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## **Casino Software Presentation.**

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### **The fields of business of our company.**

- Developing of the internet projects with the unique characteristics: thousands online users, hundreds transactions a second, data analyze which is accumulating with the speed of several tens of GB a month, work with the client base which exceeds million of users.
- Developing and maintenance of Internet-casino. Several tens of projects have been successfully settled up. We have developed about 600 unique casino games which have original design and game rules.

The following projects are live now:

[www.grand-casino.com](http://www.grand-casino.com)  
[www.livegames.ru](http://www.livegames.ru)  
[www.goldsmircasino.com](http://www.goldsmircasino.com)  
[www.va-bank.com](http://www.va-bank.com)  
[www.videocasino.ru](http://www.videocasino.ru)  
[www.fortuna.ru](http://www.fortuna.ru)  
[www.treasuryislandcasino.com](http://www.treasuryislandcasino.com)  
[www.cristalpalaceonline.com](http://www.cristalpalaceonline.com)

The following projects are in the process of integration now:

[www.macaovipua.com](http://www.macaovipua.com)  
[www.aceking.com](http://www.aceking.com)  
[www.pharaonua.com](http://www.pharaonua.com)  
[www.casino.my](http://www.casino.my)  
[www.royalante.ru/play/](http://www.royalante.ru/play/)  
[www.luckygame.com](http://www.luckygame.com)  
[www.mandarinua.com](http://www.mandarinua.com)  
[www.jokerbank.com](http://www.jokerbank.com)

- Developing of PC oriented games, 6 projects were created.

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The advantages.

- Pricing policy, clear prices for the customers, no hidden payments.
- The subsystems of all projects are highly integrated that reduces the maintenance costs and upgrading of the project
- We have a great experience of maintenance complicated projects with high attendance and client base of several millions of users and billions of games under conditions of integrations with the partners' software and other marketing tools.
- We develop gambling software and maintain it under real circumstances.(Many software developers just develop the products and do not have an idea about its peculiarities during operation). We have accumulated a great amount of modules that allows us to create functional projects in reasonable time thus satisfying our clients.  
We have projects with the budget of 150.000 USD as well as of 1.000.000 USD and more.

The description of the minor and large projects.

1.000.000+ USD PROJECT

Key requirements

- Developing software with the use of Macromedia Flash 8+ technology
- Up to 10,000 online users
- Gaming server, games are located and realizes at server
- Interaction with the server via https requests
- Lobby for games choice
- System of collection and recording of statistics into the data base.
- Opportunity if gaming for real money and virtual money (games for fun).
- System of bonuses.

The software structure

- Casino server (variants of plug-ins and scripts), running on win32, UNIX (FreeBSD, Linux), developed with C++.
- Flash-client casino with integrated protocols transput with server
- Realization of game logics on server, each game has a unique design at the client.
- The system of information publication is realizing in languages based on the Latinic.
- Integration of payment systems.
- Realization of bonus system. The rules are represented by the customer.
- Structure and data base for saving information about users. MySql is used.
- CGI programs for the access of casino services.

When a customer does not provide with necessary information we use the base variant of bonus system, gaming rules etc.

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10 games

1. European roulette
2. Classic blackjack
3. One pack blackjack
4. Oasis poker
5. 3-reels slot 3-5 lines
6. Video slot 9 lines
7. Video poker «Jacks or Better»
8. Video poker «Deuces wild»
9. Video poker «Joker Poker»
10. Keno

15 games

11. American roulette
12. Baccarat
13. 3-reels slot 5 lines
14. Video slot 15 lines
15. Video slot 20 lines

30 games

1. French roulette with track
2. Caribbean poker
3. Red Dog Poker
4. Casino war
5. Let it Ride Poker
6. Fortune's wheel
7. Open blackjack
8. 3-reels slot 3 lines, game on chances
9. 3-reels slot 5 lines, game on chances
10. Video slot 9 lines, game on chances, 1 bonus game
11. Video slot 15 lines, game on chances, 1 bonus game
12. Video slot 20 lines, game on chances, 1 bonus game
13. Video poker «10'or Better», game on chances
14. Video poker «Aces and Faces» , game on chances
15. 5-lines video poker «Joker Poker»

60 games

16. Roulette
17. Blackjack switch
18. Russian poker
19. 6 card poker
20. Pai Gow
21. Craps
22. Sick-bo
23. Matrix slot 8-lines
24. Video slot 9-lines, games on chances, 1 bonus game
25. Video slot 9-lines, games on chances, 1 bonus game
26. Video slot 9-lines, games on chances, 1 bonus game
27. Video slot 9-lines, games on chances, 1 bonus game
28. Video slot 15-lines, games on chances, 1 bonus game
29. Video slot 15-lines, games on chances, 1 bonus game
30. Video slot 15-lines, games on chances, 1 bonus game
31. Video slot 15-lines, games on chances, 1 bonus game
32. Video slot 15-lines, games on chances, 1 bonus game
33. Video slot 20-lines, games on chances, 1 bonus game
34. Video slot 20-lines, games on chances, 1 bonus game
35. Video slot 20-lines, games on chances, 1 bonus game
36. Video slot 20-lines, games on chances, 1 bonus game
37. Video slot 20-lines, games on chances, 1 bonus game
38. Video slot 20-lines, games on chances, 1 bonus game
39. Video slot 20-lines, games on chances, 1 bonus game
40. Tournament video slot
41. Tournament video poker
42. Tournament roulette
43. Tournament blackjack
44. Tournament oasis poker
45. Tournament video poker

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#### Games features

- Roulettes: standard rules
- Blackjacks: standard rules
- Pokers: standard rules
- Card games: standard rules
- Video pokers: standard rules, connection to the jackpot system
- Video slots 5-reels 20-lines:
  - 5-reels, 9,15,20 - lines
- Game screens: 4 pcs (reels, payout list, games on chances, game on prizes)
- Depending on the project type the game on chances and the game on prizes are united between several games
  - Total number of symbols:12 including joker, scatte, bonus-trigger, spreading
    - in some types of slots the symbol is joker (wild)
    - in some types of slots the symbol is scatter (free spins)
    - in some types of slots the symbol is trigger, generating bonus game
    - in some types of slots the symbol is spreading, multiplying the bet for round
  - 1 bonus game according to the theme of gaming machine (one-time winning)
  - 1 game for chances (the type of “more or less”, thematic)
  - Some slots have free spins
  - Some slots have the bet multiplication for round
  - The system of jackpots depends on the project nature

#### Limitations:

- The system of jackpots depends on the project configuration
- For the variants of 10 and 15 games have limited rules for special symbols
  
- 3-reels slots:
  - 3-reels, 5-lines
  - Playing screens:1 pc (reels+ payout list)
  - Total symbols: 12
  - Special symbols: no
  - Game on prizes: no
  - Game on chances: no
  - The system of jackpots depends on the project configuration

## Information

1. Statistics and players:
  - a- The amount of games on server is not so important as quantity of players and amount of deposits.
  - b- The number of coming users is not so important as the number of permanent players and their deposits. In general, the number of permanent players and the time they spend playing is the key concept.
  - c- The number of users itself is not of primary importance. Their quantity dynamics is much more important. Thus, surge of activity and subsequent fall and stop at the intermediate level is worse than smooth growth.
  - d- It is important to affect the players' dynamics. Thus the rise of the attendance from a certain area may be caused by advertising of a local provider. There is a clear correlation between advertising actions and appearance of new games (for instance, confirmed referring from the web-site where the advertising is located) – this means the project can obtain more users.
2. It is known that changes at the stage of development and projection (developing of the structure) is less expensive than at the stage of coding and at the stage of testing. Thus it is necessary to predict maximum requirements even if they will not be realized and to present them as written agreement.
3. According to the statistics of Russian casinos (post soviet union market) the amount of monthly deposits is 10, 000 up to 500, 000 USD while the level of payouts is 20% up to 45% per volume of the deposits. The figures depend on such factors as appeal of the project, bonus policy, advertising campaign, card payment availability, maintenance of support team. For European market the figures are much higher. The key factor determining the volume of the deposits is advertising.
4. Almost all projects that have the volume of deposits 50, 000 USD and more are able to accept credit and debit cards. Card processing brings up to 50% revenue. Usually the major players make payments with the cards, it is a trend that the volume of deposits is increasing thanks to card processing.
5. Still there is a problem concerning the development of Internet casino. When the project gains stability it is hard to raise the volume of the deposits. This fact depends on the advertising and psychology of the players. For instance, when advertising costs are fixed and permanent you may get not more than 200 players for real money a month and the average deposit of the player will be 100 USD. If you want to have 300-400 players a month you will have to spend more funds on advertising.

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6. Thus the only one decision to increase the profit after the project become stable is to launch a new project with a new theme and new target group.

### **Look-and-feel of Internet-casino**

The market is not developed, the life time of the player is short, and the user plays more rounds for short period of time. The average user gets bored while playing at one internet-casino week or two. Special actions should be done in order to keep the players (new games, bonus policy etc.) and these arrangements require much time.

Internet-casino revenue depends on two factors: amount of the clients' deposits and gaming turnover. Often they say about turnover of hundreds dollars but it does not mean deposits. The casino revenue is a difference between deposit amount and casino funds withdrawal. Bringing in additional bonuses may lead to more withdrawals from the casino. Turnover helps you to evaluate dependence of the withdrawals from the deposit level. For instance, the deposit amount is 100, 000 USD and

If casino makes players stake 2000000 , than revenue may be  $100.000 - 2.000.000 * 3\% = 40.000$ . In practice the revenue of the casinos is bigger because a lot of clients make mistakes, get excited etc. The statistics of EU casinos shows the level of payouts is 25-30% per deposit level. These figures are higher in Russia, because of the skilled players and a lot of users think the casino is the source of income but not just entertainment.

### **Internet-casino risks**

Advertising – its efficiency is hard to measure, increasing costs for advertising sometimes do not bring new clients.

Management – wise planning of promotions and actions, skilful arrangement of the project is necessary for an effective work of the internet-casino.

Marketing – Russian segment of internet-casino has not formed completely and there are risks to get market saturation. In this case it is useless to spend much funds for advertising.

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## 150,000 USD PROJECT

### The software structure

- Flash content presenting interface for casino-users.
- Flash – client requires gaming server, server and client interaction is realized with the use of special protocols.
- Server software realizes game logics and logics of interaction with the casino user.
- Statistics collection system concerning:
  - o Users
  - o Attendance
  - o Played games
  - o Financial operations
- System of management:
  - o Users
  - o Bonuses
  - o Financial transactions
- Data base for games, users and statistics. The server and system of management interact with the data base.
- Server and client software realizes the following games:
  - o roulette
  - o blackjack
  - o poker
  - o keno
  - o slot-machines (four types)
  - o video pokers (two types)

### Total games 10

- Opportunity if gaming for real money and virtual money (games for fun). The registration for playing is obligatory.
- Connection to the payment systems.

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#### Project plan

1. Development of project architecture.

Target: description of the project in details, the sketch will be made on the description basis.

2. Development of the sketch project. Sketch project requirements are estimate in advance.

Target: to achieve 100% understanding of the structure, functionality and parameters to set up fundamental solutions of system modules.

3. Coordination of project documentation, specifications and requirements to the technical project.

Target: to make up the plan for technical works.

4. Technical project development for iterations

Target: to achieve project release.

Monthly fixation of requirements and testing.

5. Checkout.

6. Launching the project.

7. Maintenance.