



THE TIP OF THE ICEBERG

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As mobile phone penetration levels continued to snowball in 2006, various business and consumer applications saw the light of day and some gained favourable acceptance as well as a cult-type following: from Blackberries for business communication to music, instant messaging (IM) and mobile gaming for mass consumers.

Nevertheless, the year 2006 only saw the tip of the iceberg called mobile gambling. With industry analysts revising mobile gambling forecasts month on month, the figure is now pegged at USD 23 billion by 2011. And, while the US saw landmark legislation on online gambling come into effect late last year, various countries including Macau, Singapore, Sweden, the UK, Italy, Spain and some in South America saw uptake of gambling in some form or another: Mobile, online, brick & mortar for both real money and play for fun casino games.

There were various reasons that drove this growth in mobile gambling in 2006. Riding on the back of increasing mobile penetration numbers, wireless casino system providers, like Spin³, were quick to move ahead of the technology curve not only to accommodate unique, high-quality casino games on hundreds of the leading handsets but also provide a seamless backend management system for mobile casino operators with stringent checks for age verification and fraud.

Clearly, the market is ripe for more growth in 2007. With immense progress achieved on the technical, back-end side of mobile gambling service provision, casino operators have shown rapid acceptance for the mobile medium to expand their business.

This year we'll see a different kind of growth experienced by the industry, as we seek to build greater confidence by offering service level benchmarks and unique marketing and distribution tools to casino operators. This growth will be driven by the availability of rich content, with varied uses from marketing to consumer retention, and the ability of wireless casino system providers to leverage competitive differentiators.

To enable casino operators to ride the wave of mobility, Spin³ will unveil its latest three innovations at ICEi 2007: the GameWire *MultiLink*TM open system solution, the Ki-Bi[®] gambling card, and SpinSupportTM.

In support of open standards for all, Spin³'s **GameWire MultiLink** is a new integration platform allowing any interactive casino operator to launch a mobile casino. This development assumes significance in that the renowned GameWire V2.1 wireless casino system can now be seamlessly integrated with an operator's system allowing any interactive casino operator to enter the mobile space and take advantage of Spin³'s award winning solutions.

Spin³ will also unveil the **Ki-Bi** card – a unique electronic, credit-card sized device that delivers mobile gambling content directly into the hands of players. Ki-Bi cards eliminate many of the difficulties associated with extending a gambling business to mobile. In addition to easy distribution of content, Ki-Bi cards can also deliver GPRS settings direct to the phone. Both the convenience and attractiveness of the Ki-Bi card gives operators a competitive edge towards maximizing new revenue-generating opportunities in the growing mobile environment.

At ICEi, Spin³ will reiterate its commitment to casino operators wanting to add a mobile casino offering by establishing yet another benchmark in service levels: **SpinSupport**. This optional service is provided uniquely to Spin³ clients, through the strategic relationship with BrightMark, the leading call center provider for interactive casinos. Spin³ clients will be able to take advantage of a 24/7 multi-lingual service center, dedicated chat, email, phone and SMS support. SpinSupport will utilize a unique GameWire feature – the "Call Me" button which allows players to receive an immediate call back from a service representative. Spin³ clients have the opportunity to receive industry-leading customer support services, which have been proven to provide enhanced customer satisfaction and improved business performance.

Innovations and commitment such as these will drive operator and consumer confidence in wireless systems in 2007 and the industry can only experience one-way growth: upward. Casino operators keen to experience the mobile gambling revolution can visit the Spin³ booth at ICEi and play ten high-quality Java-based mobile casino games such as Blackjack, Poker and Major Millions, on pre-loaded handsets.