatory Advisory Committee to be Formed**

As part of a cooperative industry effort, regulators representing the Public Gaming Laboratories Association requested that GSA form a Regulatory Advisory Council (RAC) so that regulators would have a forum to provide input into standards and a resource for education for GSA compliant technology.

Moving forward, led by Acting Chair Patrick Leen, Michigan Gaming Control Board, regulators will hold their first RAC meeting in October to establish a charter, set goals and select a permanent chairman.

GSA looks forward to working with regulators in support of standardization in the gaming industry.

## **MEETINGS & EVENTS**

### **Strategic Planning Steers the Course**

On July 10, 2001 the second GSA Strategic Planning meeting was hosted by Harrah's Entertainment in Las Vegas, who provided ideal facilities, great technical support and a delicious lunch. The purpose of the meeting was to review progress since the last strategic planning session, critique the stated objectives and amend them as deemed appropriate.



Last year, leaders of GSA (then known as GAMMA) dedicated a day of intense planning, to prepare a working document to guide the future of the organization. In addition to creating Vision and Mission Statements, the Strategic Plan defined four major goal areas and the tasks necessary for their realization. The four goal areas are:

1. Facilitate the identification, definition, and development of standards.
2. Develop, maintain, and manage strategic alliances to achieve GSA's mission.
3. Communicate organizational goals, accomplishments, and value to create interest, build integrity, have influence, and drive membership.
4. Operate GSA efficiently and effectively.

While work for the A, B and SC-link protocols was planned last year and remains a priority for early completion, the introduction of the BOB and SAS standards creates additional challenges for the Goal 1 Task Group and these challenges became the major focus of the session. Membership, growth, funding and standards development recommendations will be forwarded to the Board of Directors who will then, working with GSA Marketing and Technical Committees, fine tune the strategic plan and direct each task group to implement the refinements.

Thank you to those who participated, to their respective companies for continuing to support GSA and especially to Harrah's Entertainment for hosting the event.

### **GSA Attends Global Gaming Expo (G2E)**

GSA will be an exhibitor at G2E this year and will be located at booth #1753. This year we have done a pre-mailing to key personnel from over 500 non-member organizations inviting them to participate in a Poker Run event. Our thanks to the following members who donated awards for the Poker Run who include at time of printing: Acres Gaming, Harrah's Entertainment, International Game Technology, and Mandalay Resort Group.

Additional activities at G2E will include daily presentations on "Standards Strategies in a Changing Market" at the Plaza Theater (see dates, times and speakers below)

- October 1<sup>st</sup>, 4:00pm – Speaker: Rich Schneider, Acres Gaming
- October 2<sup>nd</sup>, 2:00pm – Bruce Rowe, Harrah's Entertainment
- October 2<sup>nd</sup>, 4:00pm – Brian Herrington, Howard & Howard Law Firm
- October 3<sup>rd</sup>, 2:00pm – Stephanie Maddocks, Aristocrat Technologies

In addition, twenty GSA member companies will be participating in G2E's conference programs October 1 -3. Look in your directory for GSA member company speakers, moderators and presenters and be sure and attend to support your association.

For those GSA members who want a convenient area to meet or just take a break, GSA will have a Member Lounge in the Plaza Area.

### **GSA Attends World Gaming Congress & Expo 2001**

GSA will be an exhibitor at World Gaming Congress & Expo this year and will be located at booth #1227.

### **New Jersey Regulatory Forum**

Representatives from seventeen GSA member companies attended the May 31, 2001 New Jersey Regulatory forum where they heard about proposed legislation which would affect manufacturers, operators and regulators.

GSA members were unanimous in their opinion that the proposed regulations, as drafted, are not in the best interest of any of the parties concerned and that they would "stifle innovation, create additional expenses for manufacturers and operators alike, and slow down or degrade product submissions and approval within ... [New Jersey's] jurisdiction". This message with comments on specific objectionable clauses in the proposed regulations was sent to the commission for their consideration.

The New Jersey Division of Compliance has graciously accepted the GSA suggestion of an informal follow-up meeting including Commission staff, Division of Gaming Enforcement, casino operators, and gaming equipment suppliers. GSA expressed a strong interest in participating in the meeting in order to reconcile the needs of all parties concerned to produce a win-win situation. After all, that is what creating gaming standards at GSA is all about.

## **ASSOCIATION NEWS**

### **GSA Opens Reno Office**

PJ Stegen, GSA's Executive Director, has relocated Stegen & Associates, her association management company, to Reno in order to serve GSA more efficiently. Formerly located in Mariposa, California, the new GSA headquarters includes access to a fifteen person conference room.

Be sure and note our new address and telephone numbers at the new location as follows:

Gaming Standards Association	Phone: 775-348-6500
955 S. Virginia Street, Suite 211	Fax: 775-348-6502
Reno, Nevada 89502	

E-mail addresses for GSA staff remain the same:

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

All members are welcome to visit the new offices.

### **Log on to GSA Anytime!**

Anytime and anywhere you can be connected to GSA! Just click on [www.gamingstandards.com](http://www.gamingstandards.com) and you are there! Use your current user name and password to access GSA's "members only" sections. Don't have a login? Having trouble? E-mail us at [sec@gamingstandards.com](mailto:sec@gamingstandards.com) and we will take care of it!

## **PEOPLE IN THE NEWS**

### **Meet our New Project Manager**

Sondra (“Sandy”) C. Bishop has joined the staff of Stegen & Associates in the new Reno office and is exclusively assigned to work as Project Manager for GSA. Originally from the San Diego area, Sandy has been a Reno resident for eighteen months with her husband Dan and daughter Stephanie.

Sandy is experienced in event and meeting management, accounting and customer service. She is proficient in the use of MS Office Professional Applications and holds a Microsoft Certification as “Expert” in Word. Her duties for GSA include membership development, financial administration, office management, event/meeting administration, and assistant to the Executive Director, Technical Director and Board of Directors as needed.

### **In Memoriam, Teresa Siebert, GSA VP Events & Education**

It is with great sadness that we say goodbye to Teresa Siebert, GSA’s VP of Events and Education, who passed away on Wednesday, September 19<sup>th</sup>. Teresa, as a representative from Global Payment Technologies, was instrumental in producing GSA’s trade show program and was the smiling face always there to greet us at other events such as GSA’s Presidents and Annual Meetings. We will dearly miss her.

For those of you who knew her and would like to express condolences to her family, their address is:

Walt & Ruth Siebert  
7111 Parkview Drive  
Wamego, KS 66547

Those wishing to do so can make donations on her behalf to one of the following organizations:

Susan G. Komen Breast Cancer Foundation  
Phone: 1-800-462-9273  
Web Site: [www.breastcancerinfo.com](http://www.breastcancerinfo.com)

American Breast Cancer Foundation  
Phone: 1-877-539-2543  
Web Site: [www.abcf.org](http://www.abcf.org)

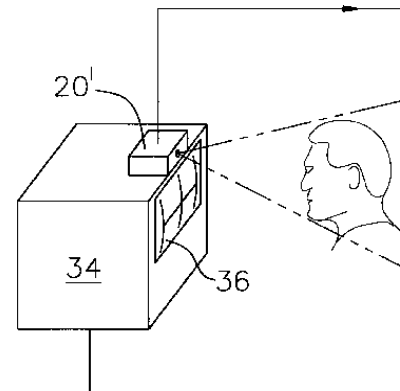
## LEGAL CORNER

As a service to our members, we will be sending our a Patent of the Month, courtesy of Howard and Howard.

### Patent of the Month

The Patent of the Month is U.S. Patent No. 6.234,900, titled “Player Tracking and Identification,” invented by Blake Chambers of Henderson, Nevada, and issued on May 22, 2001; at the time of this article, no assignment of the patent was evident.

The patent describes a system and method for tracking the play of patrons by “passive identification” of the player. Passive identification is a method of identification by which a computer can use facial imagery, infrared scans, or scans of the retina or iris to identify a player, rather than the ID card system currently in widespread use in the industry. The player is required to initially provide certain information to the computer database via video or digital camera. The computer will then store that image identification information in a data processor as part of a library of image files. When a player starts to play a game, an imaging device on the game or table captures an image of the player, and the computer will then evaluate its files to determine whether the player has established a file. Assuming the player is in the computer’s files, the computer will then open the player’s account and track their play in the same manner as if the player had utilized a card to identify themselves at the game. This protocol would, therefore, not require a player to present an identification card to be tracked. The same system may also be used to establish a database of, and automatically watch for, undesirable players such as known cheats.



The aforementioned Patent was apparently developed to minimize the drawbacks of other tracking systems (namely identification cards). Some of the drawbacks of the current methods, as suggested by the inventor, include: (1) requiring that a player have actual possession of an identification card before they can be tracked by the house; (2) players may forget to insert their card each time they play; (3) many different players often share a single card among themselves to unfairly accumulate “points” to a single account; and, (4) not providing means for players who later decide to participate in the system to have their earlier play credited. According to the inventor, these and other shortcomings of the identification card system could be minimized or eliminated if his passive imaging and recognition system was incorporated into each gaming machine and/or table. Whether guests will feel comfortable being scanned and photographed every time they change games remains to be seen!

GSA’s legal counsel, Brian D. Herrington and Arthur O. Rogers of the Howard & Howard laws firm, provide the “Patent of the Month” as a service and point of interest to GSA’s Members. If you have any questions about this patent, or any other gaming-related intellectual property issues, feel free to contact Brian ([BH@h2law.com](mailto:BH@h2law.com)) or Art ([AOR@h2law.com](mailto:AOR@h2law.com)), or visit Howard & Howard’s web site dedicated to gaming intellectual property, [www.gaming-IP.com](http://www.gaming-IP.com)

## 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, <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 they offer, please contact Mr. Herrington at 517-485-1483, or e-mail at [BH@h2law.com](mailto:BH@h2law.com).

## CALENDAR OF EVENTS

OCTOBER				
Trade Shows/Events	Global Gaming Expo	10/1-3/01	All Day	Las Vegas, NV
Regulatory Advisory	Committee Kick Off Meeting	TBD	TBD	To Be Determined
Trade Shows/Events*	World Gaming Congress	10/17-19/01	All Day	Las Vegas, NV
NOVEMBER				
Board of Directors	Meeting	11/6/01	3:00pm - 6:00pm	Station Casinos, Las Vegas, NV
Marketing Committee	Meeting	11/7/01	1:30pm - 5:00pm	Mandalay Bay Exec Offices, Las Vegas NV
A Link	Meeting	11/7/01	9:30am - 11:30am	Residence Inn, Las Vegas, NV
B Link	Meeting	11/6/01	9:30pm - 11:30am	Residence Inn, Las Vegas, NV
SC Link	Meeting	11/7/01	9:30am - 2:30pm	LGS, Reno, NV
DECEMBER				
Board of Directors	Meeting	12/4/01	3:00pm - 6:00pm	Bally Gaming, Las Vegas, NV
Marketing Committee	Meeting	12/3/01	1:30pm - 5:00pm	Mandalay Bay Exec Offices, Las Vegas NV
Presidents	Meeting	12/4/01	10:00am - 12:00pm	TBD, Las Vegas, NV
A Link	Meeting	12/5/01	9:30am - 11:30am	Residence Inn, Las Vegas, NV
B Link	Meeting	12/4/01	9:30pm - 11:30am	Residence Inn, Las Vegas, NV
SC Link	Meeting	12/6/01	9:30am - 2:30pm	LGS, Reno, NV

