



# The Art of Eye-Catching Signs

**S**igns need to communicate. Sounds easy, but sometimes casinos lose sight of this simple fact and opt for signs that are more 'art' than 'artful'. If you want art, go to a museum. If you want artful, then speak with Gaming Support. As one of the world's leading, independently owned suppliers of gaming equipment, Gaming Support has decades of combined experience designing, manufacturing and installing signs for casinos and slot parlours worldwide. The company focuses on one thing – delivering solutions that work. While it aims to deliver signs that are eye-catching, it does not want to create signs that distract the customer's attention from what is important to them – being entertained when they are in your gaming property.

#### Not Many People Know That...

... every day of the year, Gaming Support oversees the daily operations of almost 10,000 slots and hundreds of table games in over 20 separate locations around Europe. This provides the company, headquartered in Holland, with excellent frontline experience of the sign solutions that work today, and what is needed to meet the needs of tomorrow. For instance many of our signs are increasingly integrated with computer networks enabling real-time messages and jackpot values to be communicated to customers across gaming floors in different casinos.

#### Simplicity is Key

Another trend that Gaming Support thinks is important is simplicity - casino managers need to grow gaming revenues, not manage and maintain complex signs. Gaming Support has therefore invested in product development and leads the industry with its JackpotJunction® family of digital signage solutions (customers include Holland Casino in Europe and Isle of Capri in the USA). Within individual signs Gaming Support recently launched its Light Chaser® solution

which merges three components into one saving space and making it easier to manage and update light shows.

#### Uniquely Qualified Team

Gaming Support partners with the major slot and table manufacturers, including Aristocrat, Atronic, Austrian Gaming Industries, Bally, IGT, WMS, Abbiati, CARD Shufflemaster, and TCSJohnHuxley. The level of co-operation received from these companies allows the team of sign designers at Gaming Support to deliver creatively unique solutions to each and every casino.

#### Matching Creativity

Working with all manner of casinos and slot parlours, from stand-alone to multi-site and multi-country operators, Gaming Support is constantly asked to deliver sign solutions that range from simple directionals, denoms, slot-toppers and bank-ends, to more complex signs such as those matching specific interior design themes. One interesting project was when the casino architect had themed the interior to reflect the complex shapes of the Guggenheim Bilbao museum. Once installed, the sign proved so successful that it was used as a backdrop during a recent beauty contest.

#### ICE 2007

You can visit Gaming Support at ICE, Booth 3010, where you will be able to see a small sample of signs, JackpotJunction and Light Chaser all in action. You will also see a variety of Gaming Support manufactured signs on the booths of many slot manufacturers at the exhibition.

**To find out how Gaming Support can deliver more for less for you, then please visit [www.gamingsupport.com](http://www.gamingsupport.com), or call +31 10 524 1150 or +1 866 426 0303 (toll free).**