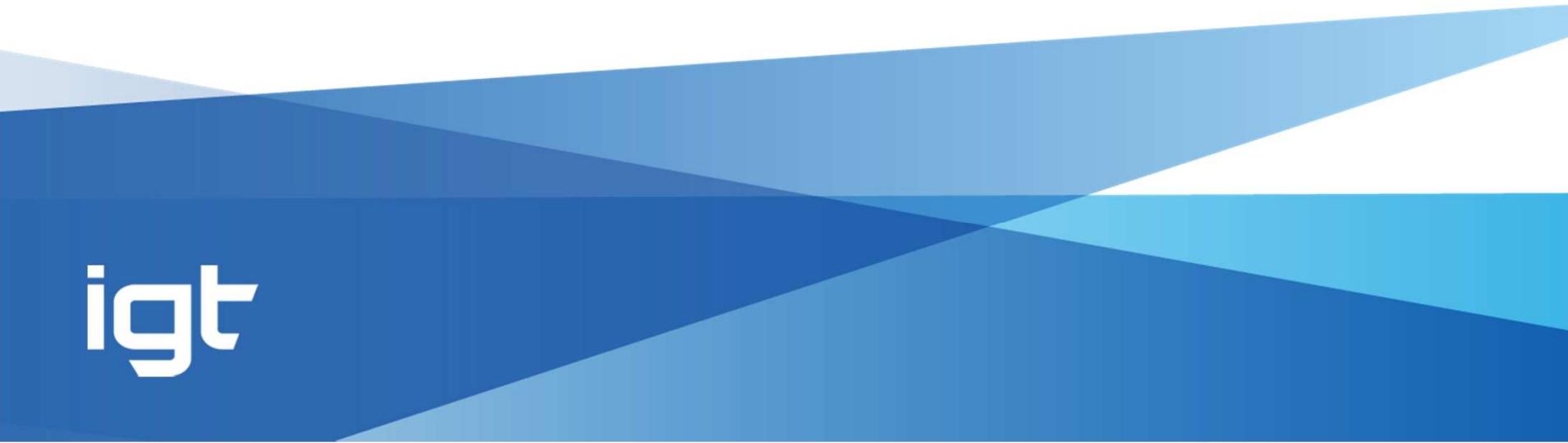


# IGT G2E 2013

## Panel Information

The IGT logo graphic is located in the bottom left corner. It consists of a large, stylized blue 'i' and 'g' shape, with a smaller 't' shape positioned below and to the right of the 'g'. The background of this graphic is a dark blue gradient.

igt

**Patti Hart**

**IGT CEO**

## **CEO Roundtable: View from the Top**

**Wednesday, September 25<sup>th</sup>, 9:15-10:15am, Veronese 2401**

The gaming industry is changing rapidly and the leaders of the technology companies serving the industry are often ahead of the curve. At this session, the presidents and CEOs of the leading slot and table manufacturers will gather to talk about those changes and how they are responding. In one of the first interactive sessions at G2E, attendees are asked to visit the G2E website and submit questions for the executives. The moderator will sift through the questions and choose the most appropriate ones to ask.

# **Knute Knudson**

IGT Vice President of Native American Development

## The Shape of Things: How a Tribal iGaming Industry Could Work

**Monday, September 23<sup>rd</sup>, 3:15-4:15pm, Titian 2304**

Much of the conversation around tribal online gaming revolves around the question: "should it happen?" At this session, experts will instead examine what various forms of tribal i-gaming operations might look like if and when it happens, including operation and regulation. Large tribal operators are likely to have standalone sites resembling those of their commercial competitors, and this panel will consider those alongside similar sites that could be run by an alliance of smaller tribes. Also discussed will be how tribes will market in coordination with their land-based facilities.

# **Robert Melendres**

## **IGT Executive Vice President of Interactive Social Gaming Technology: Building a Winner**

**Tuesday, September 24<sup>th</sup>, 9:15-10:15am, Veronese 2401**

For a technology that doesn't produce direct revenue, social gaming is exploding. Most casinos now understand that they need a play-for-free option that is compelling for its players. But developers of social games now understand that they must be prepared to transition those social games to cash games, complete with the high-tech security and bells and whistles those games demand.

**Joe Sigrist**

IGT Vice President of Global Product Management

High Tech Trouble: How Players Respond to New Initiatives

**Tuesday, September 24<sup>th</sup>, 11:45-12:15pm, Veronese 2401**

Customers are the determining factor in how much a game earns and developers could be accused of sometimes approving new technology before they are certain how players will respond. Remember, some players resisted games that didn't use coins making TITO a failure when first introduced. At this session, experts will discuss research on acceptance rates of new technology by players. The expectations of players and how they are fulfilled also will be considered.

**Marcus Yoder**

IGT Executive Director of Sales and Business Development  
for IGT Interactive

Looking Ahead: Casino Design for the Future.

**Tuesday, September 24<sup>th</sup>, 2:00-3:00pm, Veronese 2501**

The very notion of gambling is changing right before our eyes. Tablets, iPads, Androids and similar mobile devices now put a casino right in the hands of your customers. So what's going to attract them to a casino property? At this session, experts will speculate on how casino design will change, what it will offer to Generation Y and how it will be just one part of an overall entertainment experience. The intersection of social gaming and land-based casinos, and how that will impact today's casino operator, also will be discussed.

# **Adrian Marcu**

## IGT Vice President of Global Technical Architecture

### CVT: The Industry Tool to Improve Interoperability for G2S.

**Tuesday, September 24<sup>th</sup>, 3:15-4:15pm, Titian 2204**

GSA's award-winning G2S standard is a landmark in the industry. Now completing the puzzle is GSA's Compliance Verification Tool (CVT), an automated compliance verification tool that ensures games and systems are properly implementing the G2S standard. This session will give attendees an overview of the CVT and an understanding from the vendors supporting the creation of it the importance of GSA certification as a critical sales tool.

# **Charles Harper**

IGT Vice President of Business Development for  
DoubleDown Interactive, a division of IGT  
**Social Gaming: Gateway or Revenue Stream?**

**Wednesday, September 25<sup>th</sup>, 2:00-3:00pm, Titian 2304**

Social gaming has become the new industry buzzword. But is it a marketing tool to a new audience, a new product or something else. This workshop will explore exactly what this phenomenon is and whether it offers a good match for gaming companies, especially when it's integrated with a loyalty program. Experts will also discuss the differences between social gaming and free-play as well as an introduction to concepts such as virtual currencies.