

Command Technology Group

Interactive TV applications

Betting - Live Roulette

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•**Live-2-Air**
Affordable end-to-end interactive TV solutions

•**Auctions**
Participate in a live TV auction

•**Betting**
Real roulette over the phone

•**Games**
Classic arcade games against other viewers

•**Quizzes live**
The entire audience can now compete in live TV quizzes

•**Quizzes non-live**
Pre-formatted quizzes and puzzles featuring fastest finger first technology

•**Voting**
Real time graphic reporting of SMS, IVR, internet and red button voting

•**Real-Time Interactive Production Unit**
Broadcast video server with dynamic operation via IVR

•**Gallery manager**
Studio toolkit for efficiently managing live events

•**Data concentrator**
Aggregate and report on mass participation events

•**Studio console**
Manage live participation quiz formats

•**TXT-Screen**
Live on screen chat from viewers' mobile phones

Play Roulette on TV via the phone keypad. A croupier hosts a live roulette game in a studio with a real roulette wheel. Viewers can participate from the comfort of their armchairs.

How it works

The Live-2-Air betting engine integrates IVR systems and broadcast studio hardware:

- Account management of players
- Takes bets via IVR and checks for sufficient player credit
- Opens and closes the betting for a table spin
- Generates graphics for the virtual table and players' personalised chips
- Produces stats reports

Players phone the studio's call centre to register an account and buy credit through a card transaction.

A croupier hosts the games with a real roulette wheel from the studio. The Real Time Interactive Production Unit (RiPU) dynamically generates a playing table as a graphic overlay.

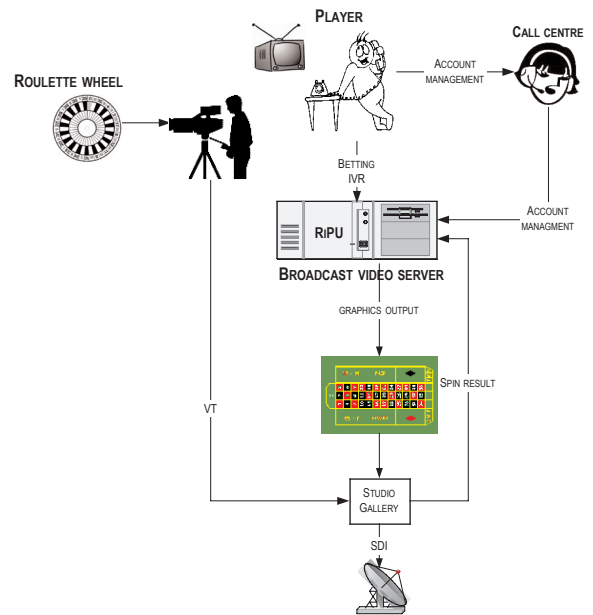
Players phone the playing IVR line, log in to the system and place their bets. The system checks that they have sufficient credit and that their bet is valid. 'Bets' appear as a virtual graphic chips at the correct place on the table with the player's player name marked.

When the wheel is spun the gallery operator inputs the result into the system which then calculates the wins/losses and readjusts each player's credit balance.

Business benefits

- Roulette via TV opens up casino gaming to a whole new audience
- The live TV element adds brand trustworthiness and loyalty that internet-based services find hard to achieve
- Simultaneous web-casting broadens the viewer base
- Account-based functionality for customer loyalty
- CRM data capture
- Low operational overheads
- Two format options, one requiring no gaming licence.

Roulette Product Diagram



Case Study: Vegas 24/7



Broadcast by Friendly TV on Sky Digital 847 featuring full casino functionality. Accounts are credited by card transactions. A live croupier spins the wheel and bets are placed through an IVR.

Case Study: 777Casino

A premium rate quiz line is used to credit playing accounts. Once an account has been set up bets are placed through the IVR.

