



The Safe Gaming System™

Safe Gaming System (SGS)

- ◆ Agenda for Independent Gambling Authority of South Australia
 - Overview of the SGS product and company
 - Questions and answers
- ◆ Objectives
 - Gain a familiarity with SGS and SA requirements
 - Consider how SGS could apply to SA

Safe Gaming System (SGS)

- ◆ What is It?
- ◆ Why is it needed?
- ◆ Who/how did it develop?
- ◆ Business and design principles?
- ◆ How does it work?
- ◆ Would it apply to South Australia?

A large, ornate metal key is shown vertically on the left side of the slide, set against a textured, golden-brown background.

What Is It?

- ◆ The social goal (mission) of SGS is to minimize the harm caused by gambling issues
- ◆ It is essentially a gambling “safety net” that may be applied for the benefit of all gamblers – US patent approved October 2003.
- ◆ Provides both ongoing analysis of gambling behavior and protection from gambling problems
- ◆ It is technology and psychology-based, with features/services to assess, educate, monitor, and assist registrants to gamble responsibly

Why Is It Needed?

- ◆ Environment driven - unabated gambling is readily accessible almost everywhere
- ◆ Comprehensively address gambling issues
 - Current environment - individual treatment approach reaches only about 1% (US National Council on Problem Gambling)
 - Effective commercial products & services to protect gamblers are scarce
 - SGS is designed as an extensive solution

Why Is It Needed?

- ◆ Human suffering due to gambling problems is enormous - cannot be expressed in dollars
- ◆ The worldwide societal costs of problem gamblers are hundreds of billions per year
- ◆ Focus on why people develop gambling problems:
 - Ignorance of gambling – they don't understand odds, randomness, rules of the game, etc.
 - Lack of behavior control – they don't set and keep limits, give in to their impulses, lack behavioral guidance

Why Is It Needed?

“Process” Needs Addressed

- ◆ Enable Analysis – Create and capture objective data to analyze and determine gambling behavior
- ◆ Create an Objective Gateway to Action - Initiate action to treat/exclude those exhibiting problems
- ◆ Provide Protection – Avoid serious damage, prevent all gamblers from over-indulging
- ◆ Ensure Legal Compliance – Screen for underage, illegal, and excluded gamblers
- ◆ Educate Gamblers – Demystify gambling, teach odds, technology, and control expectations to win

How Did It Develop?

- ◆ Conceived in 1999
- ◆ Patents submitted in early 2000
- ◆ US patent approved October 2003
- ◆ Production development started late 2003
- ◆ Canadian patent pending
- ◆ Pilot application being considered now

Business/Design Principles

- ◆ SGS provides system architecture/software
- ◆ SGS welcomes partnerships with others
 - Institute for Problem Gambling (IPG)
 - Game Planit Interactive Corp.
 - Hardware and systems vendors

Business/Design Principles

Key Characteristics of SGS Solution

- ◆ Voluntary or mandatory registration OK
- ◆ Centralized, pre-committed gambling accounts
- ◆ Cashless gambling (debit card)
- ◆ Dumb, smart, or biometric security access OK and will exist simultaneously
- ◆ Each gambling session authorized in real time (touch screen or LCD/keypad – inboard/outboard)
- ◆ Limits, exclusions, and underage enforcement
- ◆ Real time messages and reports from local server
- ◆ Account access and periodic reports for users

Business/Design Principles

Primary System Objectives

- ◆ Universally accessible - all legal gambling venues
- ◆ Registrants - all who choose to gamble
- ◆ User-centric, inter-jurisdictional
- ◆ Easy and inexpensive to use
- ◆ Offers both behavior analysis and protection
- ◆ Enables enforcement and referrals (limits, exclusions, underage, problem gamblers)
- ◆ Provides communications and feedback to users
- ◆ Transactions and data are secure

Business/Design Principles

Derivatives

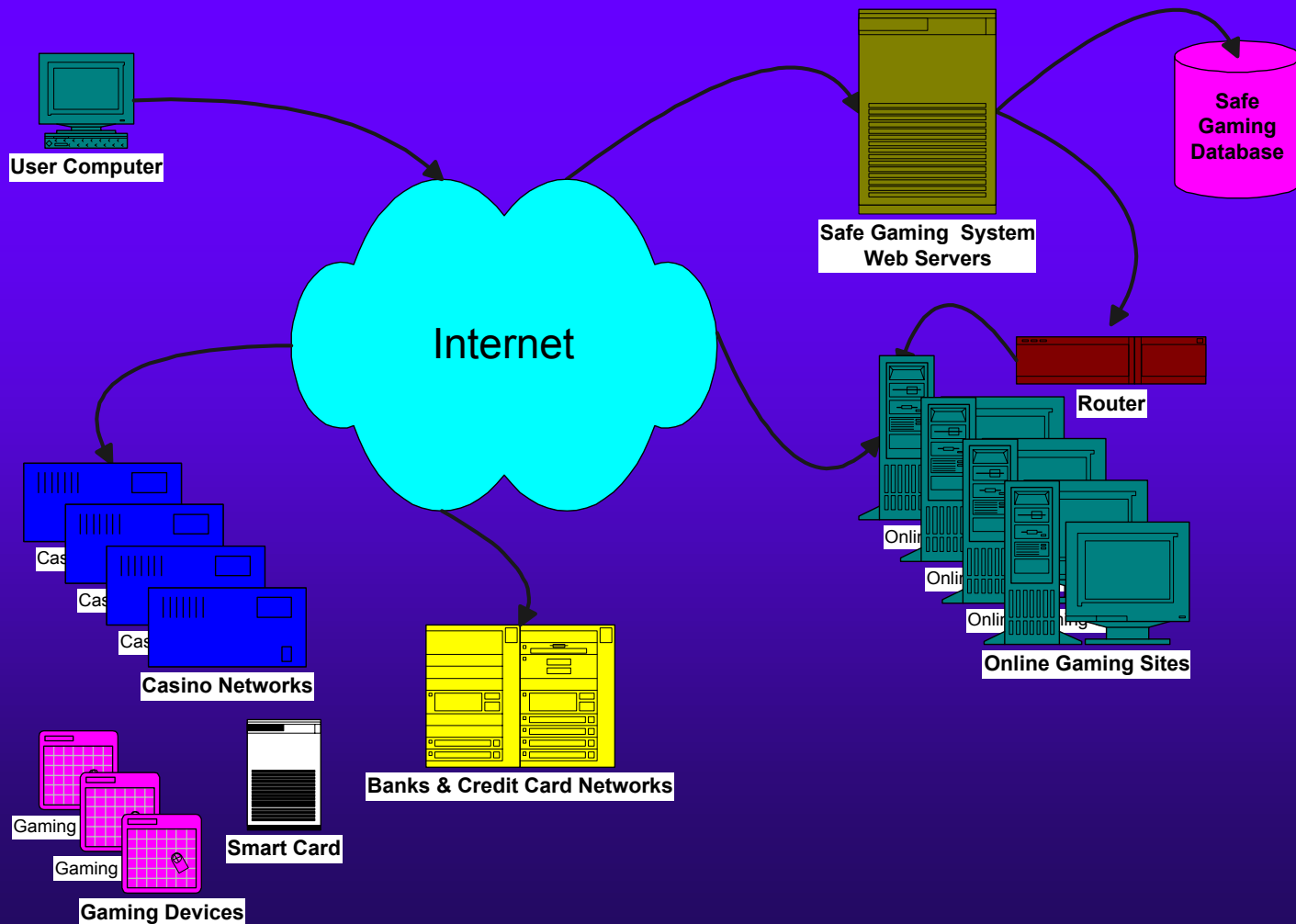
- ◆ Obtain positive ID of gambler (anonymous account is possible but requires biometric id)
- ◆ Test for current problems and risk factors
- ◆ Set guided time and expenditure limits based upon disposable income
- ◆ Prepay to a central gambling debit account
- ◆ Users agree to comply with limits
- ◆ Flexible, secure account access for all gambling
- ◆ Collect, store, track and analyze gambling data

How Does It Work?

Major System Components

- ◆ Web presence for registration and administration
- ◆ Central database of registrants, venues, and jurisdictions with parameters
- ◆ Continuously running expert system analysis
- ◆ Network links from central database all subscribing venues and jurisdictions
- ◆ Interface with multiple access technologies
- ◆ Financial transaction processing capability

Simple System Diagram



How Does It Work?

Using the SGS

- ◆ Registration via Internet or Assisted
 - Personal information for positive id
 - Gaming questionnaire for sub-type & risk
 - Guided limit setting, both monetary and time
 - Select system features and options
 - Agree to terms and limits
 - Prepay/fund gambling account

How Does It Work?

Using the SGS

- ◆ Receive access card and/or register venue cards
 - From SGS, venue, authorized service provider
 - Primary jurisdiction – arrangements for others
- ◆ Validate account id at venue (driver's license)
- ◆ Cashless gaming, limits enforced, intervention messages as needed
- ◆ SGS/venue settlements
- ◆ Gambling activity reports (reporting amounts risked, time gambled, and losses is a powerful deterrent)

How Does It Work?

Gaming Tutorials

- ◆ Modules for the most popular games
- ◆ Educates customers on demand
- ◆ Online training covers the ABC's of gambling
- ◆ Teaches odds, house advantage, mechanics of games, and nature of randomness
- ◆ Provides an objective view of gambling to help set realistic expectations of winning

Jurisdiction Issues/Policies

Implementation and Legal

- ◆ Voluntary vs. mandatory registration
- ◆ Cashless vs. coins, bills operated
- ◆ Personal id vs. anonymous account
- ◆ Front end – real time, dumb, smart, biometric?
- ◆ Centralized vs. local debit account
- ◆ Potential fraud, loss of card
- ◆ Legal access/protection of data

Safe Gaming System Summary

- ◆ A comprehensive, patented system
- ◆ Addresses the worldwide need for a gambling “safety net” to protect all who choose to gamble
- ◆ “The Key to Responsible Gaming” will save huge social and human costs
- ◆ Next Step - Pilot Implementation(s)
- ◆ [Online Information](#)