

On Alert

Monitoring System Allows Token-Based Locations to Track Operations

GameAlert is now offering web-based tracking of an amusement facilities token-based game, providing real-time information and sophisticated monitoring, alarms and reporting.

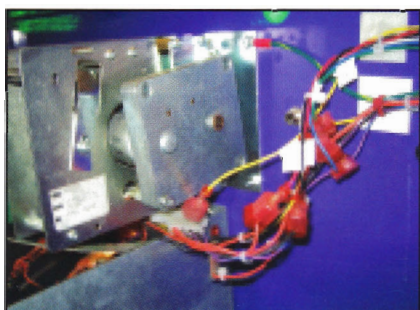
“There has never been a system for token-based amusement facilities like this until now,” said Frank Seninsky of Alpha Omega Amusements, which represents GameAlert. “In the past, facilities using



A close look at the connection made at the meters.



GameAlert requires no cutting or drilling, meaning connections are simple to install.



GameAlert checks low ticket sensor as well as counting tickets and checking for jams.

tokens for game play had to manually read meters and enter data into spreadsheets. This is time consuming and many facilities are missing important information about their game performance.

“As a result, they have a difficult time maximizing revenues,” Seninsky continued. “Plus, most amusement facilities rely on customers to tell them when there is a game or changer problem, resulting in lost revenue and customer dissatisfaction.”

GameAlert lets amusement facility owners watch their location live from anywhere. Game and changer problem alerts are immediately sent via text message or email. A dashboard on the secure website shows the performance and alerts for the facility, games and changers. Set-up and reports are accessed on the website as well. “The website is simple and easy to use without training,” says Seninsky.

GameAlert also provides the tools for an operator to create marketing events by changing the token pricing at the changers. Owners can create periods of time when tokens are discounted at the changers and the information communicated by digital signs. All this is controlled from the website without ever opening a changer door.

| Category | Game Title | Alias | Plays | Alert Status | Game Details |
|------------|-------------|------------------------|-------|--------------|--------------|
| Rather | Qix | Qix - New Blue machine | 400 | | |
| Pinball | Shrek | Shrek | 110 | | Tickets Low |
| Novelty | Gishi Gishi | Gishi Gishi | 1,287 | | |
| Ride Games | Ice Ball | Ice Ball | 883 | | |

GameAlert offers a quick look at sales, game plays, average token price, ticket payout ratio and float, with week-over week-comparisons. As seen in the screen shot above, alerts are also emailed or texted to staff as they occur.

GameAlert is comprised of four main components:

1. Wireless-mesh network game modules that gather live information about the game such as coin drops, tickets dispensed, ticket jams, low tickets and game inactivity.

2. Changer modules that monitor the condition of the token changer.

3. A hardened mini server connected to the Internet that sends the data out and provides back-up safeguards.

4. A hosted database and central application with secured password protected levels of access.

The U.S. Patent and Trademark Office recently issued patent number 8,257,179 B2, entitled “Network for Token-Based and Related Devices,” to GameAlert. The technology is available exclusively through Alpha-Omega Sales, 12 Elkins Rd., East Brunswick, NJ 08816; email: sales@alphaomegasales.com; 800/253-4045 or 732/254-3773; fax 732-254-6223.

| Promotion | | | | |
|----------------|--|--|--|--|
| Title: | 1234 - 20% Bonus tokens | | | |
| Description: | Bonus for \$5 - \$10 - Weekdays only | | | |
| Sign Text: | | | | |
| Start Date: | 12/28 | | | |
| End Date: | 12/31 | | | |
| Start Time: | 12:00 AM | | | |
| Duration Time: | 02:00 (Only in hours of the promotion) | | | |
| Days: | Mon: <input checked="" type="checkbox"/> | Tue: <input checked="" type="checkbox"/> | Wed: <input checked="" type="checkbox"/> | Thu: <input checked="" type="checkbox"/> |
| FR: | Sat: <input type="checkbox"/> | Sun: <input type="checkbox"/> | | |
| Token: | \$1 | \$2 | \$10 | \$20 |
| | 4 | 20 | 100 | 100 |

Operators can use GameAlert to promote sales during slow times by lowering token prices without re-programming changers.