

EPICENTRAL[®]

CASINO REVENUE GOES UP
WHEN EPICENTRAL GOES IN

Proven epic success

EPICENTRAL[®] Print System – connected directly to TransAct's ServerPort[™] device inside the slot machine – is an easy-to-use, cost-efficient software system that empowers casinos to internally develop marketing programs and promotional coupons to be distributed to customer on a real-time basis at a slot machine.

An epic system

- Works with all existing slot systems and games because it's separate and distinct from the slot system itself
- Protects your investment in the Epic 950[®] – no need to change out the printer, simply upgrade your existing Epic 950 printer with ServerPort[™]
- Generates proven casino revenue while being reliable and easy to use
- Allows casinos to easily change out legacy printers by adding the Epic 950 and ServerPort to existing slot machines

Results tell the epic story

- 100% increase in lower-tier player Average Daily Theoretical (ADT) on day of random award
- 87% loyalty club coupon redemption rate
- 73% boost in coin-in for single one-hour unadvertised promotion
- 40% redemption rate of coupons that encourage mid-week visits
- 30% bump in new player loyalty club enrollment in less than 90 days
- 25% increase in players qualifying for top-tier status



Essential Epicentral modules

- Design Center[™]
- Campaign Center[™]
- Server Center[™]
- Redemption Center[™]
- Report Center[™]
- Mobile Host[™] (optional)
- Mobile Player[™] (optional)
- Leaderboard[™] (optional)

All it takes to upgrade

- Epic 950[®] printer
- ServerPort[™] device (one for each printer)
- Desktop/Laptop computer for each Design Center user
- Server for ServerManager[™]
- Networking hardware, WiFi or Ethernet connection to ServerPort[™]

TRANSACT

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