

## A GOOD HAND

If all goes according to plan, mobile broadband-based industries seem set to experience booming business over the coming years. And with the explosion of the gaming industry over the past two years, Macau is no stranger to fertile business environments either. Now along comes a company that has combined the huge potential of the mobile entertainment industry with the proven profitability of the gaming industry, and its fun too!

BY MARK PHILLIPS



**PICTURE THIS:** You've come to the last day of your holiday at some plush 5 star casino resort. It's cost you an arm and a leg, and lady luck ran off to relax in her pool-side cabana while you were sweating it out at the blackjack table. But you still have a few chips left in your pocket as you check out and prepare for the trip home, back to the drudgery of your 9 to 5.

Instead of cashing in your chips, you hand them over to the cashier and she converts the money to credits and puts them on your Spin<sup>3</sup> OnCash account which has been loaded on to your mobile phone. "Thank you very much sir, hope to see you again," she smiles as you dash for your taxi.

Monday morning arrives, you're back on the other side of the globe, and the office beckons. Stuck in awful traffic you pull out your mobile phone and decide to give the roulette wheel a spin. You put your last few dollars from yesterday's left over chips on Red 13 and....you beauty!

By the time you reach the office you're up nicely. Lunchtime perhaps a bit of Black Jack, 5 o'clock some 3 card poker and so it goes.

This is the exciting interactive, real-life, mobile gaming experience that Spin<sup>3</sup> offers its customers. You convert money into credits to add to your account at the casino before you leave. Then you go home to anywhere in the world and keep playing for real on your mobile phone, courtesy of some superbly realistic graphics and easy to use interface.

Worst case scenario, you keep playing (and losing) until your credit runs out, and then just keep on playing for fun with nothing at stake. Best case scenario, you win big, leave your wife, marry your mobile phone instead, and then go back to the casino to cash in your winnings, and keep playing of course.

This is a great way for players to extend their gaming experience beyond their trip to the casino. With credit on their account, they can play anywhere, anytime.

Extending the play time is also great for casinos, especially those in Macau who have to battle the trend of hotel guests only staying for an average of 1.5 days.

It also acts as a loyalty scheme, as players have to come back to the same casino to collect their winnings, which of course they are likely to then take straight to the tables of the real bricks and mortar casino that they are standing in, and try their luck again.

Spin<sup>3</sup> is a division of a company called Spiral Solutions Ltd, who have partnered with Microgaming, a leading developer of online gaming solutions. Their complete package includes dynamic casino systems, back-office management tools, marketing services and innovative technologies that push the interactive gaming industry to new frontiers.

Business analysts have suggested that mobile gaming (or m-Gaming) is likely to be the fastest growing and most profitable area in the wireless market. Juniper Research, an industry analyst firm, estimates that mobile

gaming wagers will approach US\$12 billion by 2010. Furthermore, global gross wins from mobile gaming services are expected to rise from US\$106 million this year, to US\$3.2 billion by 2012!

So far OnCash has seen most of its success come from the European market, but they have their sights firmly set on Asia. OnCash is ideally suited for gaming establishments that have a predominantly cash-based culture. It works just like a real casino, except that in exchange for cash, players receive credit their mobile casino, which they win or lose, and cash in on their return visit to the casino.

From a Macau-Mainland China perspective, the system seems ideal, as it works on the basis of a cash transaction that takes place in the casino only. Later when the member of the National People's Congress returns to Beijing and is sitting through one of their tiresome policy sessions, he is only playing with credits, and not gambling money per se. And he can't use his credit card from the mainland to recharge his credits. All future transactions must take place in the casino.

Ok, we can see the eyes of mainland gamers bulging out of their sockets. Surely this has to be a winning formula for a market such as Macau's?

At the time of the GSMA Congress, Spin<sup>3</sup> had not signed any deals with casinos in Macau, but this was only their first visit so watch this spot as we predict this could be a real winner! 