

### True-Time Bonusing Tool Kit™

Connect instantly with patrons to excite and entice play



# OVERVIEW

Konami Gaming, Inc.'s award-winning SYNKROS® casino management system gives casinos the tools to connect with patrons effortlessly. With the True-Time Bonusing Tool Kit™, casino teams can identify who to reward, how to reward them, what to offer them, and when and where they will receive their rewards—all to achieve desired objectives. Engage and message players directly at the gaming machine with reward notifications, personalized recognition, and real-time celebration as players reach milestones to help drive more play and more trips. Run promotions and incentives that are open to all players or tailored toward specific card tiers, slot banks, player groups, or individual players. And send customized celebration messages to let players know precisely what they have been awarded—and why—while they are still at the machine. All gaming and non-gaming activity is tracked directly within the system for a complete 360-degree view of player behavior and campaign outcomes.



## AVAILABLE BONUS CRITERIA

All marketing options within the True-Time Bonusing Tool Kit include targeting for gaming and/or non-gaming patrons, so you can segment your patrons with precision. Engage and reward guests based on all of the following criteria options:

- ▶ Card tier
- ▶ Geography/location
- ▶ Demographics
- ▶ Trips/visitation
- ▶ Anniversary dates (birthday, sign-up, etc.)
- ▶ Groups (CSV file)
- ▶ Location on the floor
- ▶ Time/day of the week
- ▶ Meters/play
- ▶ Device type
- ▶ Categories & sub-categories
- ▶ Events
- ▶ Previous promotion (stacked)
- ▶ Tour groups

## AVAILABLE BONUS AWARDS

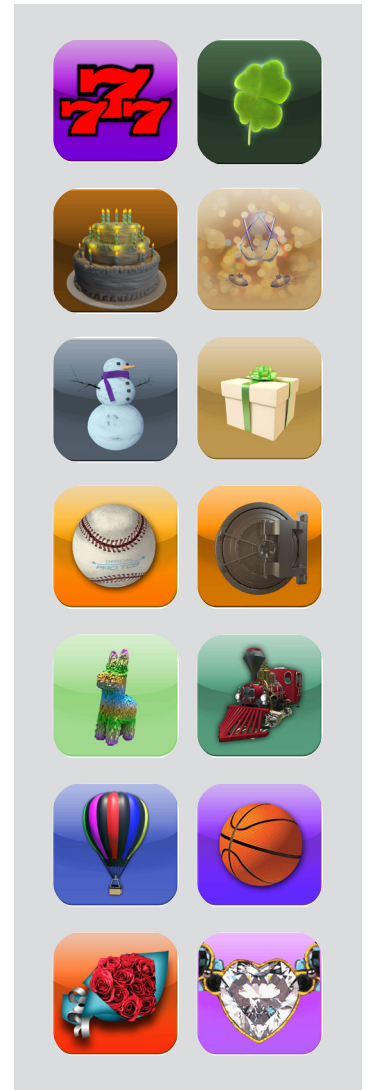
Casinos can leverage all of the following award options in SYNKROS to support automated, real-time campaign cycles:

- ▶ Point multipliers
- ▶ Free play
- ▶ Random free play
- ▶ Points
- ▶ Random points
- ▶ Comp points
- ▶ Random comp points
- ▶ Comps
- ▶ Drawing tickets
- ▶ Card of the day draw poker bonusing
- ▶ Tournament entries
- ▶ Offer
- ▶ Messages only

## AVAILABLE MARKETING MODULES

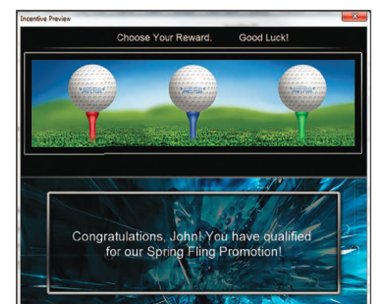
All marketing options within the True-Time Bonusing Tool Kit include targeting for gaming and/or non-gaming patrons, so you can segment your patrons with precision. Engage and reward guests based on all of the following criteria options:

- ▶ Advanced Incentive Bonusing Engine™
- ▶ SYNKROS Offers Management™
- ▶ Drawing tickets
- ▶ Random giveaways, or hot seats
- ▶ True-Time Tournaments™
- ▶ SuperSeries™



## ADVANCED INCENTIVES BONUSING ENGINE

Connect directly to your most valuable patrons through a completely configurable, rules-based bonusing engine with pure marketing horsepower. SYNKROS' Advanced Incentives Bonusing Engine™ lets you create unlimited incentive scenarios to target specific types of player behavior and situations, specific types of patrons, specific areas of the casino, patron demographics, casino areas, dates/times of the week or day, and number of trips per week/year, etc. The reward type and reward amount are entirely specifiable and can be configured based upon numerous platform performance and demographic criteria.



Preview incentives before making them active

## SYNKROS OFFERS MANAGEMENT

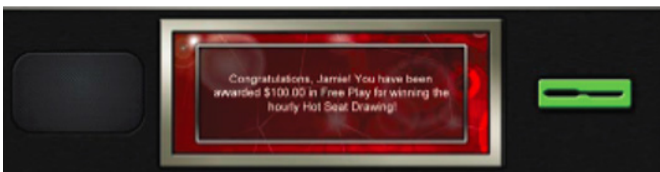
Player loyalty awards are simpler, portable, and more personal with SYNKROS Offers Management. Built seamlessly within the Advanced Incentives Bonusing Engine, this tool allows operators to set up, schedule, and deploy a strategic mix of awards to targeted player demographics with real-time tracking across the SYNKROS ecosystem. Players can select from up to five bonus awards and receive personalized notifications across a variety of touchpoints including kiosk machines, SMS, email, direct mail, and EGM displays. Offers can either require targeted action or be non-contingent, and they can be configured for specified time periods of activation, selection, and expiration. In addition, SYNKROS Offers supports CSV file import, and campaigns can be easily repurposed for future use.



Save time and money through leading player loyalty features and functionality

## RANDOM GIVEAWAYS

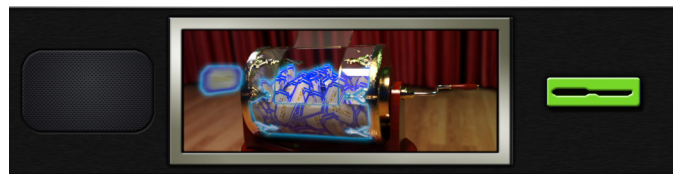
Award patrons with free play, cash awards, and more through SYNKROS' random giveaway. Both slot and table games players can be included in this hot seat-style event, based on eligibility criteria such as floor zone, having an open rating, and meeting qualifiers for wager, theoretical, or points earned within defined days, hours or minutes. Random giveaways can be manually performed or can be scheduled to occur automatically.



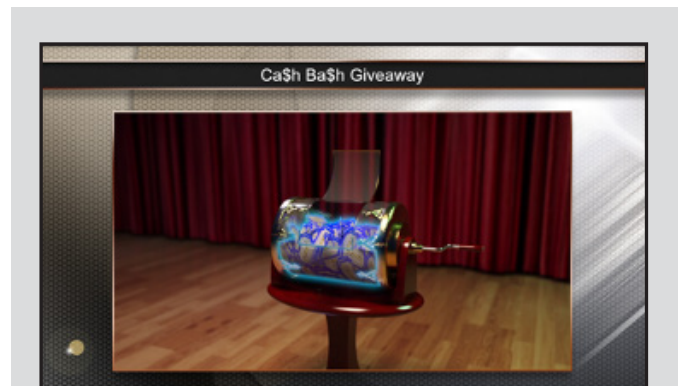
Connect with your patrons by offering random bonus awards based on rules criteria you set

## DRAWING TICKETS

Drawings are especially enjoyable for patrons because they offer a burst of excitement and a chance to win multiple—or even life-changing—prizes. Similarly, casinos like drawings because they can extend marketing investments across broader audiences and over extended periods of time by offering “chances to win” various prizes. SYNKROS' drawing tickets are designed to automate drawing events typically executed by manual issuance and drawing of tickets. Rules can be configured to automatically qualify players and issue tickets based on desired player behavior at gaming machines, gaming tables, and POS terminals. At a pre-determined time, the system will initiate a countdown timer on the Sign Kit and Player Displays prior to executing the drawing, allowing the casino employees to focus on running an exciting event and awarding the prizes to the winning guests.



Choose from fully electronic drawings, or print manual tickets via TITO printer/kiosk



Initiating the drawing and displaying the results.

## TRUE-TIME TOURNAMENTS

System-delivered tournaments offer a new spin on community gaming. Deliver tournaments automatically via SYNKROS' True-Time Tournaments to any True-Time Windowing enabled machine on your floor.

True-Time Tournaments offer two exciting ways to play. The player on-demand format allows your guests to play their tournament entries at their convenience without the need to rope off a large section of your floor, without taking machines out of service, without long lines, and without additional labor costs to setup and run the event. And the all-new SYNKstart format gives you the flexibility to run classic, synchronized tournaments at single or multiple slot banks without the need to take machines out of service or re-option them to tournament mode. Tournament entries can be earned on ANY machine using the Advanced Incentives Bonusing Engine. Players earn entries into tournaments based on any defined criteria such as birthdays, new card sign-ups, wager amount, time on device, and number of trips. For on-demand tournaments, once an entry is earned players can redeem these entries on any True-Time Windowing

enabled machine at any time they choose. Additionally, on-demand tournaments can provide players a multi-game menu of available themes to keep promotions fresh and unique. SYNKstart tournaments will typically be played as a hosted event in sectioned areas with a unified theme. Once the tournament is complete, SYNKROS will return the games into normal revenue-generating machines.



## SUPERSERIES

SuperSeries is a system-delivered, randomly triggered, floor-wide bonusing product based on a number-pick, lotto-style game. Patrons try and match their lucky numbers against the SuperSeries numbers drawn during each game. Any carded patron actively playing on any slot machine—regardless of manufacturer—can win at any time. Whenever a random SuperSeries game is triggered, patrons have the chance to win by matching their five personal numbers (which the player can select and change at any time before the game begins) to the SuperSeries numbers that appear on the True-Time Player Communications™ devices. Each number match can have separate, configurable prizes and prize values. And if all five numbers match, the top prize progressive jackpot award is won. SuperSeries is able to integrate into any existing media management system, delivering a floor-wide experience to all patrons.



*If patrons match 1, 2, 3, or 4 of their lucky numbers to any of the 5 game numbers, they are awarded consolation prizes of varying values based on how many numbers are matched*

**Contact your Konami SYNKROS Account Executive today for further information.**

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