CymbIoT
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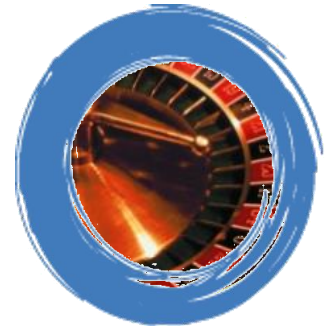
Smart Casino Solution

CymbIoT
Smart Casinos

SECURITY I ANALYSIS I INCENTIVES I FUSION

The CymbIoT solution for Smart Casinos is a modular platform of player recognition, tracking, data gathering, and playing pattern analysis that enables casinos that lack loyalty card systems and/or game machine CMS systems to maximize player data and encourage optimal gambling patterns.

Casinos using loyalty systems extract 70% more value from players using these systems: our Smart Casino platform utilizes surveillance elements and/or smart card readers to provide the same benefits without requiring players to consistently utilize loyalty cards. Using the data gathered by our platform, casinos can offer players promotions and incentives, as well as identify and respond to abnormalities in playing patterns.

With optional merging on virtual and land-based playing data supported by gaming points and incentives, the CymbIoT Smart Casino solution offers an effective, viable, inexpensive player tracking & response solution for maximum playing output.

IR Cameras w/Face Recognition

Surveillance cameras with Infra Red capabilities and Face Recognition analytics identify players and match identity in ENSURA

Audio Sensors (OPTIONAL)

Audio sensors, either standalone or integrated with one or more cameras, for monitoring audio inputs such as gunshots, screams, glass breaking, etc.

RFID Readers

RFID sensors for identifying player registration cards and matching identity in ENSURA

Smart Signs (OPTIONAL)

Smart Signs receive scheduled and real-time messages from CymbIoT for security, gaming, commercial, etc.

Phone Recognition (OPTIONAL)

Phone recognition such as IMSI catchers that can identify players by cellphone data.

RFID Cards

Cards with RFID tags, provided during player registration.

CymbIoT Command & Control

Provides data fusion and management of all player data – online & land-based.

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Pattern Recognition

Player Recognition

External System Integration

Chip & Card Recognition

Micro Location

Player Recognition

Identify player from moment of entrance to Casino, and track through gaming tables, machines, and general casino space, in order to support

Access Control

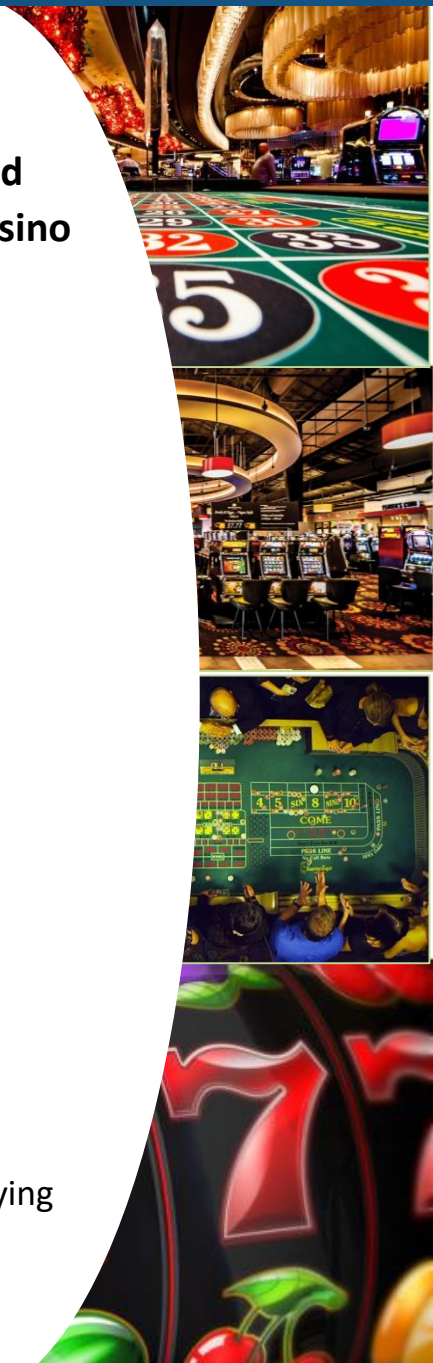Denying access to blacklisted or underage players.

Customized Messaging

Presenting customized messaging to returning players and new players, recommending games, promotions, and more.

Statistical Analysis

- Number of players through the door daily/weekly/monthly
- Number of unique players daily/weekly/monthly
- Number of new (first time) players daily/weekly/monthly

Detecting New Players

Monitor the casino's most important growth channel by identifying and tracking new players – from entry and throughout their gaming experience..

Player Micro Location

Micro-location of players enables the casino to identify the gaming experience of each player:
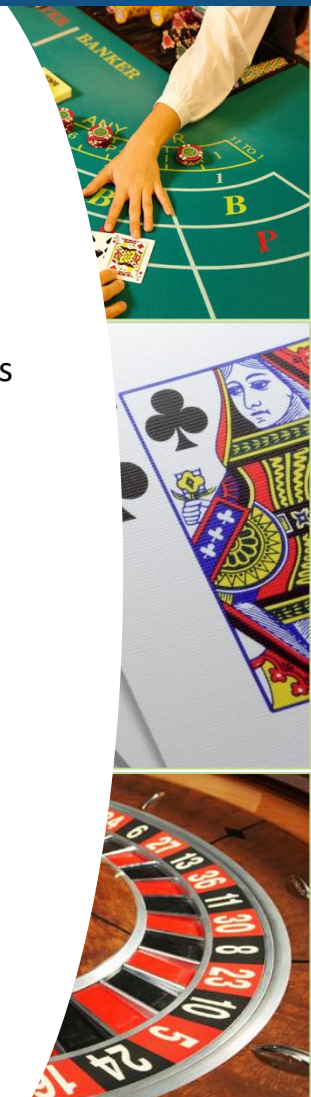
Ongoing Location Tracking

Accurate player movement data is analyzed in real time to trigger alerts and players notifications. It is also used in Floor Optimization Analytics and other segments gaming platforms.

Affiliate Activity

Tracking activity of junkets or agents which bring new players into the casino enables the casino operator to reward and encourage such promotional activity.

Incentives & Loyalty Plans

Replace outdated and easily lost/forgotten Loyalty Cards and create viable incentive & loyalty plans based on tracking players time on gaming stations and comparing it with data from CMS (exact number and volume of bets, ...) or Live Game Analytics.
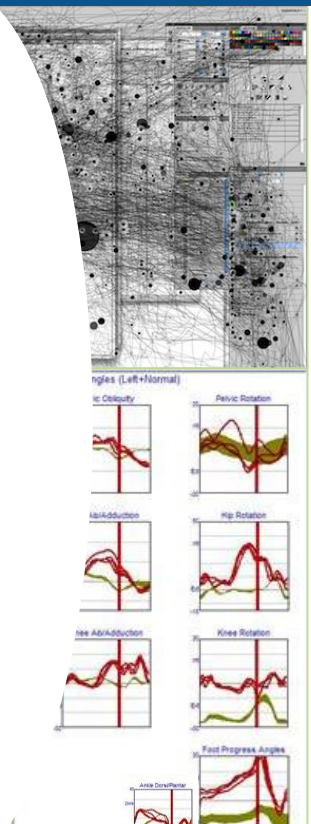
Movement Tracking

Tracking of player and employee movement patterns:

Real Time Promotions

- On dedicated message boards within the casino
- On slot machines toppers (displays sitting on top of the slots)
- Presented by casino host

.

Floor Optimization

Analyze and optimize casino floor plan, position and type of the machines (games) and non-gaming services..

External Integration

Integration of external systems and databases:

Customer Relationship Management (CRM)

Develop acquisition, retention and reactivation strategies based on player and Big Data analysis players acquisitions.

Security & Surveillance

Pre-detection of threats, fast and efficient fraud detection, optimization of security personnel and protocols and more.

Staff Control & Evaluation

Independent authorization protocols, supplements for existing security and access control measurements (double checks) as well as efficient control and evaluation of personnel movement, time on work station, communication style, response times, working quotas and more.

Social Media Harvesting

Harvesting players identities (face recognition) and comparing the database with social network such as Facebook, Instagram, Twitter to create monetized channels.
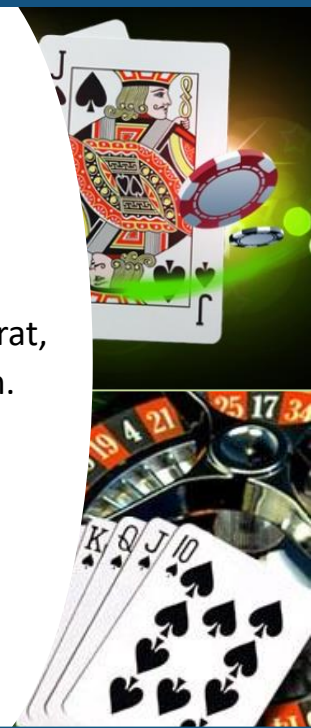
Card & Chip Tracking

Identifying & tracking cards & chips on tables:

Table Games Live Analytics

Tracking of actual games and game history storage for blackjack, baccarat, etc. for effective player tracking as well as potential fraud identification.
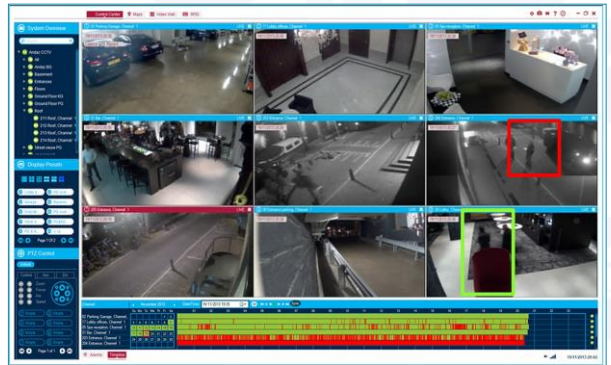
Poker Room Live Analytics

game history can be stored and reviewed in case of disputes, offensive behavior, illegal collaboration etc., as well as for management of tournaments and events .

ADDITIONAL INTEGRATIONS

Video Analytics

- Video content analytics applications, including Face Recognition, People Count, Duration Count, and more.

- VCA on both sensor and server side.

- User defined triggers such as max/min time, speed, areas of interest etc..

Audio Analytics

- Identify gunshots & trigger 911

- Identify screams & direct cameras

- Monitor aggression levels

- …more

Video & Audio Analytics integrated with data from other surveillance sensors in CymbIoT Command & Control::

Player

Event

Player leaves game after shorter duration than usual.

Detection

Face Recognition tracks play duration.

Response

CymbIoT C&C identifies abnormal play pattern.

Updates database.

Puts teaser message for other games in Smart Sign closest to player.

Generates incentive based on player history.

Sends player text message with play incentive.

Game

Event

New game in land casino.

Detection

Player with relevant playing history enters casino & is identified by RFID tag.

Response

CymbIoT C&C matches player history with new game.

Updated database.

Puts teaser message in Smart Sign closest to player.

Generates incentive based on player history.

Sends player text message with play incentive.

Safety

Event

Argument over game breaks out at table.

Detection

Audio analytics identify shouts & glass breaking.

Response

CymbIoT C&C analyzes data and implements procedures:.

Directs cameras towards event.

Alerts security

Alerts manager.

Sends nearby players text messages with incentives for games away from incident.

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CymbIoT's mission is to design, implement and deliver advanced Internet of Things (IoT), Video Management Solution (VMS), and Command & Control (C&C) platforms. We empower end users to configure and manage integrated networks of all types and scales - from Smart and Safe Cities, through Transportation Hub security, to Smart Buildings and Enterprise management.

With millions of sensors across numerous verticals using our products to deliver actionable intelligence and real-time response capabilities to customers worldwide - we have the experience, know-how and technology to deliver real world solutions that work.

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