

MAXIMIZING  
YOUR  
GAMING  
POTENTIAL



**MicroFirst® Gaming's IntellaTarget:**

- Provides the ability to target a group of Players with a custom Content and Audio Message when they insert their Players Card at any Gaming Machine.
- Some examples of the Unlimited Messaging and Content that can be Delivered to Specific Players of Your Choosing;
  - Complementary Items Available
  - Upcoming Events
  - Specific Discounts Available
  - New Amenities Awareness
- Provides a tool for Marketing to give the Player that last minute notification right at any Gaming Machine.
- Easy to Configure and Operate.
- IntellaTarget is a Cost Saving solution, no paper.

# INTELLATARGET

A POWER PACKED APP

*Immediate Communication to a Targeted Group of Patrons*



*Personalized Targeted Messages and Content*



*Notify Players of Changes*

Contact **MicroFirst Gaming's** "Customer Solutions Department" and gain the knowledge to;  
Make a Difference, Stay Competitive and Improve your Operations.

## THE MicroFirst Gaming EXPERIENCE

Founded in 1985 **MicroFirst Gaming** is an award winning, international technology company focused on providing high quality, cost effective solutions. Since its inception **MicroFirst Gaming** has served a variety of industries, including broadcast automation, video signage, hospitality, and gaming, and has continued to push the limits in state-of-the-art technology. Our highly skilled staff, some of whom hold doctorate degrees in their specialty, have over 500 years of combined industry experience. Our in-depth knowledge, vast experience, and dedication to delivering creative, cost-effective solutions has poised us as a leader in technology professional services, visual content, hardware, and software solutions.

At **MicroFirst Gaming** we take great pride in our high standards and quality of work we put forth. We strive to create long-lasting relationships with you, while giving you all the tools, training, and services you need to be at your best.

### GAMING LICENSED

**MicroFirst Gaming** maintains the Top Level Licenses in all major jurisdictions, which include the ability to work on sensitive gaming technology including electronic funds transfer.

**MicroFirst Gaming** offers a wide variety of Industry Leading Products and Professional Services encompassing the following areas:

#### **Content / Visual Design**

- Slot System Touch Screens
- Digital Signage
- Web
- Print / Copy
- E-Mailers
- Kiosk
- Slot Machines
- Internet Gaming
- Mobile Gaming
- System Bonusing
- Bonus Games
- Theming and Branding
- Audio Production and Voice-overs

#### **Technical Professional Services**

- Project Management
- Technical Manpower
- Installation
- Go-Live Support
- Specification Writing
- Education and Training
- Slot Machine Compatibility Testing
- System Compatibility Testing
- Network Services
- Regulatory Assistance
- 3rd Party Product Analysis and Evaluation
- Slot System Release Testing

#### **Hardware Solutions**

- Gaming Products
- Replacement Components
- Board Repair and Bench Services
- Custom Board Design, Development and Manufacturing
- Server Repairs, Parts and Upgrades
- Custom Tester Development and Manufacturing
- Unique Sign / Attraction Systems

#### **Software Solutions**

- iSeries Programming
- Power Packed Applications
- Gaming Products
- Custom Solutions
- Gateways
- Interfaces
- Custom Kiosk Design and Development
- Testing / Diagnostic Applications
- 3rd Party Product Integration
- Security

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