

STAYING AHEAD OF THE PACK

AS THE MOBILE GAMBLING INDUSTRY

HEATS UP

DIFFERENTIATION AND SIMPLICITY ARE

IMPERATIVE TO SURVIVAL,

SAYS MATTI ZINDER, CEO, SPIN3



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One of the biggest barriers to mass adoption of mobile gambling services is making it easy for users to load content onto their phone. As interest in the industry continues to soar, there are two main problems to address: technical difficulties, and maintaining an edge over the competition in an increasingly tough market. Multimedia messaging is an example of a great idea that is being hindered by perceived complexity in setting it up; those offering it are taking full advantage of a differentiating technology. I am always telling development teams at Spin3 to be conscious of the need to develop dynamic products as well as strong marketing tools to support those products. For example, for our GameWire casino system we have developed the Ki-Bi card, designed to make access to mobile content very easy.

Simplicity is everything

Although 3G is now commonplace, with 90% coverage in the UK, and 4.8 million UK 3G subscriptions (source Informa: May 2006), the most commonly used content delivery option is still via 2.5G handsets using GPRS and WAP Push. However, before using GPRS and MMS functionality, players need to ensure they have the correct settings. As a content provider, it is important to make life easy for the player and realise settings may not be setup correctly.

Offering technical support to address any difficulties users may have in downloading content is a given, but what if you could instantly resolve problems with GPRS settings and configure a phone remotely? The Ki-Bi card, a unique electronic, credit-card sized device that delivers mobile gambling content directly into the hands of players, is a new marketing tool designed to tackle technical difficulties.

Above all else, Ki-Bi is about simplicity. You call a phone number, press a button and play the games that are instantly downloaded onto your phone. The card can deliver GPRS settings directly to a user's phone, removing the need for time

consuming phone calls unless necessary. Ultimately, this is one less step in a process. In an age where consumer is king, simplicity is everything.

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. So how does the card work? It transmits mobile content instantly to a mobile phone by emitting acoustic signatures. Consumers in possession of a card dial a number printed on the front of the card, follow the voice message, and then select the content they want by pressing a button on the card. The acoustic signals transmitted by the card transfer content immediately to the handset.

Ki-Bi gives mobile casinos a physical presence. Spin3 already offers wireless casino games and back office support, and this card compliments the existing solution. In effect, it is to mobile what the CD was to online; a way of making a physical connection with the customer. The card can be fully branded by the casino operator, and offers a tangible piece of collateral that is small and easy to use. Players are more likely to make use of a mobile casino service if they have a simple, no cost, easy method to get the content straight onto their phone without having to register online, or remember a number to text. The card can carry up

to eight games, or alternatively ringtones, wallpapers and videos, making the delivery of multiple pieces of content much easier. The cost of premium rate text messages is also removed, which can also be hindrance to encouraging players to putting content on their phone.

Measurable effect

From a business perspective, a physical marketing tool is ideal for those wanting to take their casino operation mobile. The sleek, credit card sized Ki-Bi is perfect for direct marketing campaigns, to be given out with entry into a casino or placed on the front of a magazine. Any activity using a Ki-Bi card can be tracked to measure ROI, effectiveness and the "viral effect" of casino games. As the card can be passed to up to 1,000 users before expiring, the card is also invaluable in measuring popularity of the games and can provide details on the number of times the card was actually used, as well as buttons/content that was actually downloaded. In turn, casino operators can analyse this data to ensure their card is optimised and targeted at the correct audience.

There are optimistic predictions for the mobile gambling industry, and it's time to prove the industry will live up to expectation. Juniper Research currently values the global mobile gambling market at over \$16 billion by 2011, in terms of gross value of bets placed, and finally there is evidence of this success, with one mobile gambling service attracting no less than 170,000 members in the United Kingdom alone. From a Spin3 perspective, with these incredible predictions in mind, Ki-Bi is important as it compliments our existing casino suite of games and back office support. The Ki-Bi card is the final piece in our mobile casino solution, offering customers a powerful way to distribute content. As the mobile gambling industry heats up, there is a need to differentiate products offered beyond eye catching graphics, great sound and engaging content. The industry needs to focus on getting the content onto a user's phone, and the Ki-Bi card, simple, small and easy to use, is one such way. ●

AUTHOR PROFILE

MATTI ZINDER is the founder and CEO of Spiral Solutions Ltd., a full-service interactive marketing, advertising and technology development firm established in 1999. In 2003 Mr. Zinder established Spin3, a division of Spiral Solutions, which to date is credited with developing and rolling out one of the leading mobile gaming solutions worldwide. Prior to founding Spiral Solutions, Mr. Zinder served as the Director of Marketing / East Asia at Elbit Defense Systems.