



David
Kubajak

*Senior Vice President of
Sales, Marketing, and
Operations at JCM Global*



One Connection that Changes Everything JCM FUZION® unleashes the power of “what if...”

IMAGINE A WORLD where any kind of Electronic Gaming Machine (EGM), can be utilized in new ways to unlock greater value for you and for your players. That is the game-changing technology called FUZION®. Every EGM in your business has the potential to deliver a server-driven suite of player-focused, revenue-driving features. FUZION turns every EGM into a multi-use gaming kiosk, a multi-line profit center ... with lottery tickets, sports wagering, promotions, and more at your players' fingertips. FUZION is at the core of the future-ready distributed gaming environment, casino floor, or EGM venue.

Ten years ago, after fifty-five years of inventing industry leading transaction products for the casino industry, JCM began the journey of digitizing their core business. Now, the entire portfolio of gaming products is digitally integrated to deliver an expanded range of functionality that optimizes efficiency for the operator and utility for the players. FUZION® technology is the breakthrough that Lottery, Sports Betting, Promotions, and other secondary game categories have been waiting for. By enabling EGM's to vend additional products, services, and games, FUZION® expands the POS footprint for Lottery throughout an entire operation. The potential impact is mind-boggling.

Paul Jason: Greetings from G2E in Las Vegas. We are here with David Kubiak the Senior Vice President of Sales, Marketing, and Operations for JCM Global. These are just a couple interview questions from our video-recorded interview which can be viewed at PGRItalks.com and which includes a demonstration of how FUZION™ works on an actual slot machine. David, please explain FUZION™ and tell us why it matters so much.

David Kubajak: Existing Electronic Gaming Machines (EGM's) and vending machines have always been single-purpose, or very limited in their functionality. Modern technology has now transformed the player experience for slot machines, creating immersive video narratives that have little resemblance to old spinning reels (though, yes, players do still love traditional play-styles too). But even these amazing new EGM's are very limited in the variety of products and services they are able to display and vend. FUZION transforms this existing gaming device, like a slot machine, or any kind of ticket vending machine or gaming terminal, into a multi-function kiosk. One exciting application of FUZION is to convert a slot machine into a Lottery Ticket Vending Machine (LTVM), exploding the POS footprint for lottery products.

The fundamental value-proposition of FUZION is to radically increase the functionality of existing hardware, the installed base of EGM's. FUZION is the JCM technology that is added to the existing device. Add an NFC (near-field communication) mobile payment button to the EGM, and the player can tap into the EGM service with her mobile smartphone. The mobile phone becomes an extension of the play-station, providing a second service window so the player can be buying a lottery ticket on the kiosk without interrupting the game-play on the monitor of the slot or other EGM. The phone is not connecting with the internet, it is connecting with the gaming device, making this an “in-store” transaction, compliant with jurisdictional regulations that may prohibit internet transactions. FUZION frees the play-station from

“FUZION converts slot machines into Lottery Ticket Vending Machine (LTVM), exploding the POS footprint for lottery products.”

limitations in the number and variety of content that it delivers. The EGM is no longer constrained to the primary functions of a VLT, slot machine, or pari-mutuel betting kiosk. It's no longer limited to delivering one kind of content at a time. The player logs in and selects their options on the gaming device and on their phone - lottery tickets, sports betting, promotions, casino-style games, food & beverage - even tax forms for your record keeping.

David proceeds to play the lottery on a slot machine. He buys Mega Millions, Powerball, and Pick3 tickets and there are more available. For all practical purposes, there are no limits to the amount and variety of games and content that can be distributed through a single device. David taps into the NFC-enabled Mobile connection to buy another Powerball ticket. The EGM now generates printed tickets for all these purchases. FUZION enables the player to control the use-interface and serve up the games and options she is interested in, or to access coupons that give discounts at the restaurant, bar, or C-store.

D. Kubajak: A good example of that is the iPROMO solution. The player selects their iPROMO which delivers different levels and kinds of promotions based on their level of play and the interest shown in past promotions and service categories. In this case, I've qualified for a free beverage. So I tap the NFC button on the EGM and order my free beverage. My free drink order is registered, and I then receive a promo ticket that allows me to get a buy-one-drink-get-one-free at the nearest

bar. Casinos can use FUZION to integrate their promotional co-branding and co-op promotions with their local business, whether it be their gas station, convenience store, or retail outlet.

FUZION also enables messaging of any kind to be disseminated. How does it enhance the effectiveness of responsible gaming messaging?

D. Kubajak: Every single application that you see has a responsible gaming message associated with it and enables the player to set their limits and control their play.

We think of FUZION as ushering in the play-style of the future. Watch young people with their phones. It's all about multi-tasking, having more than one activity, more than one

"conversation", going on at the same time. They want the gaming device to do more than serve one game on the screen – they get bored and leave. They don't want to leave their play-station to go stand in line at service windows to buy food or tickets to the show tonight. They want to order a drink or food or see what the entertainment schedule is and buy tickets to the shows, and they want to do this all while enjoying the primary VLT or slot or video gaming experience that the device was purposed for. ■

