

Link Mobile Player Experiences to Your Customers' Gaming Profitability Through Accurate and Secure Barcode Scanning

OEM GAMING SCANNING SOLUTIONS



The Challenge For Solution Providers: Engage A New Breed Of Customers By Converting Gaming Solutions To Digital And Mobile

Operators of lotteries and casinos -- and you, the solution providers that serve them -- are facing a convergence of change brought about by smartphone-connected customers.

The new, next generation of players expects personalized and mobile experiences - whether it's when they buy a lottery ticket, visit a casino, travel throughout the integrated resort or play their favorite social and skills-based games on line.

This transformation brings the challenge of managing customer data, revenue and analytics in a complex environment, but also the opportunity to engage and delight players.

Imagine what would be possible if a mobile device associated with a guest and provisioned with a guest-specific barcode, could track guests' activities, spending and movement around the resort as their unique barcode is scanned and read throughout the property.

Touch points throughout the resort -- at slots, gaming tables, restaurants, bars and check-in - could help bridge guest spending, behavior and profiles... allowing for richer analytics that improve guest experience and motivate guest spending.

If guest behavior, activities, location, preferences and spending could be monitored, integrated and analyzed during their resort stay, imagine what would be possible!

The Solution: Provide New Barcode Scanning And Real-Time Data Touchpoints For Your Gaming Operators

As gaming operators seek to locate, identify, engage and service today's mobile and digital guests, you, the solution provider for them, already have an easy and available answer: barcode technology.

Barcodes and scanning need only to move from today's tried and true current utilization to next generation deployment.

A TRIED AND TRUE SOLUTION YOU KNOW...

- Barcodes are already embedded in gaming operations and player culture
- Zebra is transforming this industry standard for gaming's newest requirements
- You can deploy next generation solutions with the mobile-displayed barcode while still maintaining your paper-based barcode applications

Since 2002, nearly every slot machine utilizes a Ticket In/Ticket Out (TITO) system to print out slips of paper with a barcode that can be redeemed by any other machine -- be it another game or a ticket redemption kiosk -- utilizing a barcode scanner.

From that first application, barcodes now are deployed not only within games but also across a whole host of operational, marketing and tracking applications. In doing so, barcode technology turned into an industry standard for the betting sector.

Across the breadth of gaming -- from the operator to the player -- or to you, a supplier -- all are not only familiar, but also confident and satisfied with all the advantages and benefit that barcode technology has presented.

Now, the next sequel in barcode scanning is ready to become your bridge across the digital and mobile gap looming for gaming operations.

Already well recognized and understood, the next generation of barcodes may be the easiest and most essential technology requirement for any supplier to casinos and lotteries.

Zebra invented barcode scanning technology and remains the industry standard today. With Zebra's OEM expertise and extensive scanning portfolio, you can link barcode scanning to the mobile and digital consumer.

...RE-IMAGINED FOR A DIGITAL AND MOBILE GAMING WORLD

Provide your gaming customers with new mobile and digital capabilities incorporating guest-specific barcodes, that track activities, including spend and movement as individual and unique barcodes are scanned and read by scanning touch points throughout the property.

Your next generation solutions will be able to present a variety of ways for barcode scanning-enabled touch points to be deployed throughout the integrated resort -- at slots, gaming tables, restaurants, bars and check-in.

These new solutions also will allow players and guests to be associated with their spending, behavior and profiles allowing for richer analytics that improve the overall experience and can motivate additional engagement and spend.

You will have the expertise and technology to provide your customers with these capabilities -- and even more, you will be able to envision additional possibilities for them based on monitoring, integrating and analyzing player and guest behavior, activities, location, preferences and spending during their entire stay and beyond.

All of this is a just a short step -- from what is already understood and used by operators and their guests -- to what will provide a giant impact in transforming gaming to meet the needs of a digital, mobile and connected world.

The Applications: Everything To Ensure Engaging And Profitable Guest Or Player Experiences For Your Operator Customers

If you are:

- Creating a fixed gaming machine, kiosk, a handheld device or other system add-on ...
- Designing to meet the requirements to handle ticket vouchers, player loyalty cards, customer IDs such as driver's licenses, payment credit or debit cards or new means to track employees and assets...

If you want:

- To create and offer barcode scanning at POS, at a game or table, incorporated into digital signage or anywhere in either front or back of house, for whatever environment or application...
- To take advantage of the emergence of the QR and 2D barcode in the Industry...

You can provide the technology and expertise in barcode scanning that captures the data that matters most — as quickly, accurately and easily as possible — with Zebra OEM technology for the mobile world.

With Zebra's world-class proficiency and technology portfolio, you as a solution provider can make it easy for your customers to let guests and players scan any barcode — electronic or printed — anywhere in the gaming ecosystem.

BAR-CODE APPLICATIONS FOR ALL OF YOUR GAMING CLIENTS' NEEDS

- Offer expanded opportunities for incremental player or guest revenue whether at a game, throughout the integrated resort or away from the property
- Enable their staff to serve guests with a quick, accurate means of identification for better service or recognition
- Tailor their guests' experiences with real-time data and analytics based upon preferences, location or revenue potential
- Focus on delighting guests instead of the process of identifying them as they enter and move throughout the casino property
- Provide the confidence of Zebra's unmatched industry knowledge, service and support for improved margins, faster time-to-market and easier integration
- Offer future-proof investments with Zebra's platform strategy that makes it easy to cost-effectively upgrade designs with the latest scanning technologies

FOR SLOT & ELECTRONIC GAMING EQUIPMENT PROVIDERS

- Move from 1D to 2D barcodes, eliminating 1D barcode misreads
- Add mobile phone barcode decoding capabilities
- Incorporate barcode scanning modules within the bezel of slot machines, table games, digital signage or anything accepting player cards
- Offer barcode couponing or other 3rd party applications
- Supply private-brand Enterprise Scanning Devices to handle Payouts & Service integrated into one unit

Benefits

- Add more convenient cashless payment for customers
- Let operators instantly update player loyalty points and issue loyalty-based rewards in real-time for increased customer engagement
- Increase gaming revenues and profit margins through reduced transaction costs.

FOR TABLE GAME SOLUTION PROVIDERS

- Provide the ability to embed barcode scan engine modules into integrated resort touch points
- Enable better and faster player identification – either player self-scan or dealers scan (via mounted device) of player barcodes from mobile devices, player cards or coupons
- Integrate the core functionality of Zebra solutions into gaming tables or table signage

Benefits:

- Minimize transaction times
- Improve customer service quality
- Reduce the cost of player loyalty card programs – no more printing of plastic cards

FOR CASINO MANAGEMENT SYSTEM PROVIDERS

- Integrate QR barcode decode functionality at slots and table games
- Fund with pre-loaded barcodes in player/loyalty app for purchase deductions
- Offer self-serve player/guest kiosk or concierge or other applications
- Leverage mobile payment devices for Gaming redemptions across the property

Benefits:

- Increase player convenience and loyalty
- Ensure the fastest possible transaction processing time
- Reduce transaction costs

FOR DIGITAL SIGNAGE PROVIDERS

- Use digital display kiosks to offer real-time barcode scanning from mobile smart phones for guest /player applications
- Offer real-time barcode scanning from mobile smart phones for guest and player applications
- Embed Bluetooth beacons for display of relevant content on signage
- Facilitate accurate customer room service and mobile or social gaming through a scan of a barcode from a screen in every guest room

Benefits:

- Support using mobile coupons or offers
- Increase guest convenience to browse, reserve or purchase dining and entertainment options throughout the resort
- Eliminate loyalty cards at the POS

FOR LOTTERY OPERATIONS TECHNOLOGY PROVIDERS

- Add private-label handheld on POS lottery terminals and lottery dispensing kiosks for validation of lottery ticket winners.
- Integrate scan engine modules on lottery ticket checkers and lottery terminals for activation of instant ticket packs and ticket validation
- Offer Bluetooth devices for lottery ticket pack activation and lottery validation at POS lottery terminal.
- Expand lottery player applications that include barcode decode.

Benefits:

- Enable the fastest possible transactions times
- Secure and accurate scanning

Zebra Offers The Most Complete Scanning Portfolio For Your Gaming Applications And Clients

For a fully integrated resort experience, you can pull from the Zebra OEM complete line of handheld barcode devices and scan engines to easily add scanning to any situation where it will improve the experience or workplace.

Wherever you enable the latest in Zebra barcode scanning, you can be assured of fast authentication, enterprise-class capabilities, long life cycles and easy mounting or integration options on electronic games, tables, kiosks and signage.

Your customers will benefit from their players and guests enjoying the fast, seamless and personalized service that scanning provides. In addition, your customers will benefit from the rich analytics possible when they have real-time access to their guests' locations, preferences, spending and profiles.

Additionally, turning to Zebra for its expertise and portfolio lets you:

- Understand what will happen when the barcode moves from paper to the smart phone as it has already in other sectors
- Scan properly even when third-party providers and outside vendors present promotional or tracking offers that are imprinted with their barcodes
- Recognize the implications when barcode and scanning moves from today's 1D technology to 2D barcodes where more information is required
- Manage the challenges from variable contrast of the barcodes to the reflectivity of the glass on a phone's display
- Adjust for next level considerations including ways to account for illumination timing, exposure and more and still get the best image of the barcode from a display

In doing so, you will be utilizing Zebra experience and barcode technology which has been utilized and recognized by industries across the world and has become the de facto standard for gaming, especially lotteries.



The Perfect Solution For OEM Gaming Solution Providers:

Zebra Scan Engines

Now, you no longer need to sacrifice device size to integrate enterprise class bar 1D and 2D code scanning into your designs.

- Weighing in at just a fraction of an ounce, Zebra's miniaturized scan engines pack our patented, proprietary PRZM Intelligent Imaging technology, industry leading decoding algorithms and advanced focusing, optical and illumination systems into the tiniest and slimmest package yet.
- With its superior performance and working range, this miniature imager allows you to build mobile devices with the high-

performance scanning your customers need to boost the productivity and efficiency of their mobile workforce — and the sleek lines today's workers expect.

- And with support for both the new MIPI and traditional parallel interfaces, you can take advantage of the latest processors in your designs — without sacrificing cost, integration time or precious space for additional hardware components.

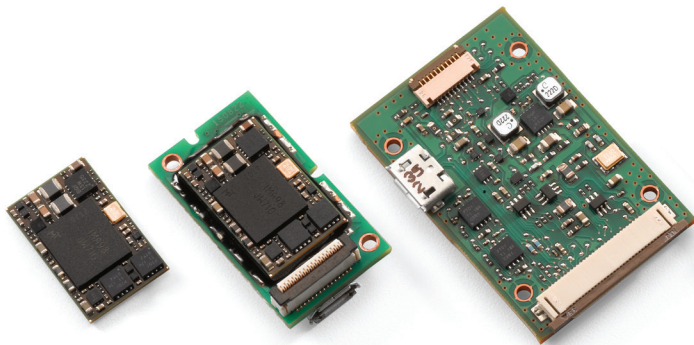




Exceed Gaming Expectations With Zebra Scanning Solutions

Zebra offers the most complete portfolio of 1D, 2D, imaging, and software-based solutions for OEMs looking to add barcode-scanning capabilities to their solutions.

Zebra's support of OEM's integration and business needs is unmatched in the industry, resulting in faster time-to-market and high-quality, reliable solutions that include the latest features and functionality in barcode scanning and decoding technology.



ZEBRA SCANNING BENEFITS FOR OEM GAMING PROVIDERS

- Proven, enterprise-grade capabilities: Add enterprise-grade barcode scanning and image capture with Zebra's industry-leading scan engines and software decode
- Faster time to market: Integrate Zebra technology, to avoid the need to develop in-house scanning capabilities, and the ability to go to market with solutions faster and more cost-effectively.
- Quality features and functionality: Leverage Zebra's significant investment in product research and development for solutions with the latest features and functionality in barcode scanning and decoding.
- Flexible and fast data read capabilities: With Zebra scanning technology, capture virtually any barcode, whether it's displayed on the screen of a mobile phone or printed on a label that is dirty or damaged.
- Maximum data accuracy: Use Zebra scanning technology to dramatically improve the accuracy of data reads, saving time and effort to identify and reconcile information.

WITH ZEBRA AS YOUR OEM SCANNING PARTNER, YOU CAN...

- Choose Your Form Factor – from handheld to penny-sized embedded scan engines
- Benefit from customized scanning components that meet your specifications and feature requirements
- Have the confidence of First-Time Every Time accuracy - 1D, 2D, laser, imaging, and software-based solutions
- Capture documents, signature and photographs for signature authorization, drivers license validation or photo capture for loyalty card printing
- Choose your scanning range from near or far presentation angles
- Select hardware or software decode solutions or custom solutions
- Enjoy a fast return on investment and a low total cost of ownership

Don't Be Misled by The Scanning Myths...



Myth:

I can enable barcode scanning by combining a standard smartphone camera with free barcode scanning apps.



Reality:

Smartphone cameras are not designed primarily for barcode reading, limiting their performance. Free barcode scanning apps are not as accurate as the algorithms Zebra has spent decades perfecting.



Myth:

There are many OEM scan engine vendors that offer similar dedicated scan engines.



Reality:

With Zebra, you gain key competitive advantages that can help you bring your products to market faster and more cost-effectively. For example, our expertise with worldwide regulatory approval agencies is incorporated into the design and manufacture of our laser scan engines, which helps to shorten your time in securing regulatory approval—so you get to market faster.

ZEBRA MAKES BUSINESSES AS SMART AND CONNECTED AS THE WORLD WE LIVE IN.

ABOUT ZEBRA OEM GAMING

Our OEM business partners find success incorporating Zebra technology to identify, track and manage their clients' assets, transactions and people.

Our portfolio – the most extensive and complete in the industry -- delivers a quick and measurable return on investment to companies that utilize Zebra OEM solutions to improve their own catalogue of products and services.

With Zebra's OEM model, manufacturers and suppliers can leverage industry-leading technology not core to their expertise, allowing them to focus on what they do best.

This has led 95 percent of the Fortune 500 companies to choose Zebra. They choose us for...

- Zebra's right mix of expertise, experience and solutions
- Zebra's financial strength and stability
- Zebra's culture of innovation which has evolved from being the inventor of barcode printers and readers into becoming the global, go-to partner for creating a smarter and more connected business world

From barcode scanning/data capture technologies to wireless and mobile computing solutions; our OEM portfolio enables gaming suppliers to deliver innovative solutions.

For gaming success... Follow the Zebra

**TO LEARN MORE
ABOUT OEM SCANNING,
PLEASE SCAN THE QR CODE**

