

FOUR PROVEN WAYS

LIVE CASINO INCREASES LAND-BASED CASINO EFFICIENCY

Discover an innovative channel to take your land-based casino to the next level!

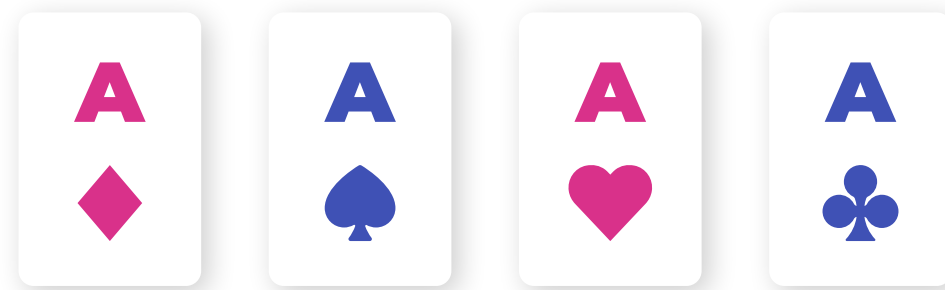
LIVE CASINO AS AN ADDITIONAL WAY TO GENERATE PROFIT

Driving revenue and providing steady profitability is a major goal for every business as, without profit, it will simply collapse. To keep their business run well and increase the revenue stream, entrepreneurs usually undertake the following steps:

- Expand business limits
- Seek new profit-making opportunities
- Reduce unnecessary expenses

Casinos are no exception in this sense. Developing and successfully implementing new strategies that make players put more money on the table ensures the consistent income for casino owners. Here we offer you several profit-boosting tips that will remarkably **increase your land-based casino revenue** without any extra cash investment.

LESS SPACE, MORE PROFIT: ADDING NEW OPTIONS FOR YOUR PLAYERS



Most of the casino owners often face the challenge of fitting all the simultaneous players into their casino floor. No matter how big the casino is, increasing the number of simultaneous players will positively affect your casino profitability.

So, how to increase the number of “seats” available at a limited number of roulette tables without adding new facilities? Will it be wise to miss the chance of having more players because of space limitations?

The simplest solution is expanding the physical space of your casino and adding some extra roulette tables. However, reconstructing the venue or adding some new gaming tables and machines, as well as hiring more working staff will not come cheap. What if we say that it is really possible to increase the number of simultaneous players without enormous extra costs?

From the return on investment (ROI) point of view, we have a more efficient solution that will help you **tackle the problem of space limitations** and have thousands of gamblers playing simultaneously both in the physical venue and online platform, served by a single dealer.

By implementing Online solution to your land-based casino you can reach the level to **serve billions of players at a time**. Merely, video-translate a table game from your land-based casino through multiple channels (online, mobile and terminals) and give hundreds of players the exceptional chance to join the same game from anywhere.

Through Live video translation, more and more players are empowered to enjoy playing the same game, whether it is Live Roulette, BlackJack or another one without any space limitation.

The additional source of income, free GGR display option, individual backoffice and an opportunity to serve hundreds of thousands of players simultaneously from one table!

This is what Online Solution for land-based casino has to offer you. Note that Online Solution will not affect the gameflow in any way.

So, here is a good reason to spare some unnecessary expenses and double or even triple your player base through the online channel.

NEW CHANNEL TO GAIN PLAYER LOYALTY

Attracting players and establishing long-term relationships with them can be another challenging aspect for land-based casino owners. The thing is that people think of casinos as places of amusement, where they go to have fun, gamble and win money. Yet, for some reason, i.e. time and distance limitations, people cannot always attend casinos.

What if you give them a chance to play in your casino without even attending it? No, no, we are not talking about time and space travel. We just offer you to give your players the **exceptional opportunity to gamble from anywhere**, even thousands of miles away from your casino building, and they will stay committed to your brand. Distant gambling is one of the most effective ways of maintaining player loyalty, especially when you are dealing with tourists who only have limited days to play at your casino.

According to a recent survey, conducted by the Gambling Commission, 46% of gamblers play driven by the desire to win, and the 19% play to win BIG (jackpot).

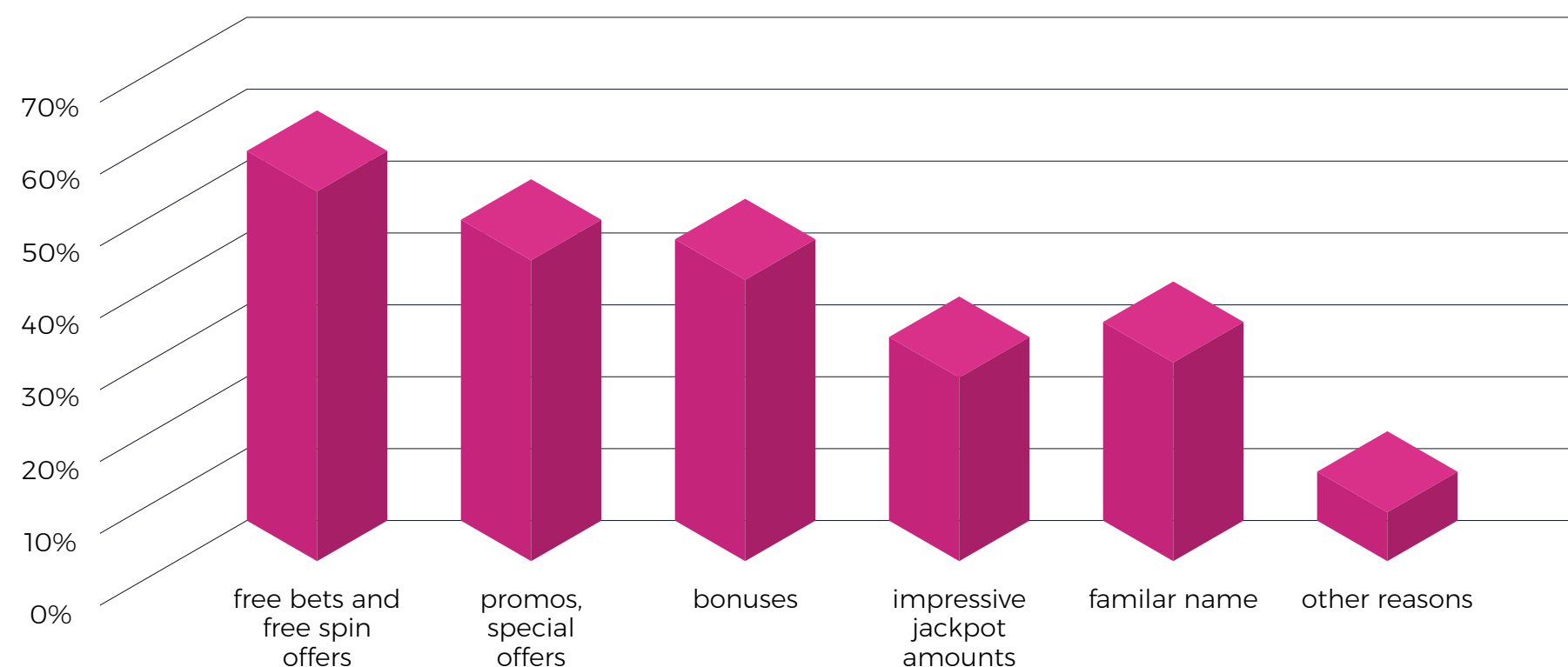


So, if winning is the driving force of gambling for the majority of players (not only having fun), give them the chance to try it from anywhere.

Live broadcast of your land-based casino is a practical means to interact with your players directly at any time, from anywhere and keep them engaged by new online offers. It is also an effective way to maintain player loyalty not to your physical building but to your brand and generate profit even without having them play on your casino floor personally.

MULTICHANNEL BONUS PROGRAM

Bonus and reward system is a proven way leading to the gamblers' hearts. It is no coincidence that bonus programs are decisive factors for gamblers in giving preference to this or that casino. As you can see from the chart below, almost 70% of players consider free spins and free bet offers as an important factor affecting their choice of casino. And 60% and 59% of players respectively give special importance to promos, special offers, and bonuses.



To get the most of bonus programs as a casino owner, we suggest you use reward programs for **attracting more players to your land-based casino** via Live Casino games, and vice versa. For instance, you can offer your land-based casino players cashback for playing on your Live Casino. Or just give away tickets during Live Casino games that will steer your players to the land-based casino floor. The multichannel bonus program is a win-win situation for both your land-based casino and online channel. It will allow you to kill two birds with one stone and keep the players loyal to both physical and online branch of your brand. Betting terminals are also effective channels that enable players to take part in online games and make bets from any point of your land-based casino.

BET BEHIND FEATURE: SIDE BENEFIT OF LIVE CASINO

Bet Behind feature enriches Live Casino allowing Live Blackjack players to **make a bet on other players' hands online**. Players can bet behind any number of other players. If the player wins, the bettor wins, and vice versa. Players may choose the Bet Behind feature for several reasons:

- To make the waiting time more interesting if there are currently no seats available at the table
- To gain experience by following other gamblers play
- To enhance the chance of bigger winning alongside with playing blackjack

Whatever the reason, Bet Behind feature opens up new and interesting possibilities for casino owners to generate more profit from the same game in two parallel ways: real players and bettors on the players' games.

Overall, the implementation of Online Solution for land-based casinos helps casino owners discover better opportunities for growth without additional strain on their resources.

Live broadcast directly from the venue opens up new sources of profit for land-based casino owners without requiring extra cash investments on space and facility expansion. It is a proven way to demolish space and time limitations for players, as well as loyalty to the brand, not for building.

So, if casino owners want to gain a competitive edge through innovation and attract an online player base, they should definitely consider setting up an online version of their venue.

BONUS

Implement Live translation to your land-based casino and get the online version of the most popular game poker as a bonus offer. Bet on Poker is an exceptional feature of Live Casino that will remarkably boost the efficiency of your land-based casino.

LIVE BET ON POKER

Live Bet on Poker is a new unique betting experience on poker. Contrary to the regular poker, there are no other players around the table in Live Bet on Poker and you are playing only with Live Dealer.

Simply put, it is poker without the option to bluff (call more) with bad cards. Live Bet on Poker starts with Live Dealer shuffling and picking out poker cards one by one. After the 6 card pairs are on the table, the online poker players can make bets on each hand and see the odds accordingly.