

STANDARD SERIES

GLI-18:

Promotional Systems in Casinos

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ABOUT THIS STANDARD

This Standard has been produced by **Gaming Laboratories International**, **LLC** (**GLI**) for the purpose of providing independent certifications to suppliers under this Standard and complies with the requirements set forth herein.

A supplier should submit equipment with a request that it be certified in accordance with this Standard. Upon certification, Gaming Laboratories International, LLC will provide a certificate of compliance evidencing the certification to this Standard.

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CHAPTER 1

1.0 OVERVIEW - STANDARDS FOR PROMOTIONAL SYSTEMS IN CASINOS

1.1 Introduction

1.1.1 Promotional Systems Defined. A Promotional System is comprised of gaming devices that are configured to participate in electronically communicated promotional award payments from a host system, and the host system that controls the promotional award issuance parameters. Promotional awards are additional features that entitle players to special promotional awards based on patrons play activity. Promotional Awards are used by marketing departments and player tracking/clubs rewarding patrons with static enticement awards (such as coupons or cards that can be inserted into devices which entitle the player to free credits) and awards based upon patron play. Facilities now exist to support these awards at a gaming machine utilizing protocol commands for direct monetary transfers from the marketing department or slot club department directly via the player's promotional account(s) accessible via a supporting device. The assumption of this document is that all promotional credits given to the player in the above detailed manner have no impact on calculation of theoretical payback percentage for a gaming machine. Provisions must be made to ensure awards are metered uniquely by the gaming device, so that they will not affect the hold percentage calculations.

Static promotional awards are those based on predefined criteria that do not require patron or gaming machine activity prior to redemption and are generally single instance use. An example being a carded promotion (electronic coupon) whereby a group of uniquely identified magnetic cards (or similar instrument) is established with a preset value of a particular credit type that is available to anyone inserting an unused card into an associated gaming machine's card reader.

Promotional awards are those based on predefined patron activity criteria that are tied to a specific patron/account, which generally recur. For example, promotions may include:

- A patron may be awarded 100 points for every 20 dollars played in a machine. These
 points may be converted to credits awarded at a gaming device.
- A patron who plays an established threshold of 250 dollars or more for one day (or any defined period) being awarded 5 dollars upon return to the casino the following day;
- A patron has earned a promotional award where they must contribute their own money first in order to redeem **match play** awards.

1.1.2 Phases of Certification. The approval of a Promotional System shall be certified in two phases:

- a) Initial laboratory testing, where the laboratory will test the integrity of the system in conjunction with EGDs, in the laboratory setting with the equipment assembled; and
- b) On-site certification where the communications and set up are tested on the casino floor prior to implementation.

1.2 Acknowledgment of Other Standards Reviewed

1.2.1 RESERVED

1.3 Purpose of Standard

1.3.1 General Statement. The purpose of this technical standard is as follows:

- a) To eliminate subjective criteria in analyzing and certifying Promotional System operation.
- b) To only test those criteria which impact the credibility and integrity of gaming from both the Revenue Collection and game play point of view.
- c) To create a standard that will insure that Promotional Systems in Casinos are fair, secure, and able to be audited and operated correctly.

- d) To distinguish between local public policy and laboratory criteria. At GLI, we believe that it is up to each local jurisdiction to set their public policy with respect to gaming.
- e) To recognize that non-gaming testing (such as Electrical Testing) should not be incorporated into this standard but left to appropriate test laboratories that specialize in that type of testing. Except where specifically identified in the standard, testing is not directed at health or safety matters. These matters are the responsibility of the manufacturer, purchaser, and operator of the equipment.
- f) To construct a standard that can be easily changed or modified to allow for new technology.
- g) To construct a standard that does not specify any particular technology, method or algorithm. The intent is to allow a wide range of methods to be used to conform to the standards, while at the same time, to encourage new methods to be developed.
- 1.3.2 <u>No Limitation of Technology</u>. One should be cautioned that this document should not be read in such a way that limits the use of future technology. The document should not be interpreted that if the technology is not mentioned, then it is not allowed. Quite to the contrary, as new technology is developed, we will review this standard, make changes and incorporate new minimum standards for the new technology.
- 1.3.3 <u>Scope of Standard</u>. This standard will only govern Promotional Host Systems and Device requirements necessary to achieve certification.
- **1.3.4** Exceptions to Standard. This standard does not govern Cashless or Bonusing System requirements for any other form of electronic transaction.

Please refer to GLI-16 for Cashless and GLI-17 for Bonusing System regulations.

1.4 Other Documents That May Apply

1.4.1 <u>General Statement</u>. This standard covers the minimal requirements for Promotional Systems and Device(s) all associated components. The following other standards may apply:

- a) Gaming Devices in Casinos (GLI-11);
- b) On-Line Monitoring and Control Systems (MCS) and Validation Systems in Casinos (GLI-13); and
- c) Individual Gaming Board Minimum Internal Control Procedures.

NOTE: All promotions should require formal submission to and written approval from the local regulatory group who may respond to unconditionally approve, require additional constraints be placed on the promotions to resolve any issues, or disallow the promotion. The possible permutations and effects concern subtleties best left to the discretion of the individual jurisdiction.

CHAPTER 2

2.0 PROMOTIONAL REQUIREMENTS

DEVICE

AND

SYSTEM

2.1 Gaming Device(s) with a Promotional Feature Requirements

2.1.1 <u>General Statement</u>. The requirements throughout this section apply to the promotional gaming device. These requirements are in addition to the requirements set forth in GLI-11 Gaming Devices and Casinos, and GLI-13 On-Line Monitoring and Control Systems (MCS) and Validation Systems in Casinos.

2.1.2 <u>Configuring Promotion Transactions on a Gaming Device</u>. Since a Promotional feature would impact the electronic accounting meters, any Gaming Device that allows Promotional gaming as a selectable feature must conform to the Configuration Setting requirements outlined within GLI-11 Gaming Devices in Casinos, Section 2.13.4.

2.1.3 Audit Trails for Promotional Transactions. Promotional Gaming Devices must have the ability to recall the last twenty-five (25) promotional transactions received from the system and the last twenty-five (25) promotional transactions transmitted to the host system. However, if a gaming device has Bonusing or host-Cashless features, or both, enabled simultaneously with promotional features, a single 100-event log would suffice. The following information must be displayed:

- a) The type of transaction (upload/download) including restrictions (cashable or non-cashable, etc), if utilizing a single 100-event log;
- b) The transaction value; and
- c) The time and date;

2.1.4 <u>Meter Requirements for Promotional Gaming Devices</u>. Promotional gaming devices must incorporate electronic accounting meters that conform to the following electronic metering requirements:

- a) The operation of the mandatory electronic accounting meters, as mandated in GLI-11, must not be impacted directly for Promotion transactions; and
- b) The following specific Promotional meters will be added:
 - i. Total Promotional Awards In (received by game) meter, which includes:
 - A. Total Non-Restricted (cashable), Promotional In if applicable; and
 - B. Total Restricted (non-cashable), Promotional In if applicable.
 - ii. Total Promotional Awards Out (removed from game and transfered back to player account) meter, if applicable, which includes:
 - A. Total Non-Restricted (cashable) Promotional Out; and
 - B. Total Restricted (non-cashable) Promotional Out.

NOTE: If restricted promotional credits and non-restricted credits are co-mingled on one credit meter at a gaming device: when restricted promotional credits are transferred to a game, and that game also has existing cashable credits available, the game MUST pull from the restricted credit balance first during player wagering. All restricted credits must be wagered first, before any non-restricted credits are committed.

2.1.5 RESERVED

2.1.6 Error Conditions. The following conditions must be monitored, and messages must be displayed to the patron, which would indicate the reason for any transaction failure to include the following:

- a) Invalid PIN or Player ID (Can Prompt for Re-entry up to maximum allowed); and
- b) Account Unknown.
- c) RESERVED

2.1.7 Transfer of Transactions. If a player initiates a promotional transaction and that transaction would exceed game configured limits (i.e. the credit limit, etc) then this transaction may only be processed provided that the patron is clearly notified that they has received or deposited less than requested to avoid patron disputes.

2.1.8 Identifying a Promotional Device. A patron should be able to identify each machine that supports the promotion by a means left to the discretion of the individual jurisdiction (e.g. remove display menu items that pertain to promotional operation for gaming machines not participating; provide a host message indicating promotional capability; or a specific sticker on gaming machines to indicate participation).

2.1.9 Notification of a Promotional Award. The method of promotional award notification can include any combination of host messaging, sounds, or visual indicators as long as deemed acceptable to the individual jurisdiction. Since promotional awards are paid directly to the gaming device (if applicable, after player intervention), the gaming device itself shall reflect the amount of promotional awards. Additionally, electronic accounting meters, and logs will reflect all promotional transactions accordingly (see 3.1.3 and 3.1.4 of this standard.)

2.1.10 <u>Disclaimers and Feature Expiration</u>. Any disclaimers such as promotion expiration and their display to the public are also left to the discretion of the individual jurisdiction, as they will likely be non-uniform across specific manufacturer implementations. Qualifying parameters and/or frequency of events and any specific information relevant to the award type (e.g. the card reader bezel lighting a specific color to indicate a patron had qualified for a promotional award.)

2.2 Central System Security Requirements

2.2.1 <u>General Statement</u>. The rules within this section shall be implemented by the host system to allow for securely changing of any of the associated parameters. Additionally, the communication process must be robust and stable enough to secure each promotional transaction such that failure event(s) can be identified and logged for subsequent audit and reconciliation.

- **2.2.2** <u>Modification of Critical Parameters</u>. All changes to parameters that may impact promotion redemption frequency or amount, must be logged indicating:
- a) who made the change;
- b) the altered parameter;
- c) the time and date of change;
- d) the parameter value before and after the change; and
- e) the reason for the parameter adjustment.
- **2.2.3 Prevention of Unauthorized Transactions**. The following minimal controls shall be implemented by the host system to ensure that games are prevented from responding to commands for crediting outside of properly authorized Promotional transactions (hacking):
- a) The network hubs are secured (either in a locked/monitored room or area) and no access is allowed on any node without valid login and password;
- b) The number of stations where critical promotional applications or associated databases could be accessed is limited;
- c) The users who have the requisite permission levels/login to adjust critical parameters are limited; and
- d) Procedures be in place on the system to identify and flag suspect player and employee accounts to prevent their unauthorized use to include:
 - i. RESERVED;
 - ii. Flagging of "hot" accounts where cards (other instruments) have been stolen;
 - iii. Invalidating accounts and transferring all balances into a new account; and
 - iv. User roles or procedures are established in promotional parameter configuration applications, which enforce logical separation of controls to discourage obvious misbehavior.
- 2.2.4 <u>Diagnostic Tests on a Promotional Gaming Device</u>. Controls are placed on any diagnostic functionality available at the device/system such that all activity would reflect a

specific account(s) and the individual(s) tasked to perform these diagnostics whereby all promotional diagnostic activity that effect the gaming machine associated meters may be audited by the local regulatory group.

2.2.5 Loss of Communication. If communication between the promotional accounting system and the gaming device is lost, promotional transfers shall not be processed until communications are re-established. It is recommended that the game or interface element provide a means for informing the player that promotional transfers cannot currently be processed for any player initiated transfers.

2.3 Central System Audit Trails

- **2.3.1** <u>General Statement</u>. The central system shall have the ability to produce logs for all complete promotional transactions to include the same information required on gaming machine audit logs and capable of being filtered by:
- a) machine number;
- b) patron account; or
- c) promotional identification.
- **2.3.2 Transaction Report**. The player must be provided the ability to review a complete and comprehensive transaction report of all Promotional transactions concluded, indicating each separate transaction with amount.

NOTE: This audit trail could be accessed on the gaming device via the card reader (or equivalent) or such information could be requested of the floor personnel who would process such requests via a query of the Promotional system.

2.4 Financial Reports

- **2.4.1 General Statement**. The system shall have the ability to produce the following reports:
- a) Patron Promotional Account Summary and Detail Reports. These reports shall include beginning and ending balance(s), transaction information including gaming machine number, amount, date/time and type (if multiple types are supported);
- b) Liability Report. The Liability Report shall include the previous day's ending value (today's starting value) of outstanding promotional liability, Total promotional in and Total promotional out, expired promotional value, and the current day's ending promotional liability; and
- c) Promotional Meter Reconciliation Summary and Detail Reports. These reports shall provide reconciliation of each participating gaming machine promotional meter(s) against the host system's promotional activity.

2.5 Player Accounts

- **2.5.1 General Statement**. For awards tied to a specific patron's account, a casino usually issues a patron a unique magnetic card and may require a personal identification number (PIN), in conjunction with an account on the host system's database, although any method of uniquely identifying patrons could be implemented. All such transactions between a supporting gaming machine and the host system must be secured either by card insertion into a magnetic card reader attached to the host system or other protected means. The promotional options are presented to the patron on the LCD/VFD display of the card reader, which should require selection using a keypad/touchscreen before occurring.
- **2.5.2** <u>Removing Promotional Credits from a Players Account</u>. Promotional credits may be removed from a player's account either through:
- a) downloading of the promotional credits to the gaming device;

- b) redeeming the promotional credits for merchandise/cash via a cashier; or
- c) expiration of promotional credits.
- **2.5.3 Movement of Promotional Credits**. Players may have the option of moving some of their system promotional credit to the gaming device, they are playing, through "withdrawal" from the players account, maintained by the system. Then when they are finished playing they may either "deposit" their balance from the machine onto their player account or redeem them from the gaming device via the available payout mechanism. Promotional gaming transactions are entirely electronic.
- **2.5.4** <u>Personal Identification Number</u>. Usually a casino issues a patron a unique magnetic card and personal identification number (PIN) in conjunction with an account on the system's database, although any method of uniquely identifying patrons could be implemented.

NOTE: Security of this information must be guaranteed at all times.

2.5.5 <u>Account Balance.</u> Current balance information and promotional award transaction activities should be available on demand at any participating gaming device or other system terminal after confirmation of patron identity. All discretionary account funds (i.e. those funds that have a possible expiration) must be maintained separately.

NOTE: Security of this information must be guaranteed at all times.

2.6 Software Verification

2.6.1 General Statement. Each component within the System, that would affect the integrity of the System, must have the ability to allow for an independent integrity check of the component's software that is critical to its operation, from an outside source. This must be accomplished by being authenticated by a third-party device, which may be embedded within the component's software (see NOTE within this section, below) or having an interface port for a third-party device to authenticate the media. This integrity check will provide a means for field testing the

software to identify and validate the program. The test laboratory, prior to system and/or component approval, shall approve the integrity check method.

NOTE: If the authentication program is contained within the software, the manufacturer must receive written approval from the test laboratory prior to submission.